



### MEET THE FARMERS CONFERENCE



#### FOOD SECURITY | TRADE | TECHNOLOGY

Bridging the Gap between Africa and the Gulf Cooperation Council (GCC) (United Arab Emirates, Saudi Arabia, Kuwait, Bahrain and Oman).

THE ADDRESS HOTEL, DUBAI MARINA, UAE.















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FOOD SECURITY | TRADE | TECHNOLOGY

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### 'Meet the Farmers Conference'

(MTFC) 2019 was held at the Address Hotel, Dubai Marina on the 27 and 28 November 2019. The 2-day conference attracted over 300 delegates from Africa and the GCC, including the participation of more than 40 speakers and 14 exhibitors.

Following the successes of MTFC 2017 and 2018 respectively, the MTFC 2019 started with media launches in various African countries, including Nigeria, Ghana, Cote d'Ivoire, Kenya and Rwanda. The main conference held in Dubai and occasioned with success stories from past attendeess

This 3rd edition themed "Creating a Sustainable Future: Food Security, Trade and Technology" witnessed keynote speeches and interactive discussions from the likes of the UAE Ministry of Economy, Dubai Chamber, SIFAX Group, Hail Agriculture, Foodco Holdings, Agility, Go Africa, NICERT, Avagro, Namibian Agronomic Board, Doehler, Winich Farms, Farmcrowdy and many more. The two-day event also witnessed the 2nd edition of Innov8Agric Challenge, a competition which promotes innovative ideas that improves the agricultural value chain in Africa.

MTFC is an initiative by Crenov8 that aims to promote the business of agriculture, support agribusinesses with access to new markets and encourage use of innovative technology in the agriculture value chain. It tackles the imbalance in the global food security by creating a thriving environment to breed synergy between African farmers, exporters and agribusiness investors with off-takers in the GCC, using Dubai as a hub.

The initiative stems from a pressing need to fill the obvious gap in the global Agriculture market, connect businesses, dissipate knowledge and through our Innov8Agric Challenge - empower individuals integrating technology with Agricultural practices. The conference borders on the need to consolidate and export African Agro-produce to the Gulf Cooperation Council (GCC). This, we strongly believe will earn the African continent foreign exchange, improve GDP per capita, reduce food waste and improve on the existent ties between the GCC and Africa.

2 DAYS

40+ **SPEAKERS** 

### **OBJECTIVES**



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To Promote Inter-Regional Agro Trade for Food Security



To Sustain Agriculture and Food Production in the World by Encourging the use of Technology in Africa







To Facilitate Profitable and Sustainable Business Partnerships





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### ATTENDANCE **& PARTICIPATION**

This year, the conference welcomed delegates, exhibitors and participation from different countries and across the expanse of the agriculture value-chain. Delegates from Nigeria, Rwanda, Ghana, Kenya, Uganda, Ivory Coast, Benin Republic, South Africa, India, United States of America, Germany, France, Philippines, Bahrain, Oman, Kuwait, United Arab Emirates (UAE), etc.

Farmers, Producers, Processors, Distributors, Importers, Exporters, Policy makers, aggregators, trade facilitators, government agriculture and trade agencies, logistics companies, agriculture technology companies, Agric promotion organizations, farmers' education bodies, agriculture advocacy and standardization bodies were all present and ably represented at the conference.











## SUMMARY OF PROCEEDINGS

**DAY** ONE

### SUMMARY OF PROCEEDINGS



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**SPECIAL GUEST OF HONOR** 

H. E. JUMA MOHAMED AL KAIT

MEET THE FARMER

**SPEAKER BOLA OYEDELE** 





#### **CONFERENCE DAY 1** 27TH NOVEMBER 2019

Held at the prestigious Address Hotel, Dubai Marina; the conference started by 9:30am after the Exhibition Walkthrough led primarily by H.E Juma Al Kait, Undersecretary of the Ministry of Economy, UAE. He was ably joined by Omar Khan, Director of International Offices; Dubai Chamber and other renowned dignitaries in attendance.

#### WELCOME ADDRESS

The MC for the day, Flo Akinbiyi did a good job in welcoming delegates and dignitaries and handed the stage over to Bola Oyedele; Managing Director, Crenov8. After welcoming everyone to the conference and thanked the partners, sponsors and delegates present, she proceeded to reiterate the vision for the conference and what objectives the organizers hope to achieve with this year's gathering. In her address, she touched on some of the challenges with Agribusinesses in Africa and the limitless opportunities available for Agro-trade in the United Arab Emirates (UAE) and other Gulf Cooperation (GCC) countries.

