



ABOUT 2018 CONGRESS, EXPO AND MAZAO FORUM

Seed Trade Association of Kenya

Jumuia Place, 1st Floor, Wing B, Lenana Road, Nairobi Kenya

P.O BOX 2581—00202 Nairobi, Kenya Tel: +254—20—258—7162 Email: stak@stak.or.ke Website: www.stak.or.ke

Sowing for the future

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CONGRESS SUMMARY

The Seed Trade Association of Kenya (STAK) wishes to invite you to the STAK 2018 Annual Congress, Expo and Mazao Forum, which will take place from 7th-8th November 2018 at The Kenya School of Government.

STAK is an association of Kenyan seed companies and organizations registered to produce process and/or distribute seed as well as play other supportive roles to agriculture. STAK aims to promote the interests of seed enterprises through the use of quality seed. STAK is a member of both the African Seed Trade Association (AFSTA) and the International Seed Federation (ISF).

This congress comes at the backdrop of the recently gazetted seed regulations, commendable efforts made towards the authorization process that has seen the gazetting of seed analysts and inspectors.

These forums provide a platform for experience sharing and are a way of spurring growth and development, as well as addressing any pertinent issues affecting the seed value chain in that particular year.

This year's theme therefore is **“Facilitating business in Quality Seed through technological innovation and an enabling environment”**

We expect to attract over 300 delegates involved in the seed industry including government officials, development partners, research institutions, universities, agrochemical industry, processors, machinery suppliers, agro dealers, farmers and media. Congress sessions will focus on; seed policy framework as an enabler to seed business; agricultural productivity and market access; partnership, use of innovations and ease of doing business etc.

DRAFT PROGRAMME

STAK CONGRESS, EXPO & MAZAO FORUM 2018

Theme: “Facilitating business in Quality Seed through technological innovation and an enabling environment”

7th - 8th November 2018

Venue: Kenya School of Government

Chief Guest: Her Excellency Mrs. Suchita Durai, Indian High Commissioner

Congress Facilitator: Dan Ochieng’

Congress Rapporteurs: Sarah Ng’ondo Waweru and Kennedy Oyugi

TIME	DAY 1: 7 TH WEDNESDAY 2018
08:00 – 09:00	Registration of participants and expo tour
09:00 – 09:20	Welcome and Introduction
09:20 – 11:00	SESSION 1: OFFICIAL OPENING CEREMONY
09:20 – 09:30	Introduction to the Programme <i>(Duncan Ochieng’ Onduu, Executive Officer STAK)</i>
09:30 – 09:50	STAK Chairman’s Address <i>(Kassim Owino)</i>
09:50 – 10:20	<i>Key Note Address: Seed Market Analysis: Value and Trends (KMT CEO)</i>
10:20 – 10:40	Chief Guest’s Address <i>(Her Excellency Mrs. Suchita Durai, Indian High Commissioner)</i>
10:40 – 11:00	Photo session; Expo tour <i>(STAK)</i>
11:00 – 11:30	Tea break & networking
11:30 – 13:10	SESSION 2: POLICY FRAMEWORK AS AN ENABLER TO SEED BUSSINESS
11:30– 11:50	<i>Highlights of the East Africa Community (EAC) Seed ACT and Regulations</i>
11:50 – 12:10	ARIPO and OECD Seed Schemes and their contributions to Seed Business
12:10 – 12:35	Trade Ethics and Arbitration: Perspectives from International Chamber of Commerce (ICC)
12:35 – 12:55	The Seed Business Environment In Rwanda: Challenges and Opportunities: By Innocent Namuhora-Chairman of the National Seed Association of Rwanda
12:55 – 13:10	Q&A <i>(Dan Ochieng’)</i>
13:10 – 14:00	Lunch Break & networking
14:00 – 18:00	SESSION 3: AGRICULUTURAL PRODUCTIVITY AND MARKET ACCESS
	PLENARY
14:00 – 14:15	Recent development in the Potato Industry: Opportunities and Challenges (National Potato Council of Kenya)
14:15 – 14:30	Commercialization of Crop Seed : Perspectives from Kenya Agricultural Research and Livestock Organization (KALRO)
14:30 – 14:45	<i>Youth and Seed Business</i>

