

ZAMBIA

Post event report

ZAMBIA'S LEADING OUTDOOR AGRICULTURE EXPO





www.agritech-expo.com

THANK YOU FOR PARTICIPATING

The Zambia National Farmers' Union (ZNFU) is thrilled that once again, the Agritech Expo Zambia lived up to its hype and scored another resounding success, thanks to the Event Managers - Spintelligent, cooperating partners, sponsors and above all, government for the massive support.

With Government having made a clear undertaking that agriculture should be the economic mainstay; away from over-dependency on copper, the clarion call was responded to with a massive turnout of visitors, exhibitors, farmers, agricultural stakeholders and non-farming business entities; counting to above 18 000 people.

The Agritech Expo is clearly bringing closer to our doorstep solutions to the changing world agricultural dynamics; research, technology and modern farming techniques suitable to our local farmers; presenting answers that will trigger growth amongst farmers across all strata; small, emergent and large scale, and actualise the agricultural diversification thrust.

It is our belief that the Agritech Expo, which has become the biggest agricultural showpiece in Zambia, will continue unveiling new ideologies and technologies relevant to the growth of our farmers, not only in Zambia, but also beyond, that will help lift the majority poor out of poverty; the push behind the creation of the Expo.

With this in mind, we are expecting an even bigger Agritech Expo in 2018; awash with increased crop, livestock and aquaculture demonstrations, workshops, more agmachinery and other modern farming technologies.



Jervis Zimba President Zambia National Farmers' Union







WORKSHOP SESSIONS

Workshops catered for both large scale, emerging commercial and small scale farmers on dedicated event days. Workshop sessions presented the latest industry solutions to address the current farming challenges from financial access, microbial formulations, disease management, innovative ways to use farm waste, integrating fish farming and crop management.

"The workshops have been eye opener to me as I am emerging farmer, as a result I forsee improved crop production at my farm going forward. " **Mr Lawrence Mwewe, Farmer, Zambia**





ARMYWORM COMBAT SESSION

A platform for an open discussion, with a panel of experts including a Q & A session exploring avenues for farmers to combat the armyworm pest crisis in Zambia.



LIVE PLANTING DEMO

Aimed at small to emerging scale farming professionals – this demo showcased how best to plant seeds to ensure a good germination and in turn a solid yield.



AQUACULTURE SHOWCASE

New in 2017, the aquaculture showcase encouraged farmers to embrace aquaculture and include it into their farming mix. For the first time, visitors were given the opportunity to sit in on free workshops presented by the Aquaculture Development Association of Zambia (ADAZ)





7 INTERNATIONAL PAVILIONS

Visitors could explore and source leading technology, equipment and specialised services from seven international pavilions, namely Germany, France, United Kingdom, The Netherlands, Czech Republic, China and Zimbabwe.





VIP EXPO TOUR

Zambian President, His Excellency Edgar Lungu and accompanying dignitaries were received by Agritech Expo's leading sponsors and partners of a VIP tour of the expo.





VIP

OFFICIAL OPENING CEREMONY

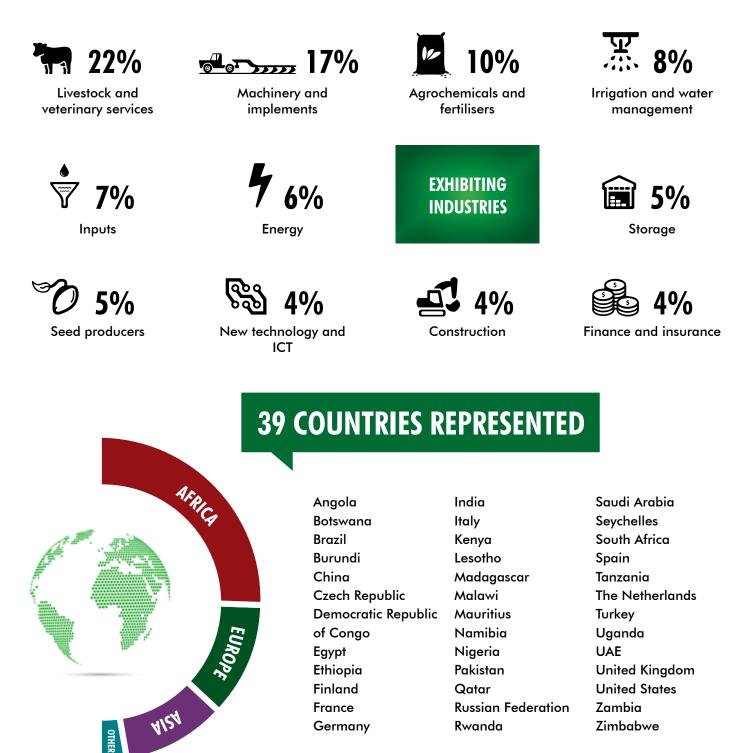
With the theme "Driving a modern agricultural economic vision" the Agritech Expo Zambia official opening ceremony took place on Friday, 28 April. Visitors were addressed by;