#### **KEYNOTE SPEECH**

#### UAE'S INTEREST IN TRADING WITH AFRICAN COUNTRIES

In his Keynote Speech, H.E Juma Al Kait, Assistant Undersecretary -Foreign Affairs, Ministry of Economy, UAE expressed UAE's immense interest in dealing with Africa especially in the area of agriculture and investments. Considering that the GCC area imports 90% of its food, he encouraged farmers in Africa to capitalize on this trade advantage and drive export of food products, foster trade relationships and strengthen the economies of both regions. He noted that due to its rich and fertile lands, vibrant young population and comparative advantage for cultivation, Africa is positioned for global food security.





Furthermore, he called for important interaction with stakeholders and highlighted the willingness of the UAE to engage both private and public agriculture institution in Africa to further drive global food security. He commended the organizers and praised them for their tenacity in seeing through the conference even to its 3rd edition and for promoting Africa - GCC Trade relationships.



The first panel session was moderated by Dubai-based Entrepreneur, Jacob Stenhouse who was joined by Kenneth Obiajulu, Managing Director, Farmcrowdy, Ademola Akinyemi, CEO Farmcenta and Joshua Ajisope, CEO Farmfunded all from Nigeria. The session covered and illustrated the different methods that can be employed for sustainable agricultural practice. It was an eye-opening session as the panelists shared their experience from actual cultivation to harvest, even with battling post-harvest activities such as logistics and market access. A huge step-forward in achieving a sustainable future in agriculture will require an integrated approach that unites all the different sub-sectors in the value chain whilst also focusing on educating and providing inclusion for rural farmers in low-income areas as they are important to the sustainable practice of agriculture.



27TH & 28T

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#### PRESENTATION I

HOW LOGISTICS CAN HELP IMPROVE AGRICULTURAL TRADE IN AFRICA

The first presentation was delivered by Adekunle Oyinloye, Group Managing Director, SIFAX Group who ably represented the Founder and CEO, Dr Taiwo Olayinka Afolabi. His presentation focused on How Logistics can help improve Agricultural Trade in Africa. He opined that Agriculture will get better leverage and access to the International markets with a good logistics system in place. In his remarks, he explained how Logistics is pertinent to the global agricultural value chain. It influences the outcome of tireless inputs invested from the cultivation to harvest. Properly structured logistics can positively impact and scale Agro trade in Africa. It strengthens market competitiveness and fosters inclusiveness at local and global levels. This, he explained, is why SIFAX Group through their several subsidiaries and service offerings is leveraging on its strength and network in West Africa to provide logistics services that can connect African Agro-produce to markets beyond Africa, especially the GCC markets.

#### PRESENTATION II

DUBAI AS AN INTERNATIONAL TRADE HUB FOR **BUSINESSES IN AFRICA** 

In his presentation, Omar Khan focused on how Dubai is helping to advancing its trade relationships with Africa. With the food security concerns globally, there is the need to consolidate efforts between Dubai and Africa, promote imports of Agro-based products and trade between both regions. Highlighting the importance on MTFC's focus on Agriculture, Omar Khan explained how gatherings of this nature are important in shaping a better African narrative and exposing Agribusinesses in Africa to opportunities in the UAE.



WAYS TO CREATE A SUSTAINABLE FUTURE IN AGRICULTURE

**SPEAKER** 

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**SPEAKER** OMAR KHAN Dubai Chamber





**SPEAKER** ADEKUNLE OYINLOYE Group Managing Director

Pointing out the success story of the Chamber's progressive relationship with Farmcrowdy, a Nigerian-based Agritech startup he met and interacted with for the first time at the 2018 edition of Meet the Farmers' Conference; he emphasized that Africa has a huge role to play in global agriculture. The incredible solutions to the biggest challenges on the continent will be solved through partnerships and collaboration for solutions. He opined that this is a major goal for the Dubai Chamber of Commerce which seeks to actively expand their reach in Africa.

