THE AGRIBUSINESS DEALROOM

Program Overview

September 8-11, 2020

HOSTED BY RWANDA ON A VIRTUAL PLATFORM

#AGRF2020 #FeedTheCities #Agribusiness #Dealroom #WomenInAg #YouthInAg
Please note all session timings are in Central African Time (CAT)

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DAY 1 – Monday 7 September 2020

PRE-SESSION

10:00 – 11:00 CAT

What Informs the Credit Worthiness of Agri-SMEs?
Knowledge Session by Agribusiness Deal Room partners
Organizers: AGRA, Centre for Financial Inclusion, MIX, Scope Insight

There is a general misconception that investing in Agri-SMEs is risky, especially given the COVID-19 pandemic. Lenders highlight the difficulty they have in obtaining information on the Agri-SMEs, contributing to the misconception. Obtaining information on Agri-SMEs such as their profiles, who they trade with, their credit performance, etc. is critical for identifying and pre-screening SMEs, in order to help lenders determine if they are bankable and meet their criteria and for potential investment/deal structuring.

This session brings together a diverse group of lenders to explore the opportunities to reduce the cost of analysing SMEs and thus investing in them. The session will include a discussion around the potential role of common bankability metrics and the feasibility in adopting them to facilitate investment in agricultural enterprises.

11:30 – 12:30 CAT

ICTs for Improving Investment Readiness of Small and Medium Agribusinesses
(invite only session)
Knowledge Session by Agribusiness Deal Room partners

Organizers: Commercial Agriculture for Smallholders and Agribusiness (CASA)

Digitization and the use of technology is critical in transforming agribusinesses into high performing and efficient enterprises. With increasing available platforms and tools, agribusinesses must engage and exploit the full benefit of digital efficiency.

This session explores the factors behind successful deployment of mobile technologies to improve agribusiness productivity and investment readiness while having a positive developmental impact at the smallholder farmer level. The discussion will be framed around research conducted by CASA, which analysed over 100 mobile-based value-added services targeted at agribusinesses across
Sub-Saharan Africa and Asia. Bringing together a diverse panel representing some of the most successful service providers in the field and facilitating the identification of investment opportunities both at the agribusiness and service provider levels.

**13:00 – 13:30 CAT**

**Access to Finance for Women: Successes and Lessons for Bridging the Current Gaps**

Knowledge Session by Agribusiness Deal Room partners

Organizers: Alliance for a Green Revolution in Africa (AGRA)

This session seeks to provide insights into successes in financing women owned and led enterprises and seeks ways to bring these understanding to wider financing/investment/policy stakeholders, to influence scale and replication. It will include interviews with women entrepreneurs, special lens investors and investment facilitators working within the financing ecosystem.

**13:00 – 14:00 CAT**

**Bridging the Gap Between Investors and Governments**

Main program

Organizers: The Tony Blair Institute for Global Change (TBI)

This session converges the conversation between agribusinesses and investors with government leaders and technicians. The speakers will explore what is needed to accelerate direct investment in country flagships and greenfield projects, the key impediments faced in implementing this public private partnerships and emerging opportunities for the sector.

**13:00 – 14:30 CAT**

**Farmfit: Innovative Business Models for Increased Food, Trade and Resilience in Africa**

Knowledge Session by Agribusiness Deal Room partners

Organizers: IDH and AGRA

This session will focus on how different players in the ecosystem can and need to work together to grow their business and build commercially viable and bankable business models that will increase agricultural production and food trade with small holder farmers and SMEs. Stakeholders participating in the Farmfit business models will share their experience in the alliance, the innovations and resilience of the models. The panelists will also explore what is needed to scale and accelerate.

