



# AFSTA 2025 CONGRESS SPONSORSHIP OPPORTUNITIES



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## THE AFRICAN SEED TRADE ASSOCIATION (AFSTA) AT A GLANCE

AFSTA is the leading seed organization representing the African seed industry and coordinating the seed sector across the continent. It is a not-for-profit membership association established in 2000 to advocate for the interests of private seed companies and promote the advancement of the seed industry in Africa. AFSTA is registered in Kenya as an International Organization and has around 120 members, including 118 seed companies, 27 African national seed trade associations, and more than 44 associate members worldwide.

AFSTA's vision is to ensure that all African farmers have access to quality seed for food security. Its mission is to create the best environment for trade and innovation in quality seed for the benefit of African farmers. AFSTA collaborates with governments and regional economic communities to establish incentive-based regulatory frameworks and policies to facilitate the introduction of new technologies and innovations in the seed sector while creating opportunities for the private sector to supply seeds and related services.

AFSTA supports National Seed Trade Associations through various initiatives, including promoting the trade in quality seeds, advocating for innovation and technology transfer, capacity building in quality seed production, and promoting the movement of quality seeds in Africa.

One of AFSTA's key engagements with National Seed Trade Associations is co-organizing the AFSTA Annual Congress, which is the largest meeting of seed stakeholders in Africa. The Congress provides valuable opportunities for creating business relationships with the seed industry from all continents.

The next AFSTA Congress will be held in Kigali, Rwanda, from March 3rd to 5th, 2025. This Congress will be special as AFSTA celebrates its 25th Anniversary. The Board of Directors of AFSTA extends the invitation to all to celebrate African Seed during the AFSTA Congress 2025.

Your presence at the upcoming Congress in Rwanda will be highly valued as we commemorate this special event.

## AFSTA CONGRESS 2025, KIGALI, RWANDA, 3-5 MARCH 2025

CELEBRATING

AFSTA

25 Years



AFSTA CONGRESS

2025 Kigali Rwanda

3<sup>rd</sup> - 5<sup>th</sup> March 2025  
Kigali Serena Hotel





## WELCOME TO DELEGATES

Distinguished Seed Professionals,

After successfully celebrating an annual event for 24 years, the African Seed Trade Association (AFSTA) and the National Seed Association of Rwanda (NSAR) are pleased to invite you to the 25<sup>th</sup> AFSTA Congress, which will take place from March 3<sup>rd</sup> to March 5<sup>th</sup>, 2024, in Kigali, Rwanda.

The choice of Kigali as the host city is deliberate. Kigali is not only one of the continent's most beautiful and accessible cities but is also blessed with a rich culture and magnificent tourist sites. What could be more logical than choosing this city to celebrate the 25<sup>th</sup> anniversary of the African Seed Trade Association (AFSTA) and promote the seed Industry in Africa?

This three-day congress will bring together seed professionals, plant breeders, researchers, policymakers, government officials, and students. It is a fantastic opportunity to share experiences, network, explore new business opportunities, showcase products and services, and learn about the latest innovations and trends in the industry.

Embracing the motto **'25 Years Strong: Innovating Quality Seed for Africa's Sustainable Agricultural Future'**, the congress promises to offer top-notch technical sessions, renowned speakers, an impressive exhibition floor, and trading rooms, all set within a welcoming environment conducive to the flourishing of opportunities.

The AFSTA 2025 congress will gather global seed industry professionals, policymakers, and researchers, facilitating valuable connections that will lead to collaborations and partnerships.

Welcome to Kigali! Welcome to the AFSTA Annual Congress 2025, and enjoy the celebration of AFSTA's 25th anniversary!

Dr. Yacouba Diallo,  
Secretary General



## CONGRESS OBJECTIVES

- Bring together approximately 350 seed industry professionals, researchers, donor programs, farmer associations, and other stakeholders from Africa and around the world.
- Provide a platform for fostering business connections and promoting seed-related business activities in Africa.
- Feature presentations and exhibitions showcasing new technologies and innovations in genetics, biotechnology, and other seed-related products and services.
- Facilitate technical exchange and knowledge sharing on various matters, including seed policy and regulation, intellectual property, seed treatments, phytosanitary issues, plant breeding innovation, and biotechnology.

## KEY TOPICS IN THE PROGRAMME

- 25-year odyssey of the African seed industry
- Transboundary movement of quality seed
- Seed and Biotechnology regional and continental policy framework and program
- Biodiversity and environmental protection.
- Women in the seed sector
- Intellectual Property
- Future trends in seed technology for enhanced food security and trade



## TRADING TABLES

The AFSTA Congress 2025 offers trading tables for your business to connect with key industry leaders, stakeholders, and potential partners across the African seed trade sector.

The trading floor provides the perfect platform to showcase your products, services, and innovations to expand your market reach, forge new partnerships, or strengthen existing relationships.





