



PROGRAM REPORT



DR CONGO



TANZANIA

CONTENTS



Introduction

Objectives

Course

Thanks

Recommendations

Conclusion

I. INTRODUCTION

Context

A. Agricultural Potential of Africa

Africa is a continent endowed with immense agricultural potential, representing about 60% of the world's unused arable land. This wealth of natural resources offers a unique opportunity to transform the African economy, reduce poverty, and ensure food security. Agriculture is a key sector for sustainable development in Africa, capable of creating large-scale jobs and stimulating economic growth. However, to fully harness this potential, it is necessary to modernize agricultural practices, invest in agri-food transformation, and strengthen agricultural infrastructure and value chains.



B. Challenges and Opportunities in the African Agricultural Sector

The Democratic Republic of the Congo (DRC) is rich in agricultural potential, yet there is a stark contrast between the country's agricultural capacity and the poverty of its population. An article published on the World Bank's website on October 6, 2022, states that the DRC is one of the five poorest nations in the world. In 2021, nearly 64% of the country's population lived on less than \$2.15 a day. As a result, nearly one in six people living in extreme poverty in Sub-Saharan Africa resides in the DRC. Similarly, the United Nations Human Development Report of 2022 ranks the DRC 175th out of 189 countries considered. More than two-thirds of Congolese people in rural areas (69%) live in poverty, compared to one in two (52.5%) in urban areas. This situation is largely due to weak public policies regarding sustainable agricultural practices, which has led to 90% of essential goods being imported. The DRC spends over \$1.5 billion on food imports while leaving its 80 million hectares of arable land untapped.



HOPE LAND CONGO

C. Presentation

Hope Land Congo is a non-profit organization established in November 2014, dedicated to promoting sustainable and inclusive economic development in the Democratic Republic of the Congo (DRC). With a vision centered on creating economic opportunities and empowering local communities, Hope Land Congo strives to ensure that every individual has access to a dignified life by leveraging the country's abundant resources. The organization focuses its efforts on strengthening the capacities of local stakeholders, helping them develop their skills and guiding them toward greater economic autonomy.



The main objective of Hope Land Congo is to catalyze the potential of agriculture in Africa by strengthening the capacities of young farmers. The organization operates in several areas, including agricultural production, agritourism, training, and raising awareness about environmental education and sustainable development. It also facilitates exchanges between young Congolese agripreneurs and those in the diaspora, promoting innovative and environmentally responsible practices.

AGROTOUR INTERNATIONAL

A. Origin and Development of the AgroTour International Program

The AgroTour International program was launched in 2017 by Hope Land Congo to address the challenges faced by young entrepreneurs in the agricultural sector in Africa.

This program arose from the need to create opportunities for learning, networking, and collaboration for African agripreneurs, in a context where agriculture plays a key role in the economic development of the continent.

The objective of AgroTour International is to gather, train, inform, support, and mentor young Africans in agricultural entrepreneurship focused on innovation and ecology, using an agrotourism and entertaining approach. This aims to equip them with multidimensional skills to contribute to food security and sustainable development in Africa as a whole, and in their respective communities in particular.

B. Awareness

Accompanying young African entrepreneurs in discovering and learning innovative agricultural entrepreneurship methods and techniques aims to strengthen their expertise and skills in the agricultural sector. This initiative is designed to address sustainable development challenges and contribute to inclusive growth in agriculture.

Since its inception, AgroTour International has organized seven editions in various African countries, including the DRC, Rwanda, Kenya, Zambia, and Tanzania for the 2024 edition, attracting over 1,295 participants and creating a dynamic network of young entrepreneurs committed to transforming agriculture in Africa.



