



PROGRAM



5TH - 9TH
AUGUST 2024

THEME

“Agribusiness: **Entrepreneurial** opportunities for youth in Africa”



Location: East African Community office, Arusha (Tanzanie)



HOPE LAND
CONGO



EAWIBP
EAST AFRICAN WOMEN
in BUSINESS PLATFORM



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This program for the 7th edition of Agrotour International offers a complete overview of the event.

Event objectives

The aim is to bring together, train, inform, coach and mentor young Africans on innovation- and ecology-based agricultural entrepreneurship, in an agrotourism and entertainment-based approach, in order to equip them with the multidimensional capabilities to contribute to food security and sustainable development in Africa in general, and their respective communities in particular.

IMPORTANT DATES

- **Arrival of participants : Sunday, August 4, 2024**
- **Event date: August 5 to 9, 2024**
- **Departure of participants : Sunday, August 10, 2024**

Why Agrotour in Tanzania 2024?

Tourism is the main source of foreign currency in the United Republic of Tanzania, but the agricultural sector, which is mainly made up of smallholders, has not experienced the same dynamic.

It is in this context that Hope Land Congo is organizing the 7th edition of the AgroTour International program, with the support of the Minister of Youth and Patriotic Awareness of the Democratic Republic of Congo, with a view to developing and promoting investment opportunities in agricultural entrepreneurship for young people in the DRC and Tanzania, in order to make agriculture and livestock farming key sectors and important levers for diversifying their respective economies, and to combat the rising unemployment rate among young people in both urban and rural areas.

With this in mind, the activities to be organized as part of the Agrotour International program are designed to capitalize on the agricultural potential of the DRC and Tanzania, as well as to capitalize on the local market for the development of the agricultural entrepreneurial ecosystem in Africa in general, and in the two countries in particular.

ACCOMODATION



Green Side Hotel

Green Side Hotel is a cozy and eco-friendly accommodation option located in Arusha, Tanzania.

Nestled amidst lush greenery, the hotel offers a serene and tranquil environment for travelers seeking a relaxing retreat. The hotel features well-appointed rooms with modern amenities, ensuring a comfortable stay for guests.

Address: Nelson Mandela Rd, Arusha 23110, Tanzania

Phone: +255 765 111 119

Website : <https://www.greensidehotel.com>

EVENT SITE

The headquarters of the EAC Secretariat



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P.O. Box 1096

Arusha, United Republic of Tanzania

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Email: eac@eachq.org

Website : <https://www.eac.int/the-secretariat>





HOTEL AND EVENT LOCATION

Greenside Hotel Arusha, Nelson Mandela

A104, Arusha, Tanzania

Leave now Options

Send directions to your phone Copy link

via Nelson Mandela Rd/Nyerere Rd/Old Moshi Road 10 min 3.0 km

Fastest route, despite the usual traffic

Details

Explore nearby A104

Restaurants Hotels Gas stations Parking Lots More

Map data ©2024 Google

ARUSHA MAP

Arusha

Mount Meru

Mount Meru Regional Hospital

Gran Melia Arusha

Kimandolu

URUNDINI

URUNDINI

Olasi Forest

Elewana Arusha Coffee Lodge

Shree Hindu hospital

Tulia Boutique Hotel & Spa

NSK Hospitals

Unga LTD

Kiteme Comfort Lodge

Simajiro, Sombetini

ABC Bicycle Company Limited

White House of Tanzania

Chinese Whispers

Siringit Villa by Mantis

African Tulip

Outpost Lodge

Karama Lodge

Green Mountain Hotel

Serengeti Balloon Safaris

Ammani HOSTEL

Arusha Safari Hostel

Sariko Olasiti Garden

Chandama Avenue

Abesha Avenue

Sokon I Avenue

Engeshen Avenue

Niro Road

Nelson Mandela Road

Mambo Arusha Hostel

Swahili Home Stay

Machweo Fine Art Onsea House

Molvaro Coffe Plantation Lodge

Arusha Saf...

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ACTIVITIES

Opening ceremony

- **Venue: East African Community (EAC)**
- Welcome and Registration of Participants
- Welcome Remarks
- Presentation of Partners and Special Guests

Connection lunch

An informal but valuable networking opportunity where participants can make contacts and strengthen ties between the various players in the agricultural sector. This small-scale luncheon will foster connectivity and collaboration.

Inspire-me

Experience-sharing sessions featuring successful agribusiness models. Participants will be able to draw inspiration from formulas and strategies that have led to significant success in the agricultural sector.