- Coillard Hamusimbi, Head of Member Services & Agribusiness, Zambia National Farmers' Union, Zambia
- Ashok Oza, Chairman, The Farmers' Expo Board, Zambia
- Emmanuelle Nicholls, Group Director: Mining & Agriculture, Spintelligent, South Africa
- Jervis Zimba, President, Zambia National Farmers' Union (ZNFU), Zambia
- Hon. Dora Siliya, Minister of Agriculture, Ministry of Agriculture of the Republic of Zambia
- H.E. Edgar Chagwa Lungu, President of Republic of Zambia





IN 2017, AGRITECH EXPO ZAMBIA ONCE AGAIN CEMENTED ITS POSITION AS THE REGION'S LEADING OUTDOOR AGRICULTURE EXPO





Agritech Expo helps us tap into valuable opportunities to advance agriculture in our country. I am very grateful for those who came over the borders of our country to participate... I am here because I believe in agriculture.

H.E President of the Republic of Zambia, Edgar Chagwa Lungu











INTERNATIONAL PAVILIONS



LOCAL & INTERNATIONAL EXHIBITORS



MEDIA IN ATTENDANCE

NEWLY LAUNCHED FEATURES





Aquaculture showcase Live planting demonstrations

Armyworm combat workshop



My experience at this year's Agritech workshop has really enlightened me and availed me with information on available alternative agri techniques and products including practices to enhance productivity.

Mr Charles Mulenga, Emerging small scale farmer, Zambia



AGRITECH EXPO ZAMBIA MEDIA CAMPAIGN INCLUDED:

- 9 event press releases
- 17 exclusive, online expert interviews
- Pre-event press conference in Lusaka
- 5 pre-event interviews on Power FM with representatives from the ZNFU, Musika, AFGRI and the Netherlands Pavilion.
- 100+ journalists onsite in Chisamba





Zambian President Edgar Lungu arrives in style at Agritech Expo Zambia.

Zambia's Agriculture Minister Hon. Dora Siliya addressing media onsite.

MEDIA ATTENDING, COVERING AND SUPPORTING AGRITECH EXPO ZAMBIA INCLUDES:

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- "Agritech Expo: Platform for business" Zambia Daily Mail
- "5 things to look forward to at Agritech Expo Zambia" - Farmer's Weekly
- "Big increase at Agritech Expo Zambia shows global excitement about Zambian farming sector" – Lusakatimes. com
- "Agritech Expo breaks records" –
 AfricanFarming.com
- "Zimtrade to lead exhibitors at Zambian expo" – The Chronicle
- "Zambia provides opportunity for South African agri investment" – SABC
- "Lungu for irrigation" ZNBC
- "Award-winning Zambian show
 returns" Landbouweekblad
- "Zambia provides opportunity for SA agri investment" eNCA

GIVING FOR THE GREATER GOOD!

What is a social responsibility?

Seen as an ethical theory, where individuals are accountable for fulfilling their duty; and deliver with actions something that will benefit the whole of society. Therefore a balance between economic growth, the welfare of society and the environment at large.

Golden Valley Primary School situated at GART Research Centre has been the project of choice of the Agritech Outreach Programme to give back as part of our social responsibility to the students and the school in Chisamba, Zambia.

Thank you to our generous sponsors who have helped uplift this school over the past two years. The results have provided a better learning environment for the students and school at large. However, improvements are still needed.