C. Impacts on the attendance

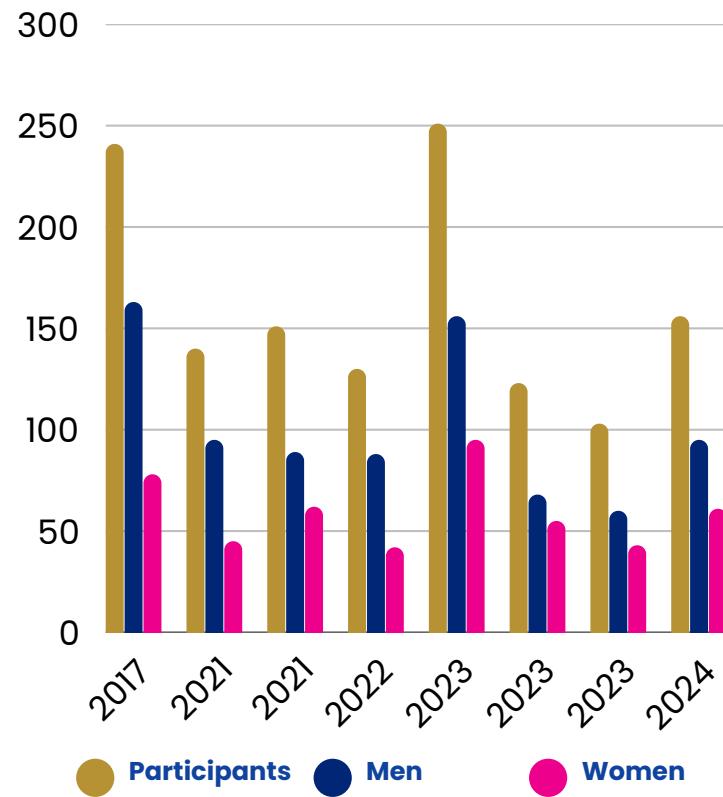
At its inception in 2017, AgroTour International gathered 207 participants. This number has gradually increased due to the event's appeal and the relevance of the topics addressed. The program's continuous improvement strategy has raised interest among professionals and enthusiasts of agritourism worldwide.

This evolution demonstrates exponential growth, with a total increase compared to the initial number of participants. This growth results from Hope Land Congo's efforts to provide a quality program that meets the needs of agripreneurs in capacity building, intercultural exchange, and the promotion of sustainable agricultural best practices.

IMPACT OF ATTENDEES

2017 – 2024

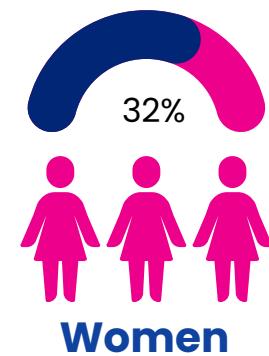
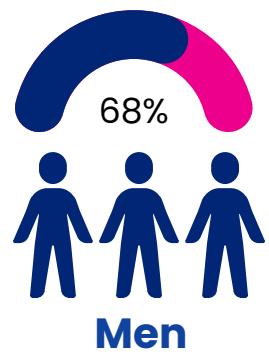
PARTICIPANTS FROM 2017



Here's the histogram representing the distribution of the 1,295 participants between 2017 and 2024, with a progressive increase of 12% each year.

PARTICIPANTS BY SEX SINCE 2017

Since its establishment in 2017, AgroTour International has welcomed a diverse group of participants from various backgrounds, reflecting a growing commitment to the development of agribusiness. Regarding gender distribution, the program recorded a predominantly male participation, with 68% men and 32% women.



This distribution highlights the importance of enhancing the inclusion of women in the agricultural sector, an objective that the program continues to promote through specific initiatives aimed at encouraging female participation. By emphasizing female leadership in agritourism and innovation, AgroTour International aspires to create a more balanced and inclusive environment where men and women can collaborate for sustainable agricultural development.

C. Past Experiences

The previous editions, held in various major African cities, highlighted the opportunities for agricultural entrepreneurship development through trade exchanges among countries in the Great Lakes region. The active participation of 1,295 young entrepreneurs from diverse backgrounds strengthened cross-border collaborations and explored the agricultural potential of this region.