Workshops

Thematic workshops focusing on capacity building for agripreneurs. These brainstorming and training sessions will offer opportunities to acquire new skills and knowledge crucial to improving farming practices and agri-businesses.

Conferences

Meeting and debate sessions led by agricultural experts, public authorities, entrepreneurs, farmers (both industrial and small-scale), and investors. These conferences will discuss the development of agriculture and connectivity between agripreneurs, sharing innovative ideas and growth prospects.

Pass – over

An event dedicated to exchanges on the issues and challenges faced by agripreneurs in Africa. This exchange will culminate in a workshop aimed at finding practical solutions. An opportunity for entrepreneurs and partners (financial and technical) from different countries to forge partnerships with Tanzanian companies.

Guided tour

An immersive tour allowing participants to immerse themselves in the daily life of local agripreneurs. This visit will offer a unique opportunity to actively participate in regular farming operations, providing a practical, hands-on understanding.

Masterclass

Intensive training sessions for agripreneurs. These masterclasses will offer in-depth knowledge and practical skills to improve and develop successful agri-businesses.

Exhibitions

A variety of stands bringing together different players in agricultural development: producers, investors, distributors, suppliers, processors and buyers. Local agricultural innovations will also be on display, providing a showcase for technological and practical advances.

Closing ceremony

Venue: Mount Meru Hotel A closing ceremony celebrating the achievements and learnings of the event. It will be an opportunity to reflect on shared experiences and partnerships formed, and to look forward to future opportunities for collaboration.

Themes to be developed and speakers

Code : THEME01

Agro-Industry and the Sustainable Development Goals by 2030: Challenges and Perspectives.

STAKEHOLDERS

- GIZ - Tanzanie
- RIKOLTO
- ARSP DRCongo

Code : THEME02

The Role of Agriculture in the Socio-Economic Development of Africa

STAKEHOLDERS

- Ministry of Agriculture (Tanzania and DRC)
- Tanzania Horticulture association TAHA
- Shamba Box
- East African Community (EAC)

Code : THEME03

Role of Banking Institutions in the Development of Agriculture in Africa

STAKEHOLDERS

- CRDB bank
- KCB bank
- NMB bank
- Tanzania Investment Bank
- Tanzania Agriculture Development Bank
- Tanzania Agriculture Development Bank
- USAID Invest - DRCongo

Code : THEME04

Understanding the agricultural value chain

STAKEHOLDERS

- INPP (DRC)
- East African Community (EAC)

Code : THEME05

How can agribusiness help reduce poverty, youth unemployment and armed conflict in Africa?

STAKEHOLDERS

- Lamech Wesonga: GIZ EAC
- Adrian Njau: East African Business Council – EABC
- Representative From EAC customs and trade
- Geoffrey: ICESA

Code : THEME06

What is the key to success in agriculture and agribusiness for a prosperous Africa?

STAKEHOLDERS

- YouLead Africa
- EABC
- ANADEC DRC

Code : THEME07

Leveraging agricultural tourism for sustainable rural development.

STAKEHOLDERS

- Mama Alaska
- Ministry of Agriculture/ Representative from Regional Office Arusha
- Ministry of agriculture of DRC

Code : THEME08

Digital technologies and agricultural development

STAKEHOLDERS

- GIZ
- Mama Alaska
- Ministry of Agriculture/ Representative from Regional Office Arusha
- SOPRODE

Code : THEME09

Empowering women and youth in the digital farming revolution, navigating the future of smart farming.

STAKEHOLDERS

- GIZ
- EAWiBP
- KivuGreen DRC Goma

Code : THEME10

Capacity building in financial management and resource mobilization skills for agripreneurs.

STAKEHOLDERS

- FPI DRCongo
- ANADEC DRCongo
- USAID Invest - DRCongo
- East African Community (EAC)

