



« Processing of Agricultural value
chains in Africa facing the economic,
climatic and security challenges ».



MARKETING FOLDER



SAFAGRI

PRESENTATION

For a long time hindered by several challenges and bottlenecks, especially economic, climatic and security, the African agriculture finds it hard to take off. It is in this context that ICDCS puts in a lot in promoting initiatives aiming at developing family agriculture and easing up trade of food, forestry and stock breeding rural country products, for a better food security for communities in its space of intervention.

For the materialization of this investment, the ICDCS launches, with the support of Chadian Government, the first edition of the African Trade fair of Agriculture (SAFAGRI).



The AFRICAN TRADE FAIR OF AGRICULTURE, SAFAGRI is a tool and a showcase of Exchanges to a continental level.



GOALS OF SAFAGRI

The overall goal of the trade fair is to motivate national and regional policy for processing agricultural value chains in Africa, facing economic , and not; climatic and security.

More especially:

- Create a framework of exchanges and of experience sharing among stakeholders
- Put in network the different stakeholders of various sectors of production and of processing for the purpose of reinforcing integration and contributing to the smooth flow of trade exchanges.
- Contribute to reduce barriers for regional transactions.
- Exhibit agricultural products to show potentials that our countries have.
- Contribute to improve human health by encouraging consumption of processed local products.
- Organize discussion panels to exchange over themes structured in pools, aiming at promoting African agriculture and formulating recommendations so as to institutionalize SAFAGRI.

SPECIFICATIONS SHEET



REPRESENTED COUNTRIES

ICDCS member states: Benin, Burkina Faso, Cape-Verde, Ivory Coast, the Gambia, Guinea, Bissau Guinea, Mali, Mauritania, Niger, Senegal, Chad, Togo) those of ECOWAS, of WAEMU as well as other Regions of the world.



INDUSTRIES

The trade fair will constitute a platform of food, forestry, stock breeding and halieutic products and food processing



50 000 VISITORS

Open to large public, the trade fair will welcome all the stakeholders directly or indirectly concerned by food-forestry, stock breeding and halieutic industries.



CONTEST

At the end of a contest, rewards will be attributed to outstanding stakeholders for the impact of their actions in favor of Agricultural development.



200 EXHIBITORS

There are companies, organizations, Associations; administrations and institutions



MEDIA

The local press and possibly national organs of represented countries will provide the coverage.



STRUCTURINGS OF THE TRADE FAIR

Themes

The retained theme for this edition is : “ processing of agricultural value chains in Africa, facing the economic, climatic and security challenges ”

Conference-debates with high level panels, after a choice from the 12 pools below :

- Country pool
- SAFAGRI institutionalization pool
- African agricultural products promotion pool
- Farm pool (Chad)
- Product pool
- Materials and mechanization pool
- Service-food-research pool
- International pool
- Bank- investment pool
- Environment of sustainable development

FOIRE EXPOSITION VENTE

stock breeding and fisheries products livened up by selected professionals in state members of ICDCS, ECOWAS, CAESC and WAEMU in the National booming industries.

- Projects development partners
- Agricultural private pool
- Youth, women and agriculture pool, protection of
- Environment and agricultural protection

PARTICIPATION TO THE TRADE FAIR

WHY TAKING PART TO

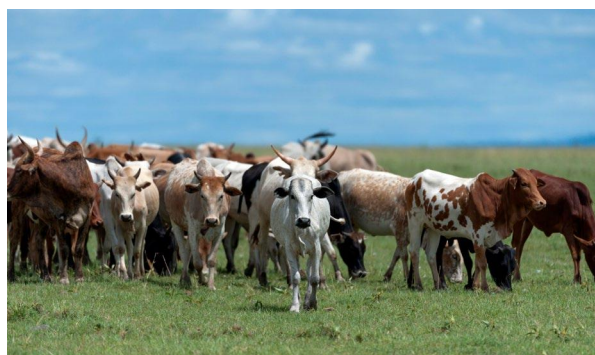
SAFAGRI is an opportunity of meeting between :
Suppliers of all kinds of equipment and services,
farmers, Industrialists, Researchers, financiers,
professionals, political, Decision makers,
responsible of administrations, project managers,
civil society, etc.

Join them to build up and develop your own network.

The trade fair will be a chance to :

- Enable exhibitors to develop their projects, to seek for clients and suppliers.
- Organize meetings between professionals and create a framework to generate added value.
- Familiarize the public with products from abroad and make some shopping.

Moreover, associate one's image with this big rally, open up a field of visibility over the African continent.