14:45 – 15:30	Production and Supply of Quality Foundation Seed and Basic Seed in East and Southern Africa Andy Watt, Managing Director Quali Basic Seed Company	
15:30 – 16:00	Q&A <i>(Dan Ochieng')</i>	
16:00 – 16:30	Tea Break & Networking	
	PLENARY	AGRO DEALER BREAK AWAY
16:30 – 17:30	Panel Discussion: Taxation and Seed Business <i>(Panelists: KRA/County Government SEED Company)</i>	Panel Discussion: Seed Storage and Distribution as a process of ensuring Quality Seed <i>(Panelists: Seed Distributors/Agro Vets and Seed Company)</i>
17:30 – 18:00	Q&A <i>(Dan Ochieng')</i>	Q&A <i>(z)</i>
18:30 – 20:30	COCKTAIL	
DAY 2: THURSDAY, 8th NOVEMBER 2018		
08:30 – 13:00	SESSION 4: PARTNERSHIPS, USE OF INNOVATIONS AND EASE OF DOING BUSINESS	
08:30 – 08:50	Africa Enterprise Challenge Fund (AECF): Challenges and Opportunities in scaling seed business to impact	
08:50 – 09:10	Relevance and Applicability of Seed Assure Platform as a Business tool in Seed Inspection	
09:10 – 09:30	M-Farm as an innovation is spurring Seed Business	
09:30 – 09:50	Experiences of Seed Business in South Sudan : Trends and Opportunities	
09:50 – 10:20	Q&A <i>(Dan Ochieng')</i>	
10:20 – 10:35	Tea Break & Networking	
10:35 – 10:55	Bio tech innovations in Seed Production and Development (ISSAR)	
10:55 – 11:55	Panel Discussion: Tree Seed Business Environment <i>(Panelists: KEFRI/ONE ACRE FUND)</i>	
11:55 – 12:25	Q&A <i>(Dan Ochieng')</i>	
12:25 – 12:45	Summary of Congress, Expo and Mazao Forum Key Issues <i>(Dan Ochieng')</i>	
12:45 – 13:00	Closing Remarks <i>(STAK)</i>	
13:00 – 14:00	Lunch and Departure	

SPONSORSHIP PACKAGES

MAIN SPONSOR - PACKAGE VALUE: \$ 35,000

- Recognition as the Main sponsor
- Right to address the delegates during the official opening ceremony
- Right to show promotional documentary/images in the main conference hall
- Right to a prime exhibition area and tent (3x3)
- One complimentary office
- Right to brand with three banners, one at Registration area, one at entrance to exhibition area and one in the refreshment area
- Branding at agreed locations at the dinner area
- Right to address guests during dinner
- 4 free registration for delegates
- 4 VIP invites for the opening ceremony
- 4 Dinner invites
- Right to have your logo on all correspondence sent out in regard to the congress
- Right to have your logo on the front cover of the event handbook
- Entitled to have 3 pages full colour advertisements in the event handbook
- Complimentary insertion of sponsors publicity in the event handbook
- Your (big) logo on the official banners, venue entrance banner, and the podium banner
- Right to promote and sell your products
- Right to place a promotional tent to carry out product display, sales promotions, in a designated area to be agreed upon with the event organizer
- VIP seating
- To meet and greet the Guest of Honor
- Right to have the logo on the congress page of STAK website
- Link to the sponsor website from the sponsor page of the website
- Press conference interviews
- TV and Radio interviews
- Right to display a banner at the congress hall

PLATINUM SPONSORS – \$ 20,000

- 1 complimentary exhibition booth (3x3)
- 2 free registration delegates
- 2 dinner invites
- Entitled to 2.5 pages in the event guide
- Recognition in print material (back page of the event guide & official banner of the congress)
- VIP seating – 3 guests
- Link to the sponsor website from the sponsor page of the website

GOLD SPONSORS – \$ 15,000

- 2 free delegates 2 dinner invites
- 2 pages in the event guide
- VIP seating – 2 guests
- Recognition in official banner of the congress
- Link to the sponsor website from the sponsor page of the website

SILVER SPONSORS - \$ 10,000

- 1 free delegate
- 1 dinner invite
- 1 page in the event guide
- VIP seating – 1 guest
- Recognition in official banner of the congress
- Link to the sponsor website from the sponsor page of the website

BRONZE SPONSORS - \$ 5,000/

- 1 free delegate
- 1 dinner invite
- Half page in the event guide
- Recognition in official banner of the congress
- Link to the sponsor website from the sponsor page of the website

If your organization wishes to partner with STAK during and after the congress, and you do not find an appropriate package herein, kindly let us know.

EXHIBITION RATES

Are available at the following rates:

- 3x3 Booth (Regular) – Ksh. 35,000
- 6x3 Booth (Premium) – Ksh. 70,000
- Each tent will have:-
 - ✓ 1 Table and 2 chairs
 - ✓ 1 power socket cable

ADVERTISING IN THE EVENT GUIDEBOOK

Space	Dimensions	KES
Full Page,Any Inside Page	18cm By24cm	25,000
Half Page	18cm By 11cm	15,000
One third of a page	5cm By 23cm	8,500
Quarter Page	8cm By11cm	6,500

DELEGATE RATES

- STAK Members - \$250pp
- Non- Members - \$350pp
- Government Officials - \$ 250 pp

The fee is payable either in USD or KES. An exchange rate of **KES100 to US\$ 1** will apply.

The package includes:

- Access to the plenary hall sessions
- 2 tea breaks & lunch
- Writing pads & pens

PAYMENT OPTIONS:

DIRECT TRANSFER AND CHEQUES PAYABLE TO:

Account Name: Seed Trade Association of Kenya
Bank: Barclays Bank of Kenya Ltd, Moi Avenue Branch, Nairobi Kenya
Account No: 2031725316
Swift Code: BARCKENX