IF YOU WISH TO GET INVOLVED FOR 2018, WHY NOT BE A SPONSOR AND DONATE FUNDS TOWARDS UPLIFTING THIS HIGH PERFORMING SCHOOL Contact Zayeen on zayeen.daniels@spintelligent.com or call on +27 21 700 3570

2017 Outreach Programme partners:













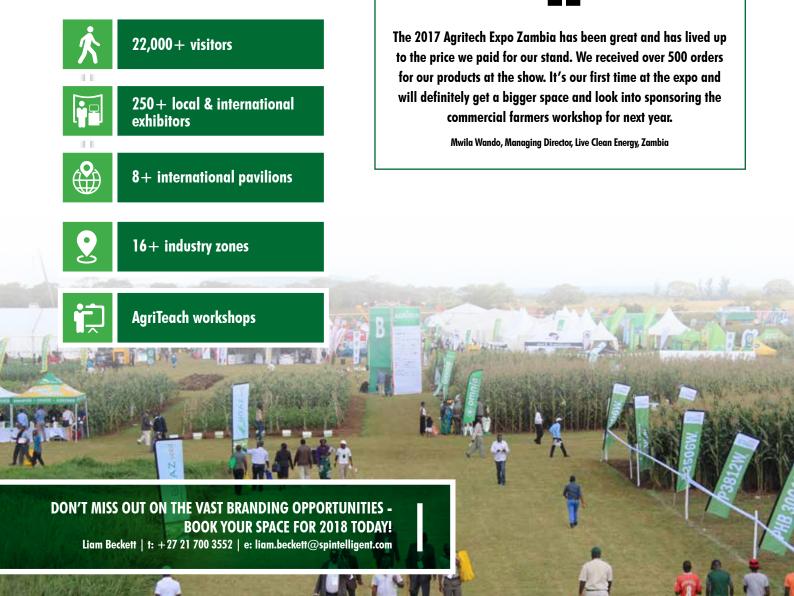
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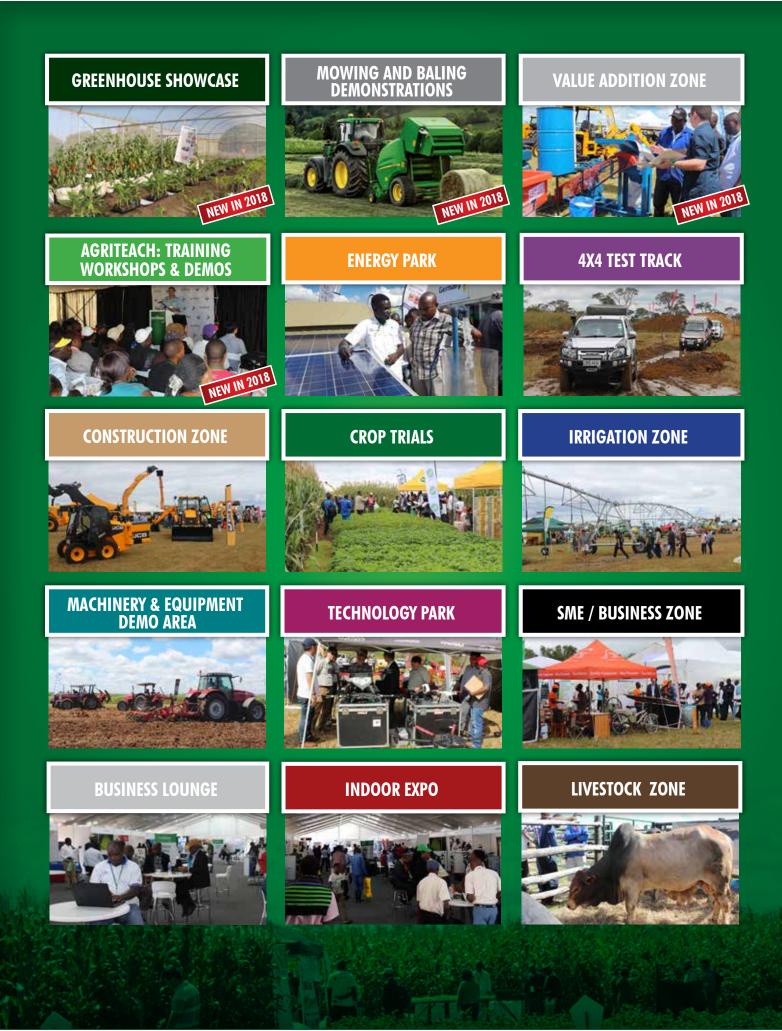
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#AGRITECHEXPO



WHAT TO EXPECT IN 2018?





ZAMBIA'S LEADING OUTDOOR AGRICULTURE EXPO



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