

Partnering with the Agribusiness Deal Room

The Agribusiness Deal Room

To achieve the outcome of new business deals and commitments including new partnerships, technical assistance, investments, value chain linkages and access to finance, AGRA and partners are promoting an “Agribusiness Deal Room” (the Deal Room) among investors, entrepreneurs and government. The Deal Room is a yearlong program that facilitates connections between investors, entrepreneurs and governments to help drive investment transactions for inclusive investment opportunities in agriculture. A secondary objective is to increase awareness and mobilize support around the specific interventions required by stakeholders to deliver inclusive agri-investments.

Activities in the Deal Room

To achieve success, eight underlying components are implemented in collaboration with partners:

1. **SME Matchmaking:** Meetings between SMEs and investors seeking a wide range of capital needs from US\$500k up to a maximum of US\$50m.
2. **Country Presentations:** Each year the Deal Room selects 15 governments to work with, to provide opportunities for governments to generate investor interest based on countries' priorities.
3. **Sourcing in Africa:** Platform for enterprises and farmer organizations to connect with anchor buyers.
4. **Knowledge sharing:** Expert presentations, panels, workshops and networking events to share insights.
5. **Investment dialogue and Issue Negotiations:** Problem-solving sessions to address bottlenecks for selected deals and value-chains.
6. **Platform of Deal Room Partners:** platform of over a dozen dedicated partners that design and deliver the Deal Room.
7. **Virtual Deal Room:** A tool enabling stakeholders to profile, connect and identify common interest year-round.
8. **Post-AGRF Portfolio Management and investment facilitation:** A mechanism that will follow up on transactions post-AGRF and potentially offer transaction advisory services to the most promising transactions.

Outcome of the Deal Room at the AGRF Summit 2019

- Hosted 117 African enterprises (40% Women owned) seeking circa \$ 800m of investments.
- Matched enterprises with 40+ investors and financial institutions through 350 scheduled meetings.
- Sixteen governments presented investment opportunities totaling \$ 2bn.
- Grow Africa Term sheets totaling \$ 200m were signed for investments in Malawi, Nigeria, Uganda, Eswatini and Ivory Coast
- The Deal Room 2019 was delivered by the following core partners AECF, AfDB, CrossBoundary, GAIN, Grow Africa, IDH, IFAD, IFC, SAFIN, TBI, USAID, and WEF.

Key indicators for success

The Agribusiness Deal Room strives to be a premium platform that provides small, mid-sized agribusinesses and governments with access to finance, mentorship, and market entry solutions to support their growth objectives.

Key indicators for the Deal Room are:

- Number of business linkages
- Number of partnerships signed by participants in the Deal Room
- Number of SMEs receiving assistance or facilitation
- The value of capital needs facilitated
- Value of loans facilitated
- Value and volume of commodities, products, services sourced
- The value of transactions closed
- The % of women-led and women-focused enterprises facilitated
- The potential number of farmers impacted by the investments and deals facilitated through the Agribusiness Deal Room.

The Deal Room at the African Green Revolution Forum

The African Green Revolution Forum (AGRF) is considered the world's premier forum for African agriculture, bringing together stakeholders in the agricultural landscape to take practical actions and share lessons that will move African agriculture forward. Held in the last quarter of every year, the AGRF Summit 2020 will be from September 8th to 11th in Kigali, Rwanda. The theme of this year's event is **"Feed the Cities, Grow the Continent: Leveraging Urban Food Markets to Achieve Sustainable Food Systems in Africa."** The specific outcomes expected from the 2020 Summit include:

- Political and Policy Leadership from African governments
- Political and financial support from development partners and private sector
- Enhance Public and private engagement
- New business deals and commitments
- Progress towards the African Agriculture Transformation Scorecard

Why partnering with the Deal Room is beneficial?

As a **Strategic Partner**, the Deal Room offers the opportunity to optimize the delivery of your inclusive Agri-investments programs, whilst creating synergies with more than a dozen partners. Partners will work with you regionally and on a country level to drive more investments.

The Deal Room also offers the ability to showcase progress, gain insights into market developments, share learnings and have access to a strong pipeline of investment opportunities. Furthermore, the Deal Room also offers the opportunity to engage with key senior public leaders on critical interventions that will improve successful transaction rates in their countries.

As a Deal Room strategic partner, you will help to shape and deliver the shared agribusiness Deal Room's agenda and programs throughout the year. Each partner will be allowed to delegate two senior executives to participate in all Deal Room events, both year-round and during the AGRF. Deal Room partners will also benefit from the overall Deal Room brand positioning and visibility.

