



# PROGRAM



## THEME

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

**5TH - 9TH**  
**AUGUST 2024**



**Location:** East African Community office, Arusha (Tanzanie)



**HOPE LAND**  
**CONGO**



**EAWBP**  
**EAST AFRICAN WOMEN**  
**in BUSINESS PLATFORM**



[contact@agrotourinternational.org](mailto:contact@agrotourinternational.org)  
[communication@eawibp.org](mailto:communication@eawibp.org)  
+243811607726 | +255 712 782 857





## **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.

**Coordinateur de la logistique : Dieu-Merci MATSHUDI SENG**



## 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



East African Community  
EAC Close, off Afrika Mashariki Road  
P.O. Box 1096

Arusha , United Republic of Tanzania

**Tel:** +255 (0)27 216 2100

**Fax:** +255 (0)27 216 2190

**Email:** [eac@eachq.org](mailto:eac@eachq.org)

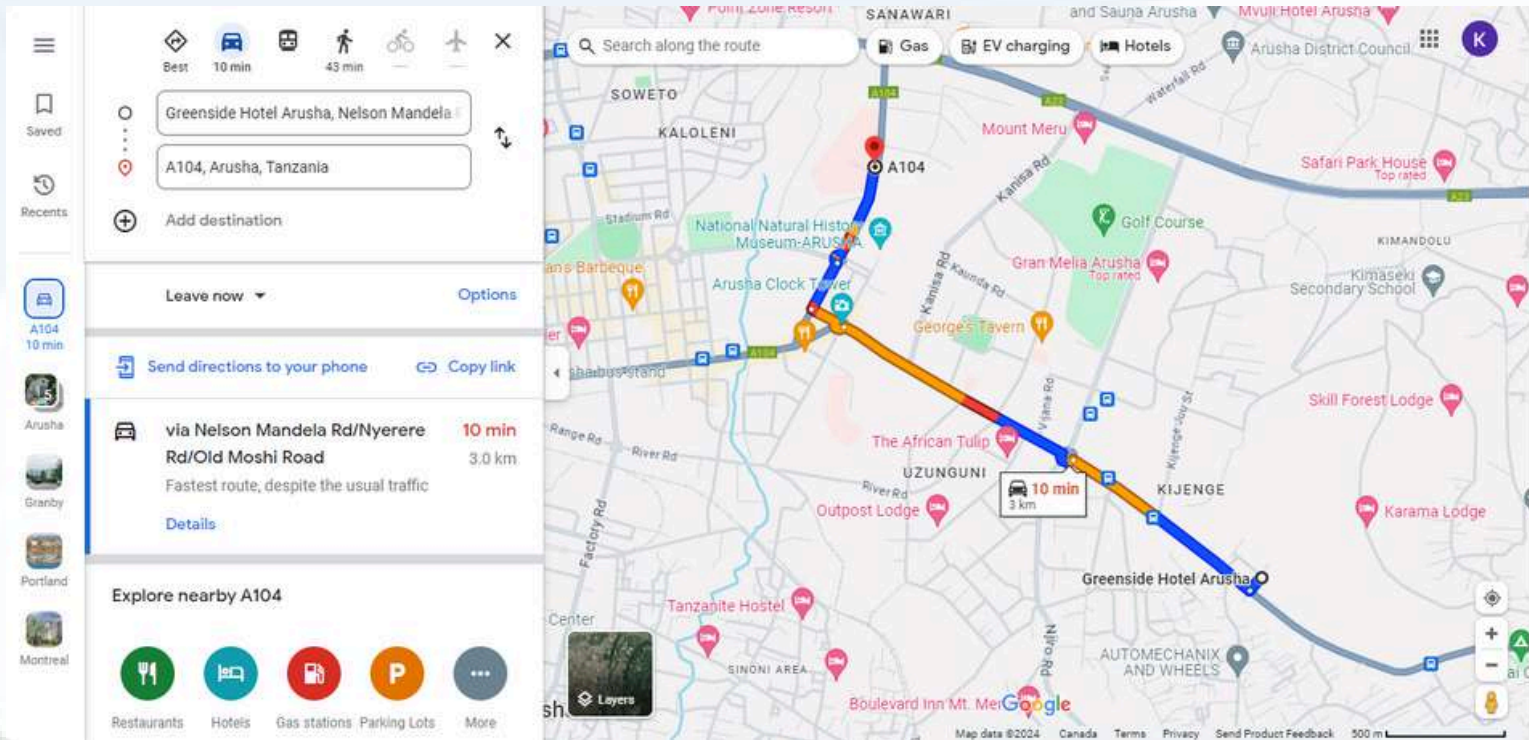
**Website :** <https://www.eac.int/the-secretariat>