**14:00 – 15:00 CAT**

**Smallholder Finance in the Time of COVID-19: Challenges and Opportunities**

Knowledge Session by Agribusiness Deal Room partners

Organizers: International Fund for Agricultural Development
The COVID-19 crisis has imposed significant cash-flow challenges to small farmers, liquidity problems for Agri MSMEs, and potential solvency issues for financial institutions—especially for small-rural based entities that cater to the needs of small producers and poor rural households. Agricultural lenders in Africa in general have been experiencing losses due to delinquencies in their Agri SME and small farmer portfolios. Many have instituted a moratorium on new lending while they continue to manage COVID-related disruptions. Loans are now evaluated to existing borrowers on a case-by-case basis and very few lenders are issuing loans to new borrowers.

This session will focus on identifying the key challenges and some possible solutions to tackle the adverse effects on access to finance for small holders in Africa due to the COVID-19 epidemic. Including discussions around innovative financial instruments that can address the enhanced risk while offering terms and conditions to allow for recovery and recuperation.

14:00 – 15:00 CAT

Effectiveness of Agribusiness Incubation in Emerging Markets

*(invite only session)*

**Knowledge Session by Agribusiness Deal Room partners**

**Organizers:** Commercial Agriculture for Smallholders and Agribusiness (CASA)

This session will focus on the effectiveness of SME agribusiness incubation and acceleration to increase agricultural investment. The session will showcase examples of SME incubators that have successfully promoted agricultural investment over the past 10 years. The discussion will be framed around research conducted by CASA and will bring together a diverse panel with experience in implementing successful and impactful agri-business incubation and acceleration models.

15:00 – 16:00 CAT

Integrating African Food System through the Lens of SME Champions

**Main program**

**Organizers:** African Development Bank

This session will be centered around amplifying the voice of SMEs that are enabling this food system to bring about transformation across the entire food system from policies to the way we support and invest in the African food system.

15:00 – 16:00 CAT

GSA: Opportunities and strategies for increased local sourcing in Africa

**Knowledge Session by Agribusiness Deal Room partners**

**Organizers:** IDH and AGRA

This session brings together large off-takers, SME’s, and farmers to present opportunities for establishing business relations with one another, while reflecting on the challenges faced by each of them in developing sustainable, inclusive and economically viable supply chains. It will also provide an opportunity for financial institutions, service providers, governments and development partners to explore strategies and products that would facilitate and enable stable and sustainable progress on the development of the agriculture value chains in Africa that support increased local sourcing in Africa.
15:30 – 16:30 CAT
Driving Investments in African Agriculture through Innovative Input Models

Knowledge Session by Agribusiness Deal Room partners

Organizers: AGRA and partners
This session will focus on progress made towards increasing investment into agribusiness value chains and emerging opportunities to crowd in additional private sector investment to harness further development.

16:30 – 17:30 CAT
Bridging Demand and Supply of Private Investment Capital for SMEs

(invite only session)

Knowledge Session by Agribusiness Deal Room partners

Organizers: Commercial Agriculture for Smallholders and Agribusiness (CASA)
The aim of the panel is to discuss alternative strategies used by investors and governments to bridge the risk and reward gap of investing in agri-SMEs, as well as the available supply of investment ready agri-SMEs. The session will explore different mechanisms used by investors to identify investment ready agri-SMEs, as well as different models of agri-SME financing and technical assistance. The discussion will be framed around research conducted by CASA and will bring together a diverse range of panellist, including investors and investment support stakeholders.

17:00 – 19:00 CAT
Building a Poultry Value Chain – Solutions to Feed Africa’s Growing Cities

Knowledge Session by Agribusiness Deal Room partners

Organizers: AGRA and Partners
As a result of a growing middle class and continued urbanization, Africa’s poultry market is experiencing a double-digit boom in many countries. The sector is expected to expand far beyond its estimated industry size of USD $15 bn. The growth of the sector has also resulted in increased imports, mainly frozen products from Brazil and China. Acknowledging the economic and nutritional potential, many governments introduced protective measures to support the growth of a local industry, however most measures have not led to a thriving domestic or regional sector. Growing on the tailwind of poultry demand is also an animal feed sector that creates significant opportunities for Africa’s smallholder farmers.