Partnering with the Agribusiness Deal Room is available to institutions and companies with an institutional mandate to drive Agri-investments in Africa. Partners are expected to make a minimal contribution of US\$ 50,000 to the design and delivery of the Deal Room at the AGRF. A select number of technical partners can be invited to commit to an in-kind contribution of equal value (i.e. technical assistance, services or knowledge products on a regional level). Partners and sponsors of the AGRF are automatically invited to partner in the Deal Room.

Roles and responsibilities of the Deal Room partners

Deal Room partners are committed to support the following activities:

Support the design and delivery of one or more components of the Deal Room annually

- Develop annual work plans that outline key activities and intended outcomes.
- Identify areas of collaboration and provide year-round institutional support
- Contribute to a successful delivery of the annual AGRF Summit by populating the pipeline of investment opportunities to be presented, design sessions and knowledge platforms, mobilizing investors, mobilize VIP participants, support participation of stakeholders (specifically government and SME's).
- Design programs and products that shape and advance the continental Deal Room agenda
- Support various governments to optimize their engagement in the Deal Room

Support the design of a 5-year Deal Room program and goals

- Setting 5 year intended outcomes aligned to CAADP¹ goals and indicators.
- Support resource mobilization and awareness raising

Knowledge sharing and reporting

- Contribute to the design of knowledge products and platforms
- Support the tracking and reporting on a defined set of indicators.
- Support development and activities of the virtual Deal Room
- Champion joined communications on Deal Room activities and milestones

Creating synergies with other partners

- Collaborate with other partners to create synergies regionally, as well as in country.
- Identify other conferences and events that the Deal Room can partner with throughout the year
- Ensure relevant in-country engagement to country-level Deal Room activities.

¹ <https://www.nepad.org/caadp>

Your Engagement with the Agribusiness Deal Room

Partners to the Agribusiness Deal Room can engage in different Deal Room activities as listed below.

Component/Activity	Expected Partner commitments
<i>Agribusiness Deal Room platform (minimal contribution)</i>	<p>Each partner will</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Participate in monthly partner design calls to support Deal Room design <input checked="" type="checkbox"/> Make one senior staff member available to participate in the Deal Room @AGRF Summit 2020 <input checked="" type="checkbox"/> Engage in at least one Deal Room component as listed below <input checked="" type="checkbox"/> Link the Deal Room to at least one country level institutional program <input checked="" type="checkbox"/> Participate in joint communication on Deal Room milestones <input checked="" type="checkbox"/> Mobilize key participants (investors, VIPs and governments)
<i>SME matchmaking & Post-event facilitation</i>	<p>Each partner can opt to</p> <ul style="list-style-type: none"> <input type="checkbox"/> Identify, profile and sponsor investment ready SMEs to participate in the Deal Room <input type="checkbox"/> Co-host preparation events for SMEs <input type="checkbox"/> support the provision post-event transaction facilitation to selected SMEs
<i>Country presentations</i>	<p>Each partner can opt to</p> <ul style="list-style-type: none"> <input type="checkbox"/> Support governments in identifying investment opportunities and generate pitch documents <input type="checkbox"/> Sponsor government delegation
<i>Sourcing in Africa</i>	<p>Each partner can opt to</p> <ul style="list-style-type: none"> <input type="checkbox"/> Co-Design a sourcing in Africa session <input type="checkbox"/> Mobilize and facilitate key stakeholders and sourcing in Africa partnerships <input type="checkbox"/> Provide pre- and post-event facilitation to emerging partnerships
<i>Knowledge sharing</i>	<p>Each partner can opt to</p> <ul style="list-style-type: none"> <input type="checkbox"/> (Co-)design knowledge sharing sessions <input type="checkbox"/> (Co-)design knowledge products <input type="checkbox"/> (co-)design the public program of the AGRF related to investment & SME finance
<i>Investment Dialogue and Issue negotiation</i>	<p>Each partner can opt to</p> <ul style="list-style-type: none"> <input type="checkbox"/> Design and facilitate an investment dialogue round table around a specific value chain or investment bottleneck
<i>Virtual Deal Room</i>	<p>Each partner can opt to</p> <ul style="list-style-type: none"> <input type="checkbox"/> (Co-)design virtual Deal Room <input type="checkbox"/> Provide knowledge products for the virtual Deal Room

Contact us to Partner

For further information on partnering with the Agribusiness Deal Room, please contact **Jennifer Baarn**, the Head of Partnerships, on Jbaarn@agra.org.

If you are an entrepreneur, prospective investors, financial institution or an anchor buyer interested in participation in the Agribusiness Deal Room, register for the AGRF Summit 2020 through www.agrf.org and select *"Yes I am interested in the Deal Room"* or reach out to us by emailing DealRoom@agra.org.