

**ZERO**  
**HUNGER** BY 2030  
CCC FEEDING AFRICA BY JOINING FORCES



**Market Access Africa**  
CONNECTING THE AGRIFOOD VALUE CHAIN

**1 - 4 June 2025**

ICC, Durban, South Africa

**Scaling Commercial  
Food and Agriculture  
Operations**



The global meeting place for buyers and sellers across the entire  
agrifood business value chain

# ABOUT MARKET ACCESS AFRICA

## About Market Access Africa

Market Access Africa (MAA) connects the entire food and agriculture value chain with a focus on attaining and improving access to regional and international markets. MAA is the meeting place for food and agriculture buyers and sellers - A global platform for stakeholders to identify the latest technologies that will raise the continent's food and agricultural productivity, develop robust supply chains, scale value addition, link to trading services and discuss policy reforms in order to curb Africa's annual import bill.



## MAA's Purpose

- Diversify Africa's Export Landscape:** Expand Africa's export portfolio, targeting new destinations and enhancing high-value, value-added agricultural exports.
- Promote Unique Agricultural Products:** Champion the export of innovative, indigenous, organic, ethnic, traditional, and non-traditional agricultural products.
- Enhance Collaboration and Coordination:** Foster better cooperation and networking among institutions to improve market access, address barriers, and manage sanitary and phytosanitary challenges.
- Increase Africa's Global Market Share:** Aim to significantly boost Africa's share in global agricultural exports by integrating into international value chains and reducing dependence of African countries on imports from outside the continents borders.
- Empower Agro-Processors and Farmers:** Provide export opportunities for agro-processors, large-scale commercial farms, and smallholder farmers, enabling them to thrive in new international markets.

## Event at a Glance

	Sunday 1 June 2025	Monday 2 June 2025	Tuesday 3 June 2025	Wednesday 4 June 2025
AM	Registration	Registration	Registration	Registration
	Site Visits			
	Exhibition Build	Exhibition Build	Exhibition Open	Exhibition Open
AM		Plenary / Keynote	Plenary / Keynote	Youth Indaba
MID-AM		Round-Table 1	Round-Table 1	Round-Table 1
PM		Round-Table 2	Round-Table 2	Round-Table 2
			Workshops	Workshops
			Demo	Demo
		Exhibition Opens/ Networking Reception	40 Under 40 Gala Dinner	Site Visits





# EVENT OVERVIEW

## Event Highlights

- **Plenary Sessions:** Join us on the mornings of June 2 and 3 for insightful discussions with industry leaders, government officials, and experts. Topics will focus on current trends, challenges, and opportunities in market access, agro-processing, and agricultural innovation, inspiring actionable insights for participants. (Open to all attendees)
- **Agri Youth Indaba:** On June 4, dedicated sessions will empower youth in agriculture through networking, mentorship, and exposure to industry leaders. Discussions will cover career pathways, innovation, and youth-driven initiatives. (Invitation-only)
- **Roundtables:** Participate in exclusive, facilitated discussions on key market access and agro-processing topics. Sessions follow Chatham House Rules to foster open dialogue among high-level stakeholders. Sponsorship opportunities are available for companies to lead these discussions. (Invitation-only)
- **Workshops:** Attend interactive workshops covering specific skills and techniques in agro-processing and market access. Tailored for diverse stakeholder groups, these sessions also offer sponsorship opportunities for organizations to align workshops with their expertise. (Open to all attendees)
- **Demonstrations:** Experience live demos on the expo floor, showcasing the latest technologies and innovations in agro-processing. Engage directly with suppliers and technology providers for hands-on experience. Sponsored slots are available for companies to present their products. (Open to all attendees)
- **Get Involved:** Reach out to our team for customised sponsorship opportunities that will elevate your brand through thought-leadership and engagement in these dynamic sessions. To learn more about getting involved in the programme, contact Zimkhitha at [email address] or [phone number].

## Who Should Attend?

- **Buyers:** Retailers, wholesalers, and importers seeking partnerships.
- **Sellers:** Farmers, cooperatives, and exporters aiming to expand their market reach.
- **Policy Makers:** Government officials shaping trade policies.
- **Investors & Financiers:** Exploring opportunities in African agriculture.
- **Innovators & Researchers:** Sharing the latest trends and technologies.

## Why Attend?

- Designed as the premier platform for buyers and sellers of agricultural products to connect, engage, and explore a multitude of opportunities.
- A space for dealmaking, debates and demos that shape and inspire the food ecosystem
- Provide access to key insights across the Food & Agri commodity trade market
- A combination of high-level discussions, strategic meetings and technical workshops enhancing capacity building



## Why KwaZulu-Natal is the Ideal Host for Market Access Africa 2025

KwaZulu-Natal stands out as the perfect host for Market Access Africa 2025, thanks to its strategic location as a prominent trade hub. Home to world-class ports like Durban - Africa's busiest container port - the province features extensive harbors and a well-developed logistics network, enabling efficient trade routes locally and internationally.

Renowned for its vibrant fresh produce markets, KwaZulu-Natal is a leader in agricultural exports, further underscoring its pivotal role in regional and global commerce. With its robust infrastructure and critical position in facilitating trade, KwaZulu-Natal offers an unparalleled platform for businesses aiming to expand across Africa.