This session will explore with existing and new investors and producers in the poultry and animal feed sector the following.
1. Share investor experiences and opportunities from across the continent
2. Identify key bottle necks and challenges
3. Identify opportunities for alignment of actors in the eco-system to catalyse sector development
DAY 2 – Tuesday 8 September 2020

11:00 – 12:00 CAT

**Agribusiness Deal Room Opening Session**

Organizers: Agribusiness Deal Room

This session will officially open the Virtual 2020 Agribusiness Deal Room, a matchmaking platform that aims to drive new business deals and commitments. The Deal Room will provide companies in the agriculture and agribusiness sectors with the opportunity to access finance, mentorship, and market entry solutions to support their growth objectives. It also creates opportunities for governments to present investment opportunities, promote investment incentives and engage with interested investors. It will achieve these through a combination of project preparation, pipeline development, project bankability, investment promotion, and enabling policy environment. Participants will also explore trade deals and partnership opportunities that enhance sourcing from African smallholder farmers.

The Agribusiness Deal Room this year will focus on the following subthemes:

- Exploring Agribusiness investment opportunities that address the growing food demands of African cities
- Championing access to finance, more specifically for women SMEs
- Strengthening models to enhance Sourcing in Africa
- Innovative solutions to facilitate investments and access finance

Mobilizing the eco-system that can leverage inclusive investment opportunities is critical to investment facilitation.

The opening session of the Deal Room will bring to life experiences of different value chain actors, while also presenting the benefits and opportunities in investing in Africa’s food systems.

12:00 – 13:00 CAT

**Rwanda Investment Opportunities**

Organizers: Rwanda Country Delegation

Presentation of Rwanda Flagship Programs and investment opportunities.

13:30 – 14:30 CAT

**Ghana Investment Opportunities**

Organizers: Ghana Country Delegation

Presentation of Flagship Programs and investment opportunities.

14:30 – 15:00 CAT

**Agribusiness in Unprecedented Times: Africa CEO Survey**

Knowledge Session by Agribusiness Deal Room partners

Organizers: AGRA and KPMG
This session will launch the inaugural Africa Agribusiness Outlook Report – A Survey of CEOs across Sub-Saharan Africa. A joint publication by AGRA & KPMG East Africa, the report is the start of a series of conversations with the private sector – innovators and change makers – working in agribusiness in Africa.

The session will also provide for discussions with CEOs in the agribusiness sector in Africa to understand what their key priorities, challenges and emerging opportunities are in this period which is dominated by the COVID-19 pandemic.

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<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>15:00 – 16:00</td>
<td><strong>Ivory Coast Investment Opportunities</strong></td>
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<td><strong>Organizers: Ivory Coast Country Delegation</strong></td>
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<td></td>
<td>Presentation of Flagship Programs and investment opportunities.</td>
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<tr>
<td>18:00 – 18:30</td>
<td><strong>How Can We Build A Trillion-Dollar Inclusive Agribusiness Industry In Africa? An Investment Perspective</strong></td>
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<td><strong>Knowledge Session by Agribusiness Deal Room partners</strong></td>
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<td><strong>Organizers: AGRA &amp; partners</strong></td>
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<td></td>
<td>Evening chats are a series of short interviews and presentations by investors, financiers and successful companies in Africa and across the Diaspora. Aim of these sessions is to provide insight into how different actors in the landscape are overcoming challenges and building new opportunities.</td>
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**DAY 3 – Wednesday 9 September 2020**

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<th>Session</th>
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<tbody>
<tr>
<td>9:00 – 9:30</td>
<td><strong>Access to Finance for Women: Successes and Lessons for Bridging the Current Gaps, by Agribusiness Deal Room Partners</strong></td>
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<td>09:30 – 10:30</td>
<td><strong>Tanzania Investment Opportunities</strong></td>
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<td><strong>Organizers: Tanzania Country Delegation</strong></td>
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<td></td>
<td>Presentation of Flagship Programs and investment opportunities.</td>
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</table>
09:30 – 10:30 CAT

Zambia Investment Opportunities
Organizers: Zambia Country Delegation
Presentation of Flagship Programs and investment opportunities.