Editions	Dates	Places	Themes	Number of attendees
7th edition	5 to 9 August 2024	Arusha, Tanzania	Agrobusiness: Entrepreneurial Opportunities for Youth in Africa	156
6th edition	3 to 5 May 2023	Lusaka, Zambia	The emergence of the agricultural entrepreneurial ecosystem for youth to achieve SDG 1 and SDG 2, case of the DRC.	103
6th edition	1 to 7 May 2023	Lubumbashi, DRC	The emergence of the agricultural entrepreneurial ecosystem for youth to achieve SDG 1 and SDG 2, case of the DRC.	251
5th edition	13 to 18 March 2023	Goma, DRC	Congolese youth rising to the challenge of autonomy.	123
4th edition	11 to 16 July 2022	Nairobi, Kenya	Youth and Agribusiness: Best Strategies to Achieve the SDGs by 2023.	130
3rd edition	05 to 11 December 2021	Kigali, Rwanda	Contribution of Youth Entrepreneurship in the Fight Against Food Insecurity, Poverty, and Unemployment for Achieving Sustainable Development Goals in the Lakes Region.	151
2nd edition	From 26 to 28 March 2021	Kisantu, DRC	Women Agricultural Entrepreneurs Facing Climate Change.	140
1st edition	25 November 2017	Nouveau DAIPN - Kinshasa, DRC	Agriculture: Pillar of Food Security, Human Freedom, and Development.	241

Click the QR code to view our achievements and activity reports.



C. Impacts of previous editions

- 120 agricultural and agri-tourism businesses created and strengthened through masterclasses, mentoring and event partnerships.
- 1295 farmers sensitized and trained directly through Masterclasses on the use of modern agricultural marketing techniques for businesses.
- 62568 indirect beneficiaries, including young entrepreneurs, students, researchers and professionals, on innovations in ecological agriculture and agrotourism since the 1st edition.
- 30 farms visited across the countries of the Great Lakes region, EAC and SADC
- 5 agrotourism sites visited, attracting local and international visitors.
- 15% increase in local revenues in host regions thanks to tourism activities.
- 35 partnerships created between local institutions, international NGOs, regional organizations and investors.
- 16 commercial contracts signed between agripreneurs from EAC member countries for the export of agricultural products (coffee, cocoa, palm oil, honeys and horticultural products).
- Creation of 4 cross-border marketing hubs, facilitating the integration of Congolese agricultural products into regional value chains between young EAC members.
- 416 women agripreneurs supported in setting up or expanding their agricultural projects.
- Creation of a network of over 1,295 agripreneurs (AGROTOUR) across Africa.
- Involvement of member governments from the Great Lakes region and EAC countries
- Creation of a strategic partnership with the government of the Democratic Republic of Congo through the Ministry of Youth and Citizenship
- Awareness-raising of private companies and financial institutions (Secrire Nationale, Agence Nationale de Développement de l'Entrepreneuriat Congolais ANADEC, Fonds de Promotion de l'Industrie FPI, Le Projet d'entrepreneuriat des jeunes dans l'agriculture et l'agrobusiness PEJAB, Institut National de Préparation Professionnelle INPP, Service National de Kanyama Kasese, Institut de Recherches Nationale pour l'Etude et la Recherche Agronomique INERA RDC
- Strengthening technical exchanges with neighboring countries (Tanzania, DRC, Rwanda, Burundi and Kenya) of the East African Community (EAC).

E. Role of AgroTour International in Agricultural Development

AgroTour International plays a crucial role in strengthening the capacities of young African entrepreneurs in the agricultural sector. By offering a platform for training, networking, and sharing experiences, the program helps agripreneurs overcome the challenges they face.

Since its inception, AgroTour International has enabled many young people to discover new agricultural techniques, access markets, and establish strategic partnerships. The program also contributes to the promotion of sustainable agricultural practices and raises awareness of climate change issues, while stimulating innovation and diversification of agricultural activities in Africa.



TANZANIA

F. Specific Context of Tanzania

Tanzania has considerable agricultural potential, with nearly half of its land classified as agricultural land. However, the majority of agricultural production is carried out by smallholders using traditional methods, which limits their productivity and resilience to climatic shocks.

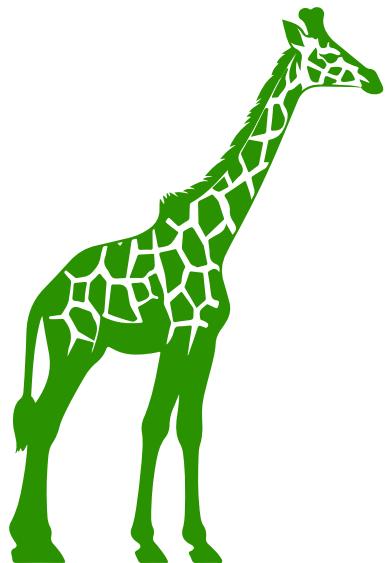
The country still imports a significant portion of its cereal and legume needs, despite favorable conditions for local production. Tanzania also faces challenges such as limited access to agricultural inputs, weak infrastructure, and a lack of institutional support for agripreneurs.