ACTIVITY SCHEDULES

DATES	HOURS	ACTIVITIES	
4 août 2024	6 a.m. to 8 p.m.	Arrival of participants	Arrival points for international participants are Kilimanjaro airport and Arusha Central Station.
5 août 2024	DAY 1		
	7.30 to 9.00 a.m		Connection breakfast
	9.00 a.m. to 4 p.m	Exposition	Agricultural produce exhibition
	9.00 to 10:00 a.m	Opening ceremony	Venue: EAC secretariat headquarters Moderation by Janice Kimaro (Agrotour International Deputy Cordonatrice)
	9.00 to 9:30 a.m	Registration	Participants and guests set up by the host team
	9.00 to 10:00 a.m	Opening speech	<ul style="list-style-type: none"> The President of EAST AFRICAN WOMEN IN BUSINESS PLATFORM (EAWiBP) Agrotour International coordinator and the coordinator
	10.00 to 10:30 a.m	A word of welcome	<ul style="list-style-type: none"> Allocution du Ministre Tanzanien Allocution du Ministère de la jeunesse et éveil patriotique (RDC)
	10.30 to 11:00 a.m	Presentation of Partners and Special Guests	<ul style="list-style-type: none"> Ministry of Youth and Patriotic Awakening (DRC) Ministry of Youth (Tanzania) Ministry of Agriculture (Tanzania) Minister of Foreign Affairs (Tanzania) EAC Secretary GIZ - EAC
	11.00 to 11:45 a.m	AGROTOUR INTERNATIONAL presentation	<ul style="list-style-type: none"> Video presentation of past AgroTour International editions (2018-2024) Agrotour International achievements (2018-2024) by Agrotour International coordinator
	11.45 to 12:00 a.m	Group photo session	
	12.00 to 1.00 pm	Lunch and networking	



DATES	HOURS	ACTIVITIES
August 5, 2024		DAY 1
	1:00 pm to 2:00 pm	Inspire-me Sharing experiences on successful agribusiness formulas.
	2:00 pm to 3:00 pm	Masterclass Training on theme10: Capacity-building in financial management and resource mobilization for agripreneurs. <ul style="list-style-type: none"> • FPI DRC • ANADEC DRCongo • USAID Invest - DRCongo • East African Community (EAC)
	3:00 pm to 3:15 pm	Break
	3:00 pm to 4:00 pm	Masterclass Training on theme06: What is the key to success in agriculture and agribusiness for a prosperous Africa? <ul style="list-style-type: none"> • YouLead Africa • EABC • ANADEC DRC
	4:00 pm to 5:00 pm	Exchange area East African Community (EAC)
	5:00 pm to 6:00 pm	Long Break
	6.00 to 8.00 p.m.	Gala evening and cultural entertainment
August 6, 2024		DAY 2
	7.30 am. to 9.00 am	Connection breakfast
	9 am. to 4 p.m	Expositions A variety of stands bringing together different players in agricultural development.
	9:00 am to 10:00 am	Inspire-me Sharing experiences on successful agribusiness formulas.
	10:00 am to 11:00 am	PANEL 1 Theme : Code03 <ul style="list-style-type: none"> • CRDB bank • KCB bank • NMB bank • Tanzania Investment Bank • Tanzania Agriculture Development Bank • Tanzania Agriculture Development Bank • USAID Invest(DRC)

DATES	HOURS	ACTIVITES
August 6, 2024		DAY 2
	11:00 to 11:30 a.m.	Workshop 1 Code : Theme04 • INPP (DRC) • East African Community (EAC)
	11:00 to 11:30 a.m.	Workshop 2 Code : Theme05 • Lamech Wesonga: GIZ EAC • Adrian Njau: East African Business Council – EABC • Representative From EAC customs and trade • Geoffrey: ICESA
	11:00 to 11:30 a.m.	Workshop 3 Code : Theme02 • Ministry of Agriculture (Tanzania and DRC) • Tanzania Horticulture association TAHA • Shamba Box • East African Community (EAC)
	11:00 to 11:30 a.m.	Workshop 4 Code : Theme07 • Mama Alaska • Ministerium für Landwirtschaft/ Vertreter des Regionalbüros Arusha • Landwirtschaftsministerium der DRK
11:30 a.m. to 12:00 p.m.	Session	RECAP
12:00 to 1:00 pm		Repas et reseautage
1:00 pm to 3:00 pm	Master class	Training on the theme: Efficient farm management
15h00 à 15h30		Break
3:30 to 4:30 p.m.	PANEL 2	Theme : The importance of regional integration for the agripreneur : • EABC: East African Business Council • EACSOF: EastAfrica Civil Society Organisation • EALS: East Africa Law Society • EAYN: East African Youth Network
6 to 8 p.m.		Dinner: Cultural entertainment by Culture Group entertainment