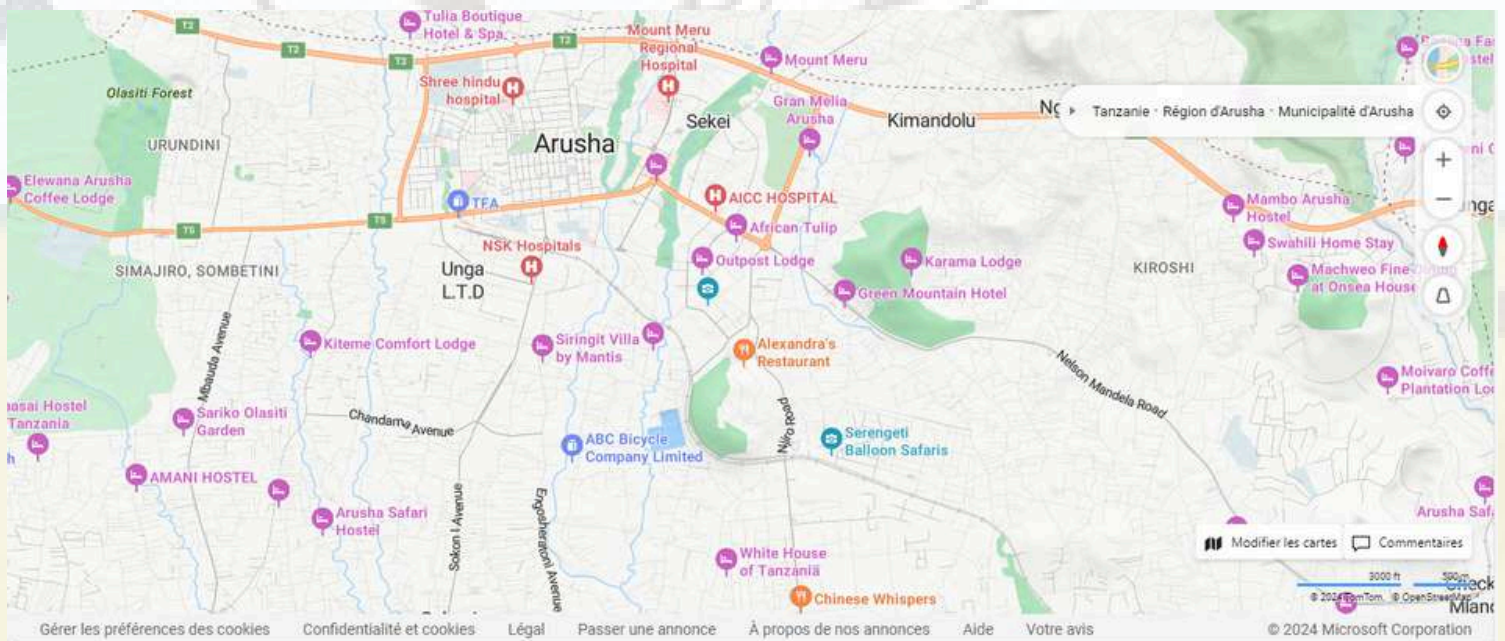




## HOTEL AND EVENT LOCATION



## ARUSHA MAP







## 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 DR Congo

### 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 - DR Congo

### 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 DR Congo
- ANADEC DR Congo
- USAID Invest - DR Congo
- 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"> <li>The President of EAST AFRICAN WOMEN IN BUSINESS PLATFORM (EAWiBP)</li> <li>Agrotour International coordinator and the coordinator</li> </ul>
	10.00 to 10:30 a.m	A word of welcome	<ul style="list-style-type: none"> <li>Allocution du Ministre Tanzanien</li> <li>Allocution du Ministère de la jeunesse et éveil patriotique (RDC)</li> </ul>
	10.30 to 11:00 a.m	Presentation of Partners and Special Guests	<ul style="list-style-type: none"> <li>Ministry of Youth and Patriotic Awakening (DRC)</li> <li>Ministry of Youth (Tanzania)</li> <li>Ministry of Agriculture (Tanzania)</li> <li>Minister of Foreign Affairs (Tanzania)</li> <li>EAC Secretary GIZ - EAC</li> </ul>
	11.00 to 11:45 a.m	AGROTOUR INTERNATIONAL presentation	<ul style="list-style-type: none"> <li>Video presentation of past AgroTour International editions (2018-2024)</li> <li>Agrotour International achievements (2018-2024) by Agrotour International coordinator</li> </ul>
	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	<b>Inspire-me</b> Sharing experiences on successful agribusiness formulas.
	2:00 pm to 3:00 pm	<b>Masterclass</b> Training on theme10: Capacity-building in financial management and resource mobilization for agripreneurs. <ul style="list-style-type: none"> <li>FPI DRC</li> <li>ANADEC DR Congo</li> <li>USAID Invest - DR Congo</li> <li>East African Community (EAC)</li> </ul>
	3:00 pm to 3:15 pm	Break
	3:00 pm to 4:00 pm	<b>Masterclass</b> Training on theme06: What is the key to success in agriculture and agribusiness for a prosperous Africa? <ul style="list-style-type: none"> <li>YouLead Africa</li> <li>EABC</li> <li>ANADEC DRC</li> </ul>
	4:00 pm to 5:00 pm	<b>Exchange area</b> 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	<b>Expositions</b> A variety of stands bringing together different players in agricultural development.
	9:00 am to 10:00 am	<b>Inspire-me</b> Sharing experiences on successful agribusiness formulas.
	10:00 am to 11:00 am	<b>PANEL 1</b> Theme : Code03 <ul style="list-style-type: none"> <li>CRDB bank</li> <li>KCB bank</li> <li>NMB bank</li> <li>Tanzania Investment Bank</li> <li>Tanzania Agriculture Development Bank</li> <li>Tanzania Agriculture Development Bank</li> <li>USAID Invest(DRC)</li> </ul>