G. Justification of the 7th edition

The 7th edition of the AgroTour International program took place in Tanzania, specifically in Arusha, with the aim of stimulating investment in agriculture, modernizing high-yield agricultural sectors, and strengthening the capacities of young entrepreneurs so they can contribute significantly to the local economy.

This edition also aims to create synergies between entrepreneurs from the Democratic Republic of Congo (DRC) and Tanzania, thus enabling knowledge sharing and the emergence of new cross-border business opportunities.



H. Why Agrotour International in Tanzania ?

Tourism in the United Republic of Tanzania is the main source of foreign exchange, while the agricultural sector, mostly composed of smallholders, has not experienced the same dynamics.

In this context, Hope Land Congo organizes the 7th edition of the AgroTour International program with the support of the Minister of Youth and Patriotic Awakening of the Democratic Republic of Congo, with the aim of developing and promoting investment opportunities in agricultural entrepreneurship for young people in the DRC and Tanzania, in order to make agriculture and livestock key sectors and important levers for diversifying their respective economies and combating the rising youth unemployment rate in both cities and rural areas.

In this perspective, the activities organized within the framework of the AgroTour International program aimed to take advantage of the agricultural potential that the DRC and Tanzania possess, as well as to capitalize on their local market for the development of the agricultural entrepreneurial ecosystem in Africa in general, and in the two countries in particular.



II. Goal of the program

The 7th edition of the AgroTour International program aimed to contribute to the transformation of the agricultural sector in Central and East Africa, particularly in Tanzania and the Democratic Republic of Congo (DRC).

The program aims to:

- **Bring** together agri-business stakeholders in Africa.
- **Train** agricultural entrepreneurs on the latest innovations.
- **Inform** about new agricultural technologies.
- **Support** and guide young entrepreneurs to strengthen their skills and tackle challenges related to food self-sufficiency.
- **Reduce** unemployment in communities through agro-entrepreneurship.



@Photo HopeLandCongo, Séance d'échange entre participant de la 7e édition, Agrotour International 2024, Arusha, Tanzanie

III. Themes of the edition

The 7th edition of the AgroTour International program, themed "Agrobusiness: Entrepreneurial Opportunities for Youth in Africa," explored the enormous potential of agriculture as a driver of economic development and opportunities for African youth. This theme focused on the idea that agriculture is no longer just a subsistence activity, but can transform into a thriving and modern industry, thereby creating jobs, wealth, and stimulating innovation.

✓ Opportunities offered by agribusiness in Africa

Agribusiness in Africa presents numerous opportunities due to vast arable land, favorable climatic conditions, and a growing demand for food driven by rapid population growth. This sector includes not only agricultural production but also upstream and downstream activities, such as product processing, logistics, distribution, and agricultural financial services. The edition emphasized the idea that young Africans, with their energy, creativity, and rapid adoption of technologies, can be the main actors in this transformation.

✓ Impact on young African entrepreneurs

The theme of this edition had a profound impact on young African entrepreneurs. Many of them became aware of the immense opportunities in modern agriculture. They understood that the sector offered diverse avenues beyond simple production. Their focus shifted to areas such as digital agriculture, smart irrigation, agricultural robotics, and sustainable resource management. This contributed to energizing a spirit of innovation that had often been absent from the agricultural sector. Furthermore, this edition also raised awareness among youth about the importance of the agricultural value chain, encouraging them to engage in complementary activities to production, such as processing local products for added value in international markets.

✓ Inspiring success models

This theme also highlighted several success stories of entrepreneurs who were able to take advantage of the opportunities offered by the agricultural sector. These concrete examples acted as a catalyst for other youth, encouraging them to view agriculture as a viable career. Some invested in niche products like medicinal plants or organic crops, while others launched e-commerce platforms specializing in the sale of agricultural products. These examples served as tangible proof that agriculture could be both modern and profitable.

