

STAK CONGRESS, EXPO & MAZAO FORUM 2017

23RD- 24TH NOVEMBER 2017

KENYA SCHOOL OF GOVERNMENT, NAIROBI

**“Increased seed production, processing and distribution
through Agriculture innovation for food security”**

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DRAFT PROGRAMME
STAK CONGRESS, EXPO & MAZAO FORUM 2017

**Theme: “Increased Seed Production, Processing and Distribution
through Agriculture Innovation for Food Security”**

7-8 November 2017,

Venue: Kenya School of Government

Chief Guest:

Cabinet Secretary, Ministry of Agriculture, Livestock and Fisheries (MoALF)

Congress Facilitator: Dan Ochieng’

Rapporteur: Alfonse Rotich

TIME	DAY 1: TUESDAY 7 TH NOVEMBER 2017
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>(Capt James G. Karanja, STAK Chairman)</i>
09:50 – 10:20	Enabling policy and regulatory framework that facilitate the growth of the seed industry in Kenya and other Sub Saharan countries <i>(Main Sponsor)</i>
10:20 – 10:40	Chief Guest’s Address <i>(Cabinet Secretary, MoALF)</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: SEED PRODUCTION, PROCESSING AND DISTRIBUTION
11:30– 11:50	Vegetable seed business: challenges and opportunities <i>(Main Sponsor)</i>
11:50 – 12:10	Experience from East Africa Grain Council (EAGC) warehousing receipt system
12:10 – 12:35	Seed treatment as a catalyst to food security <i>(Syngenta)</i>
12:35 – 12:55	Linking innovative post-harvest management practices with food security
12:55 – 13:10	Q&A <i>(Dan Ochieng’)</i>
13:10 – 14:00	Lunch Break & networking

14:00 – 16:00	SESSION 3: EMERGING INNOVATIONS AND FOOD SECURITY	
	PLENARY	AGRO DEALER BREAK AWAY SESSION
14:00 – 14:50	ICT and Opportunities for scaling up in business <i>(mPedigree – Timothy Maina & Farm Drive – Rita Kimani)</i>	Testimonies from : Timothy Mativo (Maridadi Agrovet in Kwale) AND Geoffrey Nyongesa (Ebenezer Agrovet in Busia) on conducting demos
14:50 – 15:10	The African Seed Access Index (TASAI): results from the Kenyan Study 2017 <i>(TASAI - Mainza Mugoya & Dr. John Mburu)</i>	Opportunities and Challenges in Crop Insurance <i>(ACRE Africa-Rahab Kariuki)</i>
15:10 – 15:30	Mulika Mbegu Mbovu (M3) Project for seed quality <i>(Agri Experience – Ronald Misigo & KEPHIS)</i>	Ease of doing seed business in counties after devolution (KEPSA)
15:30 – 16:00	Q&A <i>(Dan Ochieng’)</i>	Q&A (James Mutonyi)
16:00 – 16:30	Tea Break & Networking	
16:30 – 17:30	Panel Discussion: Challenges and Opportunities in Cross Border Trade in Seed Panelists: KEPHIS, MoALF, COMESA, Seed Company	Panel Discussion: Using advocacy to streamline business growth Panelists: Agro dealer, Seed Company, AGMARK
17:30 – 18:00	Q&A <i>(Dan Ochieng’)</i>	Q&A (James Mutonyi)
18:30 – 20:30	GALA DINNER	
DAY 2: WEDNESDAY, 8TH NOVEMBER 2017		
08:30 – 13:30	SESSION 4: CLIMATE CHANGE AND AGRICULTURAL PRODUCTIVITY	
08:30 – 08:50	Evidence – driven Policy: Transforming Lives through Agriculture <i>(Dr. Mary Mathenge – Tegemeo Institute)</i>	
08:50 – 09:10	Maize Lethal Necrosis (MLN) tolerant variety development <i>(Dr. Mosisa Regasa, Maize System Specialist – CIMMYT)</i>	
09:10 – 09:30	Fall Army Worm –Kenya’s Experience	
09:30 – 10:10	Soil Health and Agricultural Productivity : What we need to be aware of	
10:00 – 10:45	Q&A <i>(Dan Ochieng’)</i>	
10:45 – 11:45	Tea Break & Networking	
11:45 – 12:30	Panel Discussion: Subsidies at National and County Government: Impact on business Panelists: Agro Dealer representative, KCEP National Representative, CoG Representative	
12:30 – 13:00	Q&A <i>(Dan Ochieng’)</i>	
13:00 – 13:30	Closing Remarks	

	<i>(STAK)</i>
13:30 - 14:30	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 **KES103 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