

SPONSORSHIP & EXHIBITION OPPORTUNITIES



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

**1 - 4 June 2025**

ICC, Durban, South Africa





# 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

- 1. Diversify Africa's Export Landscape:** Expand Africa's export portfolio, targeting new destinations and enhancing high-value, value-added agricultural exports.
- 2. Promote Unique Agricultural Products:** Champion the export of innovative, indigenous, organic, ethnic, traditional, and non-traditional agricultural products.
- 3. Enhance Collaboration and Coordination:** Foster better cooperation and networking among institutions to improve market access, address barriers, and manage sanitary and phytosanitary challenges.
- 4. 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.
- 5. 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



All rates exclude 15% VAT

# 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.

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# 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

All rates exclude 15% VAT

 @AgriCouncil #AgriCouncil

# EVENT AT A GLANCE

## PROGRAMME / CONTENT

The Market Access Africa 2025 program is crafted to deliver an engaging and impactful experience through high-level discussions, practical demonstrations, and interactive workshops.

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# SPONSORSHIP AND EXHIBITION PACKAGES

Rate for shell scheme booths: USD 400 per SQM / R6 500 per SQM

Rate for raw space booths: USD 300 per SQM / R5 400 per SQM

## 1. Exhibition Booths:

PACKAGE	BENEFITS
9 sqm Booth	<ul style="list-style-type: none"> <li>• <b>Exhibition Shell Scheme Package:</b> Up to 3 x shell scheme walls, 1 table, 2 chairs, 1 power point, 2 x spot lights, fascia name on front (per 9 sqm booth)</li> <li>• <b>Exhibition Incidentals:</b> General - security, carpeting, cleaning services</li> <li>• <b>Digital Presence:</b> 75-word listing and logo featured on our website and in the digital show guide.</li> <li>• <b>Networking Opportunities:</b> Access to the Matchmaking Tool to connect with potential partners and hosted buyers.</li> <li>• <b>Parking:</b> 1 free parking ticket for 3 days (2-4 June) for every 9 sqm booth.</li> <li>• <b>Gala Dinner Discount:</b> Enjoy 50% off the separately bookable Gala Dinner seats.</li> <li>• <b>Investment required - Standard ZAR 58 500 / USD 3,600</b></li> </ul>
18 sqm Booth	<ul style="list-style-type: none"> <li>• <b>Exhibition Shell Scheme Package:</b> Up to 3 x shell scheme walls, 1 table, 2 chairs, 1 power point, 2 x spot lights, fascia name on front (per 9 sqm booth)</li> <li>• <b>Exhibition Incidentals:</b> General - security, carpeting, cleaning services</li> <li>• <b>Digital Presence:</b> 75-word listing and logo featured on our website and in the digital show guide.</li> <li>• <b>Networking Opportunities:</b> Access to the Matchmaking Tool to connect with potential partners and hosted buyers.</li> <li>• <b>Parking:</b> 4 free parking tickets for 3 days (2-4 June)</li> <li>• <b>Gala Dinner Discount:</b> Enjoy 50% off the separately bookable Gala Dinner seats.</li> <li>• <b>Investment required - Standard ZAR 117 000 / USD 7,200</b></li> </ul>
27 sqm Booth	<ul style="list-style-type: none"> <li>• <b>Exhibition Shell Scheme Package:</b> Up to 3 x shell scheme walls, 1 table, 2 chairs, 1 power point, 2 x spot lights, fascia name on front (per 9 sqm booth)</li> <li>• <b>Exhibition Incidentals:</b> General - security, carpeting, cleaning services</li> <li>• <b>Digital Presence:</b> 75-word listing and logo featured on our website and in the digital show guide.</li> <li>• <b>Networking Opportunities:</b> Access to the Matchmaking Tool to connect with potential partners and hosted buyers.</li> <li>• <b>Parking:</b> 5 free parking tickets for 3 days (2-4 June).</li> <li>• <b>Gala Dinner Discount:</b> Enjoy 50% off the separately bookable Gala Dinner seats.</li> <li>• <b>Investment required - Standard ZAR 175 500 / USD 10,800</b></li> </ul>
36 sqm Booth	<ul style="list-style-type: none"> <li>• <b>Exhibition Shell Scheme Package:</b> Up to 3 x shell scheme walls, 1 table, 2 chairs, 1 power point, 2 x spot lights, fascia name on front (per 9 sqm booth)</li> <li>• <b>Exhibition Incidentals:</b> General - security, carpeting, cleaning services</li> <li>• <b>Digital Presence:</b> 75-word listing and logo featured on our website and in the digital show guide.</li> <li>• <b>Networking Opportunities:</b> Access to the Matchmaking Tool to connect with potential partners and hosted buyers.</li> <li>• <b>Parking:</b> 6 free parking tickets for 3 days (2-4 June)</li> <li>• <b>Gala Dinner Discount:</b> Enjoy 50% off the separately bookable Gala Dinner seats.</li> <li>• <b>Investment required - Standard ZAR 234 000 / USD 14,400</b></li> </ul>

