

1ST ANNUAL COCOA, COFFEE & TEA FAIR

7TH-9TH JUNE 2024
KICC, NAIROBI-KENYA.



*'GROWING LOCAL DEMAND & PROMOTING ENTREPRENUERSHIP AROUND
COCOA, COFFEE & TEA.'*



Nairobi

ORGANIZED BY



www.gwijiafrica.com

ABOUT THE EVENT

The African continent is the world's fastest growing region with a population of 1.4 billion that is expected to nearly double by 2050. This phenomenal population growth presents a golden opportunity for cocoa, coffee and tea producers to expand their domestic markets. Traditionally, African countries have exported raw cocoa, coffee and tea to European, Asian and American markets where they are processed into finished products for sale globally. This practice has denied Africa the chance to grow capacity in the value addition of the three major cashcrops.

African governments are determined to change this narrative by encouraging value addition and promoting entrepreneurship around cocoa, coffee and tea industry to increase employment as well as fetch higher revenues by exporting processed and finished products to the global market.

WHY ATTEND

The overall picture is that due to the high population growth rate and rapid urbanization, consumption trends among the majority youthful population in Africa are changing and leaning more towards . Chocolates and other cocoa products are now in demand more than was the case 5 years ago. The same applies for coffee and tea.

The event will focus on the commercialisation and technological developments impacting the entire cocoa, coffee and tea value chain.

The INAUGURAL COCOA, COFFEE & TEA FAIR will address the key issues by delivering insightful presentations from leading experts and stakeholders across the globe with a focus on 'GROWING LOCAL DEMAND & PROMOTING ENTREPRENEURSHIP AROUND COCOA, COFFEE & TEA'

The event will feature interactive panel discussions, practical sessions, and excellent networking opportunities as well as an open to the public 3 day fair that allows brands and organizations to meet, interact and directly sell to the public. This collaborative format will allow the attendees to walk away with invaluable insights and practical takeaways.

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OBJECTIVES

BRAND VISIBILITY AND RECOGNITION



Utilise existing network of professionals in the industry, by positioning your brand and sharing your expertise in front of engaged prospects and potential clients. Focus on the subject matter relevant to you and your objectives.

THOUGHT LEADERSHIP



Position and associate yourself and your organization among the most influential voices in the industry. Open a direct communication line with senior-level stakeholders and share your message in our annual recurring series.

NETWORKING



One-to-one Meeting and Networking Service: Connect with industry leaders in-person, schedule meetings ahead of time, and get valuable time with director and above, decision makers.

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FAIR AND SUMMIT STRATEGY.

The opening day will be marked by a an opening breakfast meeting comprising of stakeholders from Govt,Coffee boards in Africa, Tea board representatives, trade body representatives, equipment manufacturers, tea brands, coffee brands, Chocolate and Cocoa product brands, select dairy and Sugar Industry players,Media partners,Logistics Partners etc.

The summit will run alongside the fair/exhibition that will be open to the general public for 3 days.

Targeted foot traffic/head count for the 3 days fair is approximately 10,000 people. Considering the fair is open to the general public, exhibiting parties have an opprtunity to sell their products, introduce new products, answer questions and interact with their clients.

Marketing for the fair/exhibition will be undertaken as follows.

5 Billboards in different parts of Nairobi

Radio adverts 1 month to the date on Classic 105 Breakfast show(Kenya's most popular radio station).

Paid Social Media promotions & trends
paid adverts on Podcasts and VideoLogs.

Exhibitors drawn from Kenya, Uganda, Tanzania,Rwanda,Ethiopia,South Africa, Morocco,Ghana,Nigeria,Ivory Coast, China,Taiwan,Thailand,USA,Belgium,Norway,France,Slovakia,Switzerland,Denmark,Italy,UK, India,Brazil and Colombia.



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WHO WILL ATTEND



Chocolate Manufacturers
Retail Brands
Coffee Chains/Outlets
Brewing & Roasting Equipment
Tea Brands
Coffee Brands
Home Coffee/Tea/Cocoa Brewing appliances
Dairy Sector Players
Sugar Industry Players
Barista Training Schools/Institutions.



JOB TITLES
CEOs
Director
Territory Managers
Growth Managers
Innovation Managers
Sales & Expansion Managers



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