DATES	HOURS	ACTIVITIES
August 7, 2024		DAY 3
	7.30 a.m. to 9.00 a.m.	Déjeuner de connexion
	9 a.m. to 4 p.m.	Exhibition Agricultural produce exhibition
	9.00 a.m. to 9.50 a.m.	Conference <p>Code : Theme08</p> <ul style="list-style-type: none"> • GIZ • Mama Alaska • Ministry of Agriculture/ Arusha Regional Representative Office • SOPRODE
	10:00 a.m. to 10:50 a.m.	Conference <p>Code : Theme09</p> <ul style="list-style-type: none"> • GIZ • EAWiBP • KivuGreen DRC Goma
	11:00 a.m. to 11:50 a.m.	Conference <p>Code : Theme10</p> <ul style="list-style-type: none"> • FPI DRC • ANADEC DRC
	12:00 to 1:00 pm	Pass-over <p>Sharing the issues and challenges facing women agripreneurs in Africa</p>
	1:00 pm to 2:00 pm	Repas et reseautage
	2:00 pm to 6:00 pm	SPORT <p>Lieu : Sheikh Amri Abeid Memorial Stadium - Arusha</p> <ul style="list-style-type: none"> • Football (Soccer) • BasketBall • Run race
	6 to 8 p.m.	Cultural events By Culture Group entertainment
August 8, 2024		DAY 4
	7.30 a.m. to 9.00 a.m.	Connection Breakfast
	9 a.m. to 12 p.m.	Cultural and guided tour: Participation in the NANE NANE Festival

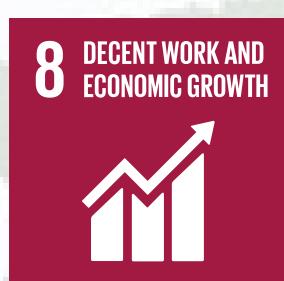
DATES	HOURS	ACTIVITIES
August 8, 2024		DAY 4
	1:00 pm to 2:00 pm	Lunch and networking
	12.00 pm to 6.00 pm	Cultural and guided tour: Participation in the NANE NANE Festival
	6 to 8 p.m.	Dinner : Cultural events By Culture Group entertainment
August 9, 2024		DAY 5
	7.30 a.m. to 9.00 a.m.	Connection breakfast
	9 a.m. to 12 p.m.	Guided tour: 1. Tanzania Agricultural Research Institute 2. Home Fresh Packhouse
	1:00 pm to 2:00 pm	Lunch and networking
	12 noon to 5 p.m.	Eco- tourisme
	5 pm to 8 pm	Closing Ceremony Location: Mount Meru Hotel Moderator: Janice Kimaro (Agrotour International deputy Cordonatrice)
	5:00 p.m. to 5:30 p.m.	Closing speech by the Coordinator of Agrotour International
	5:30 to 6:45 p.m.	Reward • Presentation of Awards and Recognitions Reading of recommendations
	6:45 p.m. to 7:15 p.m.	Closing speech • Tanzanian Minister • Ministry of Youth and Patriotic Awakening (DRC)
	7:15 pm to 10:00 pm	Dîner de Gala
August 10, 2024	8 a.m. to 6 p.m.	Participant departures Logistical support

AGROTOUR INTERNATIONAL AND SUSTAINABLE DEVELOPMENT GOALS (SDGS)

The Sustainable Development Goals (SDGs) are a set of 17 global objectives established by the United Nations with the aim of guiding national and international actions towards a more sustainable future by 2030. When it comes to the AgroTour International program, which seems to focus on the intersection between agriculture and international tourism, several SDGs may be relevant. Here are just a few of the Sustainable Development Goals that relate to our program:



Contribute to poverty reduction by promoting economic development in agricultural and tourist areas.



Promote the development of tourism and agriculture, create decent jobs and contribute to economic growth, particularly in rural areas.



Adopting sustainable agricultural practices and promoting environmentally-friendly tourism, and helping to mitigate climate change.



Encourage collaboration between players in the agricultural and tourism sectors, governments, NGOs and other stakeholders to help achieve the program's objectives.



2 ZERO HUNGER

Support food security by promoting sustainable agricultural practices and encouraging food diversification.



12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Promote environmentally-friendly agricultural and tourism practices and encourage responsible consumption.



15 LIFE ON LAND

Encourage sustainable management of agricultural and tourism land to preserve biodiversity and ecosystems.

SUSTAINABLE DEVELOPMENT GOALS



SPONSORING



MINISTÈRE
DE L'AGRICULTURE



AUTORITE DE REGULATION
DE LA SOUS-TRAITANCE
DANS LE SECTEUR PRIVÉ



FONDS DE PROMOTION
DE L'INDUSTRIE



ORGANIZERS



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