FORMAT OF PARTICIPATION

Exhibition stands

From various industries to present their know-how, to ensure Promotion of their products and services and seek for partners for project development.

Publicity

The future magazine program

This document will be subject of a large distribution in all the African agricultural networks. On site , it will be handed to every visitor.

Communication support

They are destined for professionals, political decision makers, company managers, financiers and bankers, farmers.

Sponsoring

Package sponsoring
Flexible

A group of men are working together to clear a large pile of dry grass or brush. They are using long, thin wooden poles, holding them vertically and striking the pile. The men are dressed in casual clothing: one in a blue shirt and red shorts, another in a grey shirt and khaki pants, and a third in a dark blue shirt and yellow shorts. They are barefoot. The background shows a dense line of green trees and a clear sky. The ground is covered in dry grass and some mud.

CONFERENCE- DEBATES WITH HIGH LEVEL PANELS

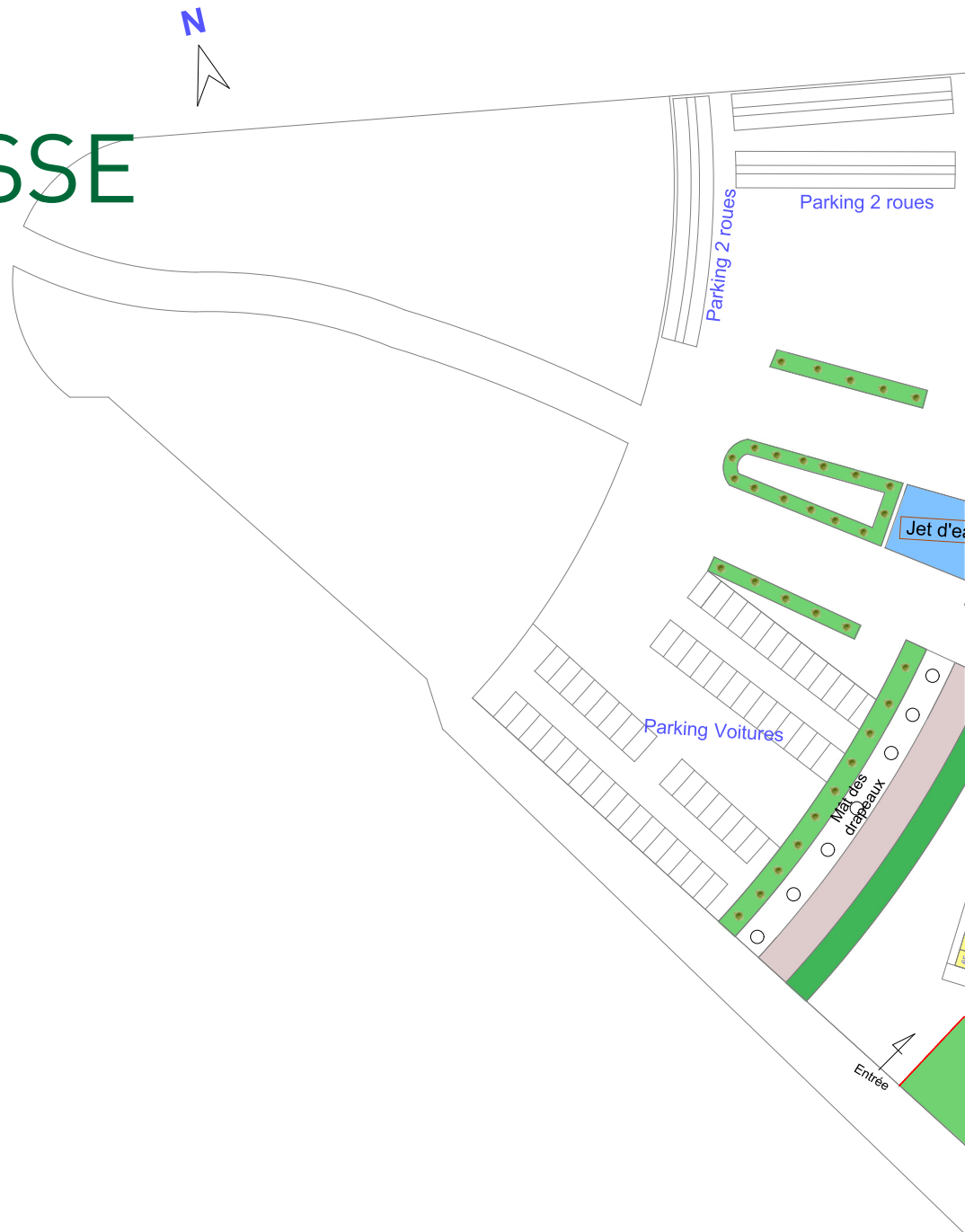
A close-up photograph of cotton bolls on a branch. The bolls are white and fluffy, with some green and brown husks visible. The background is blurred, showing more cotton plants.