# EXHIBITION BOOTHS

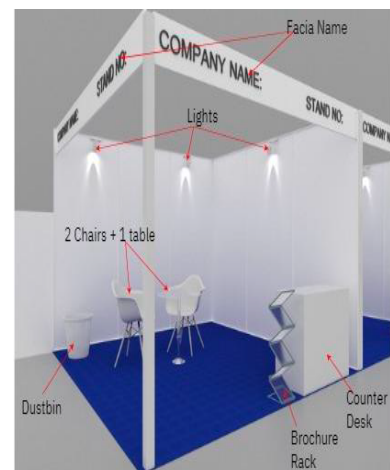
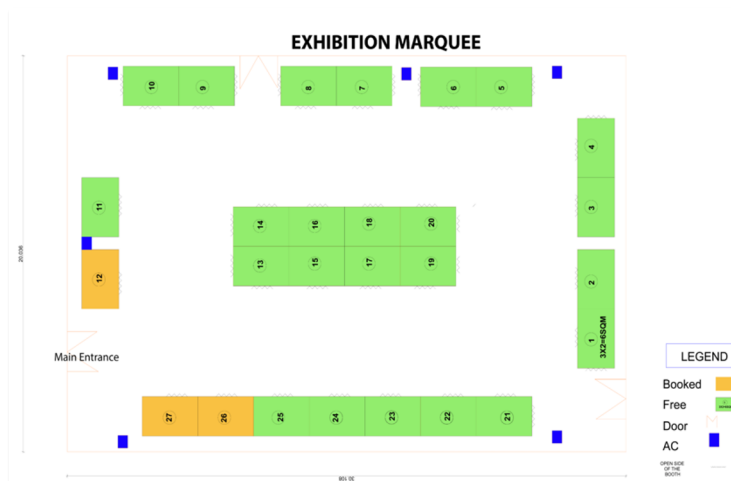
The Congress Exhibition booths provide an excellent and compelling opportunity for seed companies to promote their goods and services to Congress delegates.

AFSTA members and Non-members can book exhibition booths when registering for the Congress.

**The price for one Exhibit Booth of 3m x 2m is US\$ 1,230**

**Dimension and Equipment of the booth:** The dimensions of the Exhibition Booth are 3 m length x 2 m depth (6m<sup>2</sup>) with a height of 2.5m including:

- Shell scheme panels (one back wall and two side walls)
- Spotlight
- One table with two chairs
- Fascia header with Organization Name
- One electrical connection with socket





## Sponsor of the Congress

### Why participate as a sponsor?

AFSTA Congress is an annual international event held in an African country on a rotational basis. The main objective of the Congress is to bring together seed sector professionals, including seed-producing companies, seed trade associations, technology and services providers, researchers, policymakers, and development partners among others.

The expected participation in the 2025 Congress is over 350 delegates worldwide, notably from all of Africa.

The special 2025 Congress in Kigali is organized by AFSTA in collaboration with the National Seed Association of Rwanda and will celebrate the 25<sup>th</sup> anniversary of AFSTA. This event provides a vast opportunity for companies, development agencies, and donor agencies to enhance the image of their companies, products, and services within a professional environment of the seed industry and associated stakeholders with business interests.



## SPONSORSHIP CATEGORIES

### 1. Platinum sponsor: US\$ 55,000

- Only one sponsor is allowed
- Logo on the front cover of the program
- Recognition in printed material
- Recognition as the primary sponsor during the Opening Ceremony
- Complimentary insertion of sponsor's publicity in delegate portfolios
- One complimentary office for the entire congress
- One complimentary exhibition booth
- four complimentary registrations
- Logo visible on the banners in the meeting room
- Link to the sponsor website from the sponsor page of the Congress website.
- Five-minute presentation (Oral/video) during the opening ceremony
- A short speech during the gala dinner,

### 2. Gold Sponsor: US\$ 18,500

- Logo on the back cover of the program
- Recognition in printed materials
- The logo visible on the banners in the meeting room is a smaller size than that of the platinum sponsor.
- The sponsor's logo will be linked to the sponsor's website on the congress website.
- One complimentary exhibition booth at the Congress 2025
- Five-minute presentation (Oral/video) during the opening ceremony

### 3. Silver Sponsors: US\$ 14,000

- Recognition in printed materials
- The logo visible on the banners in the meeting room in a smaller size than that of the gold sponsors
- The sponsor's logo will be linked to the sponsor's website on the congress website.
- One complimentary trading table.

### 4. Bronze Sponsors: US\$9,000

- Recognition in printed materials
- The logo visible on the banners in the meeting room in a smaller size than that of the silver sponsors





- The sponsor's logo will be linked to the sponsor's website on the congress website.