11:00 – 11:30 CAT

Amplifying Women’s Voices in Agribusiness through Technology and Investments
Organizers: AGRA and CTA
The session will reflect on the need for and mechanisms for amplifying women’s voices in agriculture, particularly agribusinesses and investment sub sectors. Digital technologies have featured as an enabler and key instruments for building voice and equity, the session will explore the models, successes and insights for building and sustaining women’s voice in agriculture.

11:00 – 12:00 CAT

Uganda Investment Opportunities
Organizers: Uganda Country Delegation
Presentation of Flagship Programs and investment opportunities.

11:00 – 12:00 CAT

Ethiopia Investment Opportunities
Organizers: Ethiopia Country Delegation
Presentation of Flagship Programs and investment opportunities.

12:30 – 13:30 CAT

A Resilient and Sustainable Agriculture Economy; Investment Opportunity or Risk Management Challenge?
Knowledge Session by Agribusiness Deal Room partners
Organizers: AGRA
The COVID-19 pandemic has placed resilience at the top of the African agriculture agenda alongside climate change, pest control and other shock waves that have taunted farmers for the past decades. Actors across the industry are challenged to identify sustainable solutions to reduce volatility. In a broader context, efforts to intensify Africa’s agriculture in a sustainable way have not yielded the expected outcomes yet.

How are investors and the financial service industry dealing with these major factors and what innovative solutions are emerging? What can actors across the landscape do to support these efforts?
In this session, investors, companies, financiers and insurance companies will discuss interventions and innovations designed to address resilience and sustainability in African Agriculture.

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<th>Time</th>
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<tr>
<td>12:30 – 13:30</td>
<td><strong>Togo Investment Opportunities</strong></td>
<td>Togo Country Delegation</td>
<td>Presentation of Flagship Programs and investment opportunities.</td>
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<td>14:00 – 15:00</td>
<td><strong>Senegal Investment Opportunities</strong></td>
<td>Senegal Country Delegation</td>
<td>Presentation of Flagship Programs and investment opportunities.</td>
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<tr>
<td>15:00 – 16:00</td>
<td><strong>An Ecosystem Approach to Agriculture Investment Facilitation</strong></td>
<td>AGRA and Agribusiness Deal Room Partners</td>
<td>Invite only session</td>
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<td></td>
<td><strong>Making Impact Investments Work in Africa</strong></td>
<td>AGRA</td>
<td>Knowledge Session by Agribusiness Deal Room partners</td>
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<tr>
<td>18:00 – 18:30</td>
<td><strong>Making Impact Investments Work in Africa</strong></td>
<td>AGRA</td>
<td>This session will focus on insights from CEOs and investors on the successes and lessons learned in implementing impact investments.</td>
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## PARALLEL SESSIONS

### 10:00 – 11:00 CAT

**Kenya Investment Opportunities**

**Organizers:** Kenya Country Delegation  
Presentation of Flagship Programs and investment opportunities.

### 11:00 – 13:00 CAT

**Agribusiness and the Deal Room: Innovative Financial Solutions for Africa’s Agribusiness Sector**

**Main Program**

**Chairs:** IFAD, USAID and AGRF with support from AfDB, OCP, AFAP, FAO, BMGF, Grow Africa  
The session will explore how innovative development finance solutions can help Agribusiness enterprises grow, scale and reach their full potential to transform and support livelihoods.