#### PANEL DISCUSSION 1

#### PRESENTATION III

THE FUTURE OF TECHNOLOGY IN AGRICULTURE

The conference also welcomed Technology Farmer Hannu Kuliu of BioGrow Investments whose presentation focused on how technology will transform the practice of Agriculture. Technology will bring about innovation, the introduction of modern farm practices and possibly a total revamp to the agro sector. We have already witnessed the introduction of Agriculture Bots and other level of artificial intelligence supporting precise agriculture and enabling easy cultivation and harvest of crops at faster rates for maximum production volumes. Haanu posited that they realize the need to catalyze production of exportable produce that meets world standards with technology practices.







SPEAKER NICOLAS DELAUNAY Strategy, Partnerships & Communications



**SPEAKER** WILLIAM STENHOUSE This has yielded good results in Namibia, Uganda and they hope to replicate same across more African countries. Global food security is achievable with the aid of technology to increase yield and promote farm efficiency.



United Nations' Strategy, Partnerships and Communications Expert on the Sustainability Water Agenda 2030; Nicolas Delaunay joined us for the conference and his presentation focused on how Water and Food Security are heavily interlinked. He lauded the initiative and explained that the actions and successes recorded in our steps towards food security will invariably have effects in Water and even energy security. He explained the UN's strategy to Water-Food-Energy Nexus and why it is important to sustainable development especially in vulnerable areas in Africa and the Middle East.

Nicolas explained that the demand for all three resources -Water, Food and Energy is increasing. This is driven by a rising global population, rapid urbanization, changing diets and economic growth. Agriculture is the largest consumer of the world's freshwater resources, and more than one-guarter of the energy used globally is expended on food production and supply. Thus, he proposed a suitably integrated approach to ensuring water and food security, and sustainable agriculture and energy production worldwide.

### **PRESENTATION V** THE ROLE OF LOGISTICS IN AGRICULTURE

William Stenhouse began his presentation by focusing on how medium scale Agriculture suffers in Africa due to unavailability of support infrastructure such as logistics and storage. He emphasized that this was a major challenge that hampered production efficiency, quality and the ability for agribusinesses to scale. Stenhouse explained that as part of their strategy, Agility Africa is supporting medium scale businesses with cutting edge logistics services across the continent and beyond. He explained that for Agriculture to thrive, the business aspect has to be right and as such the business environment must be enabling.

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**OPPORTUNITIES IN AGRICULTURAL** VALUE CHAIN: LOGISTICS, TRADE AND FINANCE

### **BREAKOUT MEETINGS AND B2B NETWORKING** SESSION

The day ended with exhibitions and Busi-

Citing Go Africa's rise to success in two years of active operation, he emphasized that a strong network of interconnected organizations delivering quality services and supporting the common ecosystem of the agro-industry is what Africa needs to claim its place in championing food supply for the Africa and the rest of the world.

#### **PANEL DISCUSSION 2**

This panel session focused on the opportunities available in the value-chain was well moderated by the Event Host, Flo Akinbiyi. Featuring experts and agro-based business leaders: Alok Bhargava, MD Praramb Agri-Trading DMCC; Dennie Beach, President Go Africa LLC/Go Africa Trading; Attai Riches Invene, CEO Winich Farms; Ingo Schuleter, President Doehler MENA and Adekunle Oyinloye, Group MD, SIFAX Group. The panel focused on exploring different agribusiness opportunities. The panelists agreed that due to the vastness of the industry, the potentials are limitless and there is room for further investment in the Agro-sector. They advocated for more application of technology, infrastructure development and an enabling environment for Agricultural practice to thrive.



## SUMMARY OF PROCEEDINGS

DAY



**SPEAKER** DR. ABDULKAREEM MOHAMMED AL AMRI CEO, Hail Agriculture Consultancy



**SPEAKER** JOACHIM YEBOUET

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#### **PRESENTATION I**

ROLE OF AFRICA IN SUPPORTING UAE FOOD SECURITY

Speaking on the importance of Africa in global food security and specifically for the UAE, Dr Abdulkareem emphasized on the need to support Agro-trade relationships between Africa and Emirates. He highlighted the major food crops topping the demands in the UAE and analyzed that Africa currently produces majority of these. If the right requirements are met in terms of standards and an enabling trade environment is created; Africa-UAE business relationships will emanate from the Agricultural sector. He also admonished food growers in Africa to begin to cultivate for export and think for the future by employing best practices and involving technology use for increased yield and international quality standards.