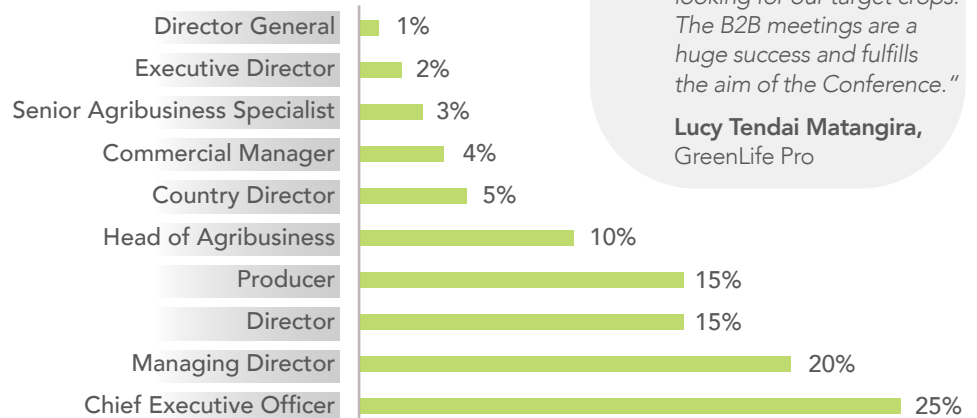
# 2024 DEMOGRAPHICS AND ATTENDANCE



"The Market Access Africa 2024 was a huge success for our company. We went to the conference to find market for agricultural products and we managed to get companies that are looking for our target crops. The B2B meetings are a huge success and fulfills the aim of the Conference."

**Lucy Tendai Matangira,**  
GreenLife Pro

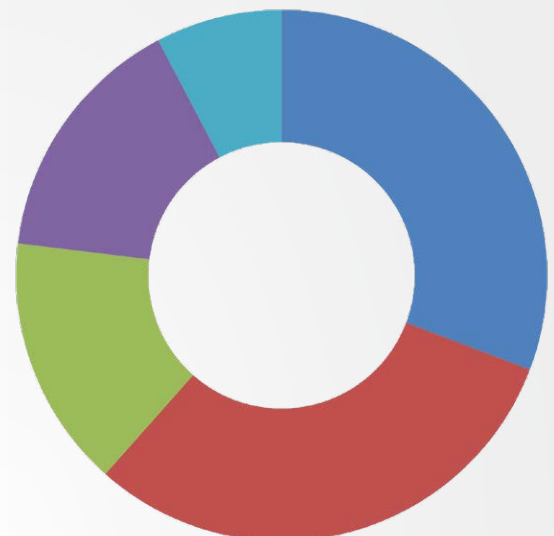
## TOP 10 JOB TITLES



## COUNTRIES REPRESENTED



## TOP 5 SECTORS



# COMMERCIAL OPPORTUNITIES

## Marketing and promotions

Market Access Africa (MAA) will be promoted to thousands of African and global agri sector professionals through our internal database as well as a number of key international publications and media. Only at the MAA will you have access to press core to the agri and financial sectors from continental and global media.

## Inclusion in pre-event marketing campaign and collateral with extensive onsite branding and strategic positioning

Sponsorship status is featured on all pre-event marketing materials, including but not limited to:

- Conference programmes
- Print and online advertising
- Acknowledgement through advertising in mainstream media
- Listing on Exhibitor page on website, including company description and hyperlinks
- Inclusion of marketing collateral in delegate bags (subject to organizer's approval)
- Acknowledgement in the official show guide and app
- Logo inclusion in event signage which will be located in high traffic areas at the event venue (for sponsors)
- Market Access Africa report

## Dedicated Value Chain Connect service

We understand that your time is valuable and it's not always easy to network with the people you would like to at an event, so we are offering a Value Chain Connect service to our sponsors and exhibitors.

Each attendee will be able to select up to ten attendees who they would like to have one-on-one meetings with. Our dedicated Value Chain Connect team will assist in securing the meetings prior to the event.

**Market Access Africa is the industry's MUST-ATTEND event to SPONSOR, providing the ideal setting to develop relations, explore ideas and expand into new markets.**



## Why sponsor or exhibit?

- The event has a distinctive pan-African focus, allowing sponsors and exhibitors to meet potential regional and international business partners across the entire agri value chain
- Connect with senior investors and top executives across the entire agri value chain
- Initiate and close deals with industry players and decision makers
- Present your company to top-tier professionals and private investors
- Position your company as the leading expert in your field and get maximum brand exposure
- Take advantage of a dedicated Value Chain Connect service for sponsors

**Secure your space and make your mark on Africa's growing agri sector, contact [manuel.singano@agricouncil.org](mailto:manuel.singano@agricouncil.org) for your bespoke package**



# THANK YOU TO OUR 2024 SPONSORS/PARTNERS/EXHIBITORS

## Strategic Partners



## Sponsors and Exhibitors



## Media Partners







## Contact us

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Register to attend as a delegate  
[www.access-africa.com](http://www.access-africa.com)



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