### 11:30 – 12:30 CAT

**Burkina Faso Investment Opportunities**

**Organizers:** Burkina Faso Country Delegation  
Presentation of Flagship Programs and investment opportunities.

### 13:00 – 14:00 CAT

**Malawi Investment Opportunities**

**Organizers:** Malawi Country Delegation  
Presentation of Flagship Programs and investment opportunities.

### 13:00 – 14:00 CAT

**Mali Investment Opportunities**

**Organizers:** Mali Country Delegation  
Presentation of Flagship Programs and investment opportunities.

### 14:30 – 15:30 CAT

**Nigeria Investment Opportunities**

**Organizers:** Nigeria Country Delegation  
Presentation of Flagship Programs and investment opportunities.
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<tr>
<td>14:30 – 15:30</td>
<td><strong>COMESA Investment Opportunities</strong></td>
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<td><strong>Organizers:</strong> COMESA Delegation</td>
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<td>Presentation of Flagship Programs and investment opportunities.</td>
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<tr>
<td>18:00 – 18:30</td>
<td><strong>Diaspora Investments in African Agriculture</strong></td>
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<td><strong>Knowledge Session by Agribusiness Deal Room partners</strong></td>
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<td><strong>Organizers:</strong> AGRA and partners</td>
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<td>different actors in the landscape are overcoming challenges and</td>
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<td>building new opportunities.</td>
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**DAY 5 – Friday 11 September 2020**

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<th>Time</th>
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<tr>
<td>9:30 – 10:30</td>
<td><strong>Mozambique Investment Opportunities</strong></td>
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<td><strong>Organizers:</strong> Mozambique Country Delegation</td>
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<td>Presentation of Flagship Programs and investment opportunities.</td>
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<tr>
<td>10:00 – 10:30</td>
<td>**Urban food and nutrition security: Increasing investments in food-</td>
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<td>producing SME's**</td>
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<td><strong>Knowledge Session by Agribusiness Deal Room partners</strong></td>
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<td><strong>Organizers:</strong> GAIN and AGRA</td>
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<td>This session will focus on the importance of increased access to</td>
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<td>finance opportunities for SMEs, and the impact these opportunities</td>
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<td>can have on food and nutrition security in cities or urban</td>
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<td>communities. It will discuss the role of SMEs in ensuring food and</td>
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<td>nutrition security, the investment challenges they endure to attain</td>
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<td>their goals, including access to finance, and proposed strategic</td>
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<td>solutions. With the current COVID-19, we will hear from the speakers</td>
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<td>how this pandemic has affected their businesses and presented</td>
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<td>mitigation measures, including financial/investment needs.</td>
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11:00 – 13:00 CAT

**Agri-Business and Deal Room: Expanding the Universe of Investment-Ready Agribusinesses**

**Chairs:** IFAD, USAID and AGRF with support from AfDB, OCP, AFAP, FAO, BMGF, Grow Africa

**Main Program Session**

Driven by urbanisation, population growth and increasing food demand worldwide, Africa’s Agribusiness sector has the potential to grow into a USD 1 trillion industry in the next 15 years, from a current stand of USD 3 billion. If mobilized in an inclusive and sustainable manner, agriculture can be a driver of economic transformation, combating poverty, enhancing food & nutrition security and providing jobs and income to millions of households.

RESULTS FACTORY

14:00 – 16:00 CAT

**Financing Food Systems SMEs**

**Main Program Session**

The Deal Room Results Factory drives home the impact of agribusiness enterprises – often smallholder farmers and rural SMEs – that are the backbone of sub-Saharan Africa’s economy and the main producers of food. They have a high potential for growth and can drive social development for their communities and countries. Innovative development finance solutions can help agribusiness enterprises grow, scale and reach their full potential to transform food systems across the continent.

In this exciting results factory session, the agribusiness deal room will share highlights of the groundbreaking outcomes it has achieved over the past year and share its upcoming plans and activities. Join this session to witness new deals, funds, and collaborations being launched; and get a taste of the competitive, everchanging ecosystem of activities, stakeholders and processes that make Agribusiness deals happen.

**CLOSE OF THE AGRIBUSINESS DEAL ROOM**