✓ Challenges addressed and proposed solutions

The edition also addressed the challenges faced by young entrepreneurs in the agribusiness sector, such as lack of access to financing, inadequate infrastructure, and insufficient technical training. The discussions led to recommendations aimed at strengthening young people's access to necessary resources through supportive policies, tailored training, and private initiatives. These exchanges also reinforced the idea that regional and international cooperation could play a crucial role in the emergence of this sector.

In summary, the theme of the 7th edition of AgroTour International had a significant impact by encouraging young Africans to view agribusiness as a viable and dynamic entrepreneurial opportunity. It helped reposition agriculture as a sector of the future, where innovation, technology, and entrepreneurship can converge to create wealth and improve food security in Africa.

Flyer of the 7th edition, Agrotour International 2024, Arusha, Tanzania



III. Preparation and Organisation

A. Organizing Committee



Andre Moliro
Coordinator



Janice Kimaro
Deputy Coordinator



Yannick Nkayilu Salomon
Manager of strategy and Innovation



Jacques BASHONGA
Translator and Interpreter



Safi Ndama
Volunteering Manager



Amoniche Mlelwa
Volunteering Assistant



Fidèle KITSA
Communication Manager



Pascaline Mwenge Lobati
Finance Manager

The organizing committee included members from the two organizing structures, Hope Land Congo and the EAST AFRICAN WOMEN IN BUSINESS PLATFORM (EAWiBP), as well as representatives from the Secretariat of the East African Community (EAC) and the Ministry of Youth and Citizenship Initiation of the DRC.

The preparation spanned several months, with strong coordination among the organizers to ensure a smooth experience for participants.

This committee oversaw logistical planning, communication, and coordination of activities throughout the event.

B. Logistics



Accommodation

Participants were accommodated at the Green Side Hotel, Green Mountain Hotel, and Destination 3 Degrees Boutique Hotel, where all arrangements were made for their comfort during their stay.

These hotels were chosen based on their proximity to the event venue (Secretariat of the EAC).

Transport

Buses provided by the Secretariat of the EAC ensured transportation for participants between the event venue and the visit sites. Transport services were also made available at Kilimanjaro International Airport (KIA) to welcome participants upon their arrival and transport them to their accommodations. Arrangements were also made to facilitate the movement of participants between the hotels, the event venue, and other local attractions.

Communications

The communication team was led by **FIDÈLE KITSA**. This team was responsible for producing communication materials such as photographs, videos, interviews, translations, articles, and activity reports.

Several communication channels were established to disseminate relevant information during and after the event. Translation during the event was provided in French, English, and Swahili by **Jacques BASHONGA** to help participants communicate effectively.



Volunteers

A team of 10 volunteers played an essential role. The various tasks performed by the volunteers included:

- Welcoming and orienting participants
- Assisting with logistics
- Accompanying during guided tours
- Providing general information

Health

Strict health measures were followed, including handwashing stations and the distribution of masks. The volunteers were responsible for guiding participants to adhere to hygiene rules.



@Photo HopeLandCongo, 7th edition, Agrotour International 2024, Arusha, Tanzania

PROGRAM OF ACTIVITIES



Activities	Details
Conferences	<p>Sessions of meetings and debates led by experts in agriculture, public authorities, entrepreneurs, farmers (both industrial and small-scale), and investors. These conferences provided an opportunity to discuss the development of agriculture and connectivity among agripreneurs, sharing innovative ideas and growth perspectives.</p>
Exhibition	<p>Vied stands bringing together different stakeholders in agricultural development: producers, investors, distributors, suppliers, processors, and buyers. Local and international innovations in the agricultural field will also be showcased, offering a display of technological advancements and practices.</p>
Pass - over	<p>An activity dedicated to discussions on the issues and challenges faced by agripreneurs in Africa. This exchange will culminate in a workshop aimed at finding practical solutions. It will be an opportune moment for entrepreneurs and partners (financial and technical) from different countries to create partnerships with businesses in the host countries.</p>
Networking Breakfast	<p>An informal yet valuable networking moment (B2B) where participants created contacts and strengthened ties among various stakeholders in the agricultural sector. This small lunch facilitated connectivity and collaboration.</p>
Inspire me	<p>We had inspire-me sessions with :</p> <ul style="list-style-type: none">• Caroline Kaaya : A source of inspiration for African Agripreneurs https://agrotourinternational.org/2024/08/15/inspire-me-caroline-kaaya/• Yves Nyenyezi : The success of an inspiring model https://agrotourinternational.org/2024/08/18/inspire-me-avec-yves-nyenyezi/