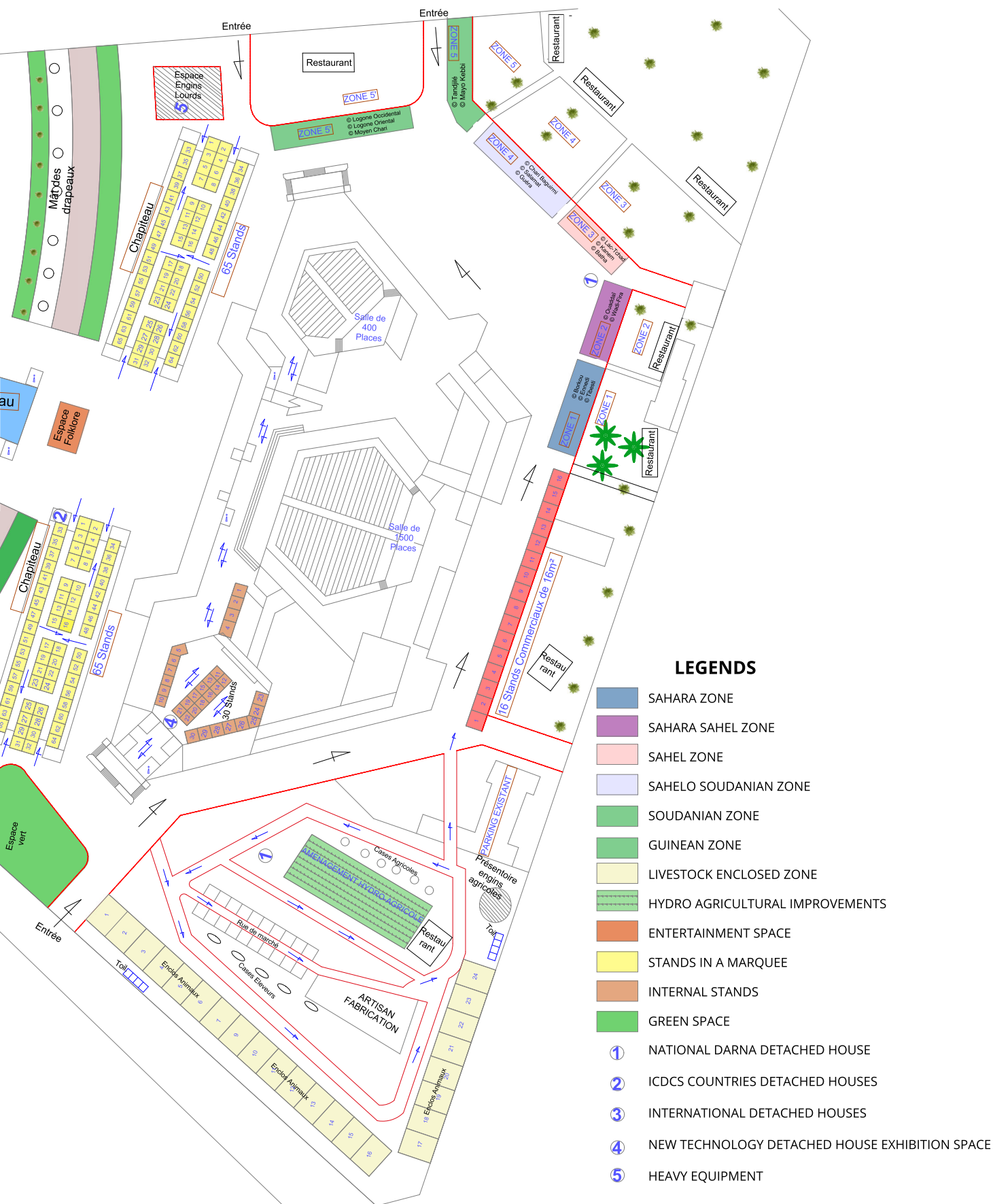
CREATE A FRAMEWORK OF EXCHANGES AND OF EXPERIENCE SHARING AMONG STAKEHOLDERS

**FOR A
BETTER FOOD
SECURITY FOR
COMMUNITIES
IN ITS SPACE OF
INTERVENTION**



PLAN DE MASSE





**MEETINGS
BETWEEN
PROFESSIONALS
AND CREATE A
FRAMEWORK
TO GENERATE
ADDED VALUE**





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