## PARTICULAR ITEMS/EVENTS SPONSORSHIP

### 1. Golf tournament: USD10,000

#### Specifications

- 5mn Welcome speech of the sponsor
- Recognition in the Congress Programme
- The sponsor's logo will be linked to the sponsor's website on the congress website.
- Sponsor banner at the golf course

### 2. Welcome Cocktail: USD12,000

#### Specifications

- Snacks and drinks
- 5mn Welcome speech of the sponsor
- Recognition in the Congress Programme
- The sponsor's logo will be linked to the sponsor's website on the congress website.
- Sponsor banner at the Cocktail venue

### 3. Diner Gala: US\$25,000

#### Specifications

- Buffet and drinks
- 5mn Welcome speech of the sponsor
- Recognition in the Congress Programme
- The sponsor's logo will be linked to the sponsor's website on the congress website.
- Sponsor banner at the dinner venue

### 4. Lunch breaks: US\$3,000

#### Specifications

- 01 Lunch breaks during the congress.
- Recognition in the Congress Programme
- Sponsor roll-up banner at the lunch area

### 5. Coffee breaks: US\$2,000

#### Specifications



- 02 coffee breaks during the congress.
- Sponsor roll-up banner at the coffee break area

#### **6. Sponsored bags/Nominal fee: US\$2500**

Specifications

- Product not included.
- Flexible option of choice by the sponsor.

#### **7. Sponsored pens/nominal Fee: US\$500**

Specifications

- Product not included.
- Flexible option of choice by the sponsors.

#### **8. Uniform for secretariat & NOC/nominal fee: US\$1,500**

- Product not included.
- Flexible option of choice by the sponsors

#### **9. T-shirts/Polo neck/nominal fee: US\$500**

- Product not included.
- Flexible option of choice by the sponsors

#### **10. Cap/Hat/Nominal fee: USD500**

- Product not included.
- Flexible option of choice by the sponsors

#### **11. Opening ceremony entertainment: USD2,000**

- Recognition in the Congress Programme and oral recognition by the Master of Ceremony



## ADVERTISEMENTS

### Advertisement rates for AFSTA web advert on [afsta.org](http://afsta.org) (homepage)

1. AFSTA Members US\$ 400
2. AFSTA Non-members US\$ 600

### ADVERTISEMENT RATES IN THE AFRICAN SEED MAGAZINE

1. Front cover (inside): US\$ 2,500
2. Centre spread: US\$ 3,500
3. Back cover (inside): US\$ 2,000
4. Back cover (outside): US\$ 3,000
5. Inside pages:
  - Full page A4 size (210 x 297)mm: US\$ 1,000
  - Half Page A5 size (148x210)mm: US\$ 600



## WHY ATTEND THE 2025 CONGRESS

### Benefits of Participating in the 2025 AFSTA Congress

Attending the AFSTA Congress in Kigali, scheduled for March 3-5, 2025, offers numerous benefits for stakeholders in the seed industry. Here are some of the key advantages of 3 full days of Interactive Programming:

- 1. Marketing and Trading Opportunities:** Participating in the AFSTA Congress 2025 is an effective way for seed companies to promote their brand, conduct market research, and showcase their products and services to commercial partners and consumers.
- 2. Networking and Collaboration Opportunities:** The congress will gather global seed industry professionals, policymakers, and researchers, facilitating valuable connections leading to collaborations and partnerships. There are also reserved trading tables that can be used to seek appointments.
- 3. Information and Knowledge Sharing:** Participants in the AFSTA Congress will have access to workshops and presentations on the latest seed industry trends globally to enhance their understanding of the industry and enable them to improve their operations.
- 4. Market Insights:** Attendees can gain insights into market dynamics, regulatory frameworks, and best practices that can help them navigate the complexities of the seed industry in Africa.
- 5. Showcasing technologies and Innovations:** The congress features exhibitors showcasing new technologies, products, and services and providing participants with first-hand knowledge of advancements that can improve the operations of the participants.
- 6. Advocacy and Representation:** The event serves as a platform for the AFSTA African Seed Trade Association and the global industry to stay informed about industry issues and advocate for the interests of the private seed sector, ensuring that the private sector's voice is heard in policy discussions.
- 7. Cultivating Collaboration with research and breeding institutions:** Transferring seed technologies to seed companies for commercialisation: In Partnership with the Africa Vegetable Breeding Consortium (AVBC) and Africa Cereals and Legumes Breeding Consortium (ACLBC)
- 8. Media visibility:** In Rwanda, AFSTA will have a media booth where seed companies will conduct interviews on their products, hence gaining publicity for their products and activities.
- 9. Enjoying the host country's culture:** Apart from the main business of discussions on seed matters, Rwanda deserves magnificent tourist sites, rich culture, colourful cities, and a reputation for world-class hospitality, which makes the country a tempting sanctuary.



## CONGRESS PROGRAM