**\*Only available for stands from 18/m2 and upwards. Stands will only be allowed to be built subject to design approval from our H&S and Operations team.**

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# SPONSORSHIP AND EXHIBITION PACKAGES

## 2. Sponsorships:

PACKAGE	BENEFITS
Plenary session sponsorship	<ul style="list-style-type: none"> <li>• <b>Sponsorship Benefits:</b></li> <li>• Brand Visibility: Logo placement and organisation profile (75 words company description) on pre-/onsite/post event collateral including MAA 2025 programme brochure, website and show-guide, Acknowledgement on all sponsor signage onsite</li> <li>• Opportunity to place literature on all tables / seats before start of session</li> <li>• Client to provide the AAC with details of attendees for registration (full name, job title, company, country, email, mobile number and telephone number)</li> <li>• Acknowledgement of sponsor status (logo) on all published promotional material prior to MAA 2025 including: selected print adverts where space is permitted, press release etc.</li> <li>• Gala Dinner Discount: Enjoy 50% off the separately bookable Gala Dinner seats.</li> <li>• <b>Investment required - Standard ZAR 180 000 / USD 10 000</b></li> </ul>
Top 40 under 40 Gala dinner (awards and dinner sponsors)	<ul style="list-style-type: none"> <li>• Brand Visibility: Logo placement and organisation profile (75 words company description) on pre-/onsite/post event collateral including MAA 2025 programme brochure, website and show-guide, Acknowledgement on all sponsor signage onsite</li> <li>• Opportunity to place literature on all tables / seats before start of session and can have pull up banners on stage (Client to supply)</li> <li>• Client to provide the AAC with details of attendees for registration (full name, job title, company, country, email, mobile number and telephone number)</li> <li>• Acknowledgement of sponsor status (logo) on all published promotional material prior to MAA 2025 including: selected print adverts where space is permitted, press release etc.</li> <li>• <b>Investment required - Standard x ZAR 90 000 / USD 5 000</b></li> <li>• <b>Tables and seats sponsorship - ZAR 20 000 per table / USD 1000 per table of 8</b></li> <li>• <b>Individual seating - ZAR 2500 per seat / USD 125 per seat</b></li> </ul>
Name badges sponsorship	<ul style="list-style-type: none"> <li>• Brand Visibility: Logo placement and organisation profile (75 words company description) on pre-/onsite/post event collateral including MAA 2025 programme brochure, website and showguide, Acknowledgement on all sponsor signage onsite</li> <li>• Opportunity to place literature on all tables / seats before start of session and can have pull up banners on stage (Client to supply)</li> <li>• Client to provide the AAC with details of attendees for registration (full name, job title, company, country, email, mobile number and telephone number)</li> <li>• Acknowledgement of sponsor status (logo) on all published promotional material prior to MAA 2025 including: selected print adverts where space is permitted, press release etc.</li> <li>• <b>Investment required - Standard ZAR 90 000 / USD 5 000</b></li> </ul>
Registration sponsorship	<ul style="list-style-type: none"> <li>• Exclusive to one company</li> <li>• Branding of main registration desk</li> <li>• Brand Visibility: Logo placement and organisation profile (75 words company description) on pre-/onsite/post event collateral including MAA 2025 programme brochure, website and show-guide, Acknowledgement on all sponsor signage onsite</li> <li>• Participation in main conference programme</li> <li>• Client to provide the AAC with details of attending delegates for registration (full name, job title, company, country, email, mobile number and telephone number)</li> <li>• Substitutions are permissible should any nominated delegates cancel</li> <li>• <b>Investment required - ZAR 90 000 / USD 5 000</b></li> </ul>