DATES	HOURS	ACTIVITES
August 6, 2024	DAY 2	
	11:00 to 11:30 a.m.	Workshop 1  Code : Theme04 <ul style="list-style-type: none"> <li>• INPP (DRC)</li> <li>• East African Community (EAC)</li> </ul>
	11:00 to 11:30 a.m.	Workshop 2  Code : Theme05 <ul style="list-style-type: none"> <li>• Lamech Wesonga: GIZ EAC</li> <li>• Adrian Njau: East African Business Council – EABC</li> <li>• Representative From EAC customs and trade</li> <li>• Geoffrey: ICESA</li> </ul>
	11:00 to 11:30 a.m.	Workshop 3  Code : Theme02 <ul style="list-style-type: none"> <li>• Ministry of Agriculture (Tanzania and DRC)</li> <li>• Tanzania Horticulture association TAHA</li> <li>• Shamba Box</li> <li>• East African Community (EAC)</li> </ul>
	11:00 to 11:30 a.m.	Workshop 4  Code : Theme07 <ul style="list-style-type: none"> <li>• Mama Alaska</li> <li>• Ministerium für Landwirtschaft/ Vertreter des Regionalbüros Arusha</li> <li>• Landwirtschaftsministerium der DRK</li> </ul>
	11:30 a.m. to 12:00 p.m.	Session  RECAP
	12:00 to 1:00 pm	Repas et réseautage
	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 : <ul style="list-style-type: none"> <li>• EABC: East African Business Council</li> <li>• EACSO: EastvAfrica Civil Society Organisation</li> <li>• EALS: East Africa Law Society</li> <li>• EAYN: East African Youth Network</li> </ul>
	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 Code : Theme08 • GIZ • Mama Alaska • Ministry of Agriculture/ Arusha Regional Representative Office • SOPRODE
	10:00 a.m. to 10:50 a.m.	Conference Code : Theme09 • GIZ • EAWIBP • KivuGreen DRC Goma
	11:00 a.m. to 11:50 a.m.	Conference Code : Theme10 • FPI DRC • ANADEC DRC
	12:00 to 1:00 pm	Pass-over Sharing the issues and challenges facing women agripreneurs in Africa
	1:00 pm to 2:00 pm	Repas et réseautage
	2:00 pm to 6:00 pm	SPORT Lieu : Sheikh Amri Abeid Memorial Stadium - Arusha • 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: <b>Janice Kimaro</b> (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	<ul style="list-style-type: none"><li>• Presentation of Awards and Recognitions Reading of recommendations</li></ul>
	6:45 p.m. to 7:15 p.m.	Closing speech	<ul style="list-style-type: none"><li>• Tanzanian Minister</li><li>• Ministry of Youth and Patriotic Awakening (DRC)</li></ul>
	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.



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



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



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



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



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



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







## SPONSORING



MINISTÈRE  
DE L'AGRICULTURE



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



FONDS DE PROMOTION  
DE L'INDUSTRIE

PROGRAMME INTERNATIONAL D'ÉCHANGE CULTUREL  
DE VOYAGE ET D'ÉCO-TOURISME



HOPE LAND  
CONGO - CANADA



SOPRODE  
SOCIÉTÉ PROVINCIALE DE DÉVELOPPEMENT



KONGO TRAVEL  
TRAVEL, EXPLORE, EXCHANGE & DISCOVER  
PROGRAMME DE KIMUNTU TRAVEL



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ASI I IVUV. MT U V U IUO

## ORGANIZERS



HOPE LAND  
CONGO



✉ [contact@agrotourinternational.org](mailto:contact@agrotourinternational.org) - 🌐 <https://agrotourinternational.org>

### HOPE LAND CONGO

Bureau :  
3 avenue Colonel Ebeya, Commune de la Gombe, Kinshasa  
République Démocratique du Congo

### Centre de formation

870 Saint-Christophe, Commune de Limete  
Ville de Kinshasa  
République Démocratique du Congo

### EAST AFRICAN WOMEN IN BUSINESS PLATFORM (EAWBP)

AICC Building, Ngorongoro Wing, 6th Floor, Room 609  
Website: [www.eawibp.org](http://www.eawibp.org)  
P.O. Box 2617, Arusha, Tanzania