#### **PRESENTATION II**

FOOD TRADE IN THE UAE

This eye-opening presentation focused on the food requirements in the UAE and how Africa has a key role to play in ensuring the sustained food distribution and availability for the teeming UAE population. With the continual increase in food demands and growing population of immigrants and tourists, food demands in the UAE has spiked and that is a major avenue for African home-grown food produce to be exported into the Emirates. He also went ahead to touch on statistics of food supply and food demand by different sectors of the populace, an aspect that people looked forward to during the conference.

He emphasized that the GCC countries import more than 80% of its food and encouraged farmers in Africa to endeavor to capitalize on this trade advantage and export more of their food products in order to balance trade deficits and strengthen the Africa Economy.

#### **PANEL DISCUSSION I**

This panel underlines the importance of standards and requirement for food importation into the UAE. Moderated by Nour Hamza of The Legal Group and featured experts from Africa and the UAE - Prince Ajibola Oluyede, Chairman NICERT, Bianca Gracias, Suits Advisors and Yvonne Spiller, MD Freedom Corporate Services. They touched on the different certifications required and necessary regulations to be met to enable smooth import into the country. They admonished agribusinesses to take advantage of the benefits of setting up in a free-trade zone. Also, importers from Africa are advised to pay attention to the regulatory procedures around cultivation, processing and packaging their produce to the UAE.



SPEAKER LEONIE HARTMANN CEO, Avagro

#### **PRESENTATION II**

HOW TO DEAL WITH AGRICULTURAL CHALLENGES IN AFRICA

Agriculture in Africa is gradually coming of age, and we need the world to pay attention because we have the resources to meet the food security demands of the world. This was the crux of the presentation from Leonie Hartmann, from Avagro Namibia who proffered solutions to the agricultural challenges Africa currently faces. Her presentation addressed how to resolve some of Africa's complex problems facing Agriculture chief among which are Access to Capital, Access to markets, Logistics, Infrastructure, Technology and Farmer Education. Spotlighting Avagro work in imporving the value-chain in Namibia, she implored that private and public sector must work together to help take advantage of the opportunities available for the growth of the Agriculture in Africa.



AGRIBUSINESS OPPORTUNITIES IN AFRICA

### BREAKOUT MEETINGS AND EXHIBITIONS

The day ended with exhibitions and Business collaboration meetings segmented per sector in the agribusiness value-chain. Investors, offtakers, policy makers and possible customers met with exhibitors for trade and collaboration interests. This session truly highlighted the core of the conference which is to promote trade relationships and catalyze development in the Agribusiness sector in Africa and the UAE. The energy, drive and quality in the room was breath-taking and we are confident that trade activities generated from the conference will be followed up to ensure import-export promotion between both regions.

#### **PANEL DISCUSSION II**

This power session was moderated by Mark Olorundare, General Manager Crenov8 who was joined by Farouk Khailann of Premium Africa Holdings, Brian Barriskill, Director Fresh on Table and Michael Iyambo from the Namibian Agronomic Board. The panel explored the lengths of different opportunities in the agribusiness sphere. They opined that Africa needs to do better with its positioning in order to attract the right kind of trade and partnership opportunities. They identified some 'low hanging fruits' that Africa can quickly take advantage and they implored agribusinesses and investors to look on opportunities in processing, packaging and logistics. These areas if developed will increase the value of African produce in the International Trade Market and directly improve the economy of the continent through Agriculture.









## Innov8Agric Challenge

2019



SHIKAMA DIOSCORE Founder of AgriGo



CHARLES ABBEYQUAYE Manager of AcquahMeyer Drone Tech

MEET THE FARMERS

CONFERENCE



MOSES KIMANI

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### MTFC Innov8Agric Challenge 2019

The Innov8Agric Challenge is a major highlight of Meet the Farmers Conference. This year, over a thousand applications were received from across Africa with different innovative ideas sprawling different aspects of the agriculture value chain. After a rigorous selection process; AgriGo Rwanda, Acquahmeyer Ghana and Lentera Africa were selected to pitch at the Grand Finale which held during this year's conference. They were given all expense paid to the conference and pitched for the Grand prize of \$5,000 in funding and other business opportunities. The challenge was anchored by Babatunde Adenuga; Projects Lead at Crenov8 who welcomed the judges - Abdullah Al Mansoob - Founder & CEO of Genr8; Bernardo Arnaud -Founder of StarkSat Inc. - Khaleel Summers - Cofounder TK Consultancy and Benjamin Marolda -Global Marketing & Sales Manager Advanta Seeds.