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# SPONSORSHIP AND EXHIBITION PACKAGES

## 2. Sponsorships:

PACKAGE	BENEFITS
Visitor bags sponsorship	<ul style="list-style-type: none"> <li>• Exclusive to one company</li> <li>• Your company logo printed on the bags given to attendees</li> <li>• Brand Visibility: Logo placement and organisation profile (75 words company description) on pre-/onsite/post event collateral including MAA 2025 programme brochure, website and show-guide, Acknowledgement on all sponsor signage onsite</li> <li>• Opportunity to insert Collateral in each delegate bag (please note this is not exclusive)</li> <li>• Participation in main conference programme</li> <li>• Client to provide the AAC with details of attending delegates for registration (full name, job title, company, country, email, mobile number and telephone number)</li> <li>• Substitutions are permissible should any nominated delegates cancel</li> <li>• <b>Investment required - ZAR 179 910 / USD 9 995</b></li> </ul>
Matchmaking Zone	<ul style="list-style-type: none"> <li>• Exclusive to one company</li> <li>• Branding of the matchmaking area. One of the largest branded areas at the event</li> <li>• Brand Visibility: Logo placement and organisation profile (75 words company description) on pre-/onsite/post event collateral including MAA 2025 programme brochure, website and showguide, Acknowledgement on all sponsor signage onsite</li> <li>• Participation in main conference programme</li> <li>• Client to provide the AAC with details of attending delegates for registration (full name, job title, company, country, email, mobile number and telephone number)</li> <li>• Substitutions are permissible should any nominated delegates cancel</li> <li>• <b>Investment required - ZAR 270 000 / USD 15 000</b></li> </ul>
VIP Zone	<ul style="list-style-type: none"> <li>• Exclusive to one company</li> <li>• Branding of VIP area</li> <li>• Brand Visibility: Logo placement and organisation profile (75 words company description) on pre-/onsite/post event collateral including MAA 2025 programme brochure, website and showguide, Acknowledgement on all sponsor signage onsite</li> <li>• Participation in main conference programme</li> <li>• Client to provide the AAC with details of attending delegates for registration (full name, job title, company, country, email, mobile number and telephone number)</li> <li>• Substitutions are permissible should any nominated delegates cancel</li> <li>• <b>Investment required - ZAR 270 000 / USD 15 000</b></li> </ul>
Interactive Features	<ul style="list-style-type: none"> <li>• <b>Workshops &amp; Roundtables:</b> <ul style="list-style-type: none"> <li>- Focused on key industry challenges and innovations. Sponsorships start at <b>ZAR 81,000 / USD 4,500.</b></li> </ul> </li> <li>• <b>Live Demos:</b> <ul style="list-style-type: none"> <li>- Showcase technologies directly on the expo floor.</li> </ul> </li> </ul>
Special Initiatives	<ul style="list-style-type: none"> <li>• <b>African Agri Youth Indaba:</b> Empowering young leaders through mentorship and innovation sessions.</li> <li>• <b>Hosted Buyers Programme:</b> Bringing top buyers from key markets like Nigeria, Kenya, China, and the UAE.</li> </ul>

## BOOK YOUR SPOT TODAY

Elevate your brand, engage with decision-makers, and seize new market opportunities.  
Contact us to customize a package that aligns with your goals.

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## Contact us

### Sponsorship and Exhibition Enquiries

Manuel Singano  
+27 78 665 6164  
manuel.singano@agricouncil.org

Rashaad Essop  
+27 84 697 7914  
rashaad.essop@agricouncil.org

Paul Ramncwana  
+27 76 626 7042  
paul@agricouncil.org

Tafadzwa Shayawabaya  
+26 378 704 4415  
tafadzwa@agricouncil.org

Emmanuel Ramazani  
+27 76 992 8765  
emmanuel.ramazani@agricouncil.org

Michael Bandembwasa  
+27 72 566 8076  
michael.bandembwasa@agricouncil.org

**Speaker and Programme**  
Zimkhitha Mquteni-Mabanga  
+27 78 053 4451  
zimkhitha@agricouncil.org

**Media and Partnerships**  
Sandra Munangwa  
+27 61 061 9080  
sandra.munangwa@agricouncil.org

**Marketing Enquiries**  
Reinhard Lotz  
+27 72 437 4441  
reinhard.lotz@agricouncil.org



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



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