#### The startups were represented by

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Shikama Dioscore, Founder of AgriGo - An agritech startup that provides advisory and financial services via Web, SMS and USSD technology for Rwandan farmers

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Charles Abbeyquaye, Commercial Manager of AcquahMeyer Drone Tech - An agricultural drone technology company in Ghana,

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Moses Kimani, Founder of Lentera Africa - Modern agritech solution provider that enable farmers to predict and adapt to climatic changes in order to increase yield and productivity.

At the end of an exciting pitch session, Lentera Africa emerged winner of the second edition of the Innov8Agric Challenge. Moses Kimani received the plaque for the sum of \$5000 grand prize and other incentives that came with the Innov8Agric Prize.









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FarmFund d



SAN-JOSE CASHEW FARMS















**EXHIBITORS** 

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## GALA DINNER & AWARDS

# **DAY** TWO







Business Excellence Award GO AFRICA



Best Innovative Company of the Year ADVANTA SEEDS



Sustainable Company of the Year WEBCOR GROUP



Most Impactful Networking Group UAE AFRICA NETWORKING GROUP



Excellence in Investment Promotion FEDERAL MINSTRY OF AGRICULTURE AND RURAL DEVELOPMENT (FMARD Nigeria)



Company of the Year SIFAX GROUP



Trade Excellence Award MINSTRY OF ECONOMY, UAE



All Award Winners Group Photo

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### KEY RESOLUTIONS

Africa is integral in the global food security goal. With the vast amounts of () natural and human resources that Africa has, it is in the right position to lead food production globally.

Logistics remains a major bottleneck that needs urgent attention to enable inter-border export activities. O Agro-specific logistics solutions need to be developed and promoted to suit to preserve food transport across the world.

Cross Border Trade Relationships will drive economic growth. These ⊘ relationships have to integrate public and private sector. With the right policies in place, agro-trade and import-export activities will be on the

S export purposes. Farmers in Africa

Government Involvement is critical in driving the development of agribusi-ness activity in Africa and the UAE. We



## PARTICIPATING BRANDS AND KEY ATTENDEES

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÷	Crenov8 DMCC
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	& Rural Development - Nigeria
$\rightarrow$	Dubai Chamber of Commerce and In
→	Ministry of Economy - UAE
→	SIFAX Group
$\rightarrow$	SAHCO
$\rightarrow$	UAE Africa Networking Group
$\rightarrow$	Ethiopian Airlines
$\rightarrow$	DeleFresh Nig Ltd
$\rightarrow$	Jenaan Investment LLC.
$\rightarrow$	SmartFarms
$\rightarrow$	Hafford Nig Ltd
$\rightarrow$	Midatlantic Farmko
$\rightarrow$	Eroma Foods Integrated
$\rightarrow$	Rayfield Grains Company
$\rightarrow$	Agro Connect Solutions
$\rightarrow$	NICERT
→	Advanta Seeds
→	Jimest Foods International Export L
→	Rabsco Ltd
$\rightarrow$	SFD Foundation
$\rightarrow$	Itsheeqi
$\rightarrow$	Hail Agriculture
$\rightarrow$	Elpee Agro Consult

- → Rhyss Farms Ltd
- → Compass Global Business Limited
- → Connect Nigeria
- High Soles Farm Tours
- → Namibian Agronomic Board

- → Kiza Tomorrow Africa
- Dubai Multi Commodities Centre (DMCC)
- Winich Farms
- Travels on Click  $\rightarrow$
- → Agrecourse Nigeria
- Afrikain LTD
- Farmkonnect
- Multicom International Marketing Coy LTD
- Teh-Rit Group Ltd  $\rightarrow$
- Kazu Integrated Farm
- Skipper Global Resources Limited
- PEAS Foundation
- $\rightarrow$ Ecokleen Farms
- Gabrem Consulting Services  $\rightarrow$
- Greenwings Global Investment Ltd
- Leapab Company Limited/ Oil palm Plantation
- Pot Oil Global Resources
- Elpee Agro Consult
- $\rightarrow$ Avagro
- $\rightarrow$ Farmcenta
- FarmFunded
- → Eagles Wings Consulting
- Fogo De Chao
- Foodco Holdings
- Lentera Africa
- The Lagos Chamber of Commerce & Industry
- Techgist Africa
- $\rightarrow$  Suits Advisors





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