ACTIVITIES (Follow up)



Activities	Details
Guided visits and Ecotourism	<p>Participants had the unique opportunity to visit the NANE NANE Festival, a major showcase of agricultural innovations in Tanzania. Each year, during Nane Nane (which means "eight days eight"), the significant contribution of farmers to the Tanzanian economy is celebrated. Agricultural fairs are organized in eight cities, including Mbeya. Businesses, farmers, and regional and local officials are invited to discover the latest developments and opportunities in the world of agriculture.</p>
Masterclass	<p>Intensive training sessions aimed at agripreneurs. These masterclasses will provide in-depth knowledge and practical skills to improve and develop successful agri-food businesses.</p>
Workshop	<p>Workshops with themes focused on strengthening the capacities of agripreneurs. These reflection and training sessions provided opportunities to acquire new skills and knowledge crucial for improving agricultural practices and agri-food businesses.</p>
Closing ceremony	<p>A closing ceremony celebrating the achievements and learnings of the event. It was an occasion to celebrate success, reflect on shared experiences and partnerships formed, and rejoice in future collaboration opportunities.</p>

THEMES OF THE PROGRAM

Codes	Activities	Themes	Speakers
THEME01	PANEL 3	The agri-industry and the Sustainable Development Goals by 2030: challenges and perspectives	
THEME02	Workshop 3	Place of Africa in the social economic development of Africa	Group 3
THEME03	PANEL 1	The role of banking institutions in the development of agriculture in Africa.	Bank NMB
THEME04	Workshop 1	Understanding the Agri-value chain	Group 1
THEME05	Workshop 2	What is the key to success in agriculture and agro-industry for a prosperous Africa?	Group 2
THEME06	PANEL 4	What is the key to success in agriculture and agro-industry for a prosperous Africa?	
THEME07	Workshop 4	Leveraging agricultural tourism for sustainable rural development.	Group 4
THEME08	Materclass	The E-commerce and Digital Marketing – A New Era for Agripreneurs.	HOPE LAND CONGO CANADA INC.
THEME09	Masterclass	Marketing Strategies for Agricultural Businesses.	
THEME10	PANEL 2	Importance of Regional Integration for Agripreneurs.	EAC

PROGRAM



Summary of the schedule of activities

Days	Details
Day 1 : August 5 2024	<p>Participants were driven in a fascinating discovery of innovative agriculture through a guided tour of Caroline Kaaya's farm in Nduruma. Caroline, a passionate farmer, inspired attendees with her innovative methods for growing sweet potatoes, maize, and beans. Visitors were impressed by the size and exceptional quality of her sweet potatoes, sparking keen interest in replicating her success in their own farms.</p>
Day 2: August 6 2024	<p>Official Launch of the Event:</p> <p>The 7th edition of AgroTour International was officially launched on August 6 by Franck Mmbando from the EAC Secretariat, during an opening ceremony that brought together various stakeholders in the agricultural sector. Presentations, masterclasses, and exchanges strengthened participants' capacities in financial management and resource mobilization for agripreneurs. Workshops covered topics such as the agricultural value chain and the role of agro-industry in poverty reduction.</p>
Day 3 : August 7 2024	<p>Skills Development and Panels:</p> <p>This day was marked by scientific work and thematic workshops that explored essential topics for the development of agriculture in Africa. Panels on strengthening financial capacities and the role of banking institutions provided agripreneurs with concrete tools to develop their businesses. A masterclass on e-commerce and digital marketing, led by Yannick Nkayilu Salomon, enabled participants to acquire skills for effectively selling their products online.</p>
Day 4 : August 8 2024	<p>On the fourth day, participants had the unique opportunity to visit the NANE NANE Festival, a major showcase of agricultural innovations in Tanzania. The day began with a masterclass on marketing strategies for agricultural businesses, followed by an immersive tour of the festival's booths. Participants discovered the latest technological advancements and sustainable practices in agriculture, livestock, and fishing, enhancing their vision of modern agriculture in Africa.</p>
Day 5 : August 9 2024	<p>The 7th edition of AgroTour International concluded beautifully with a festive ceremony on August 9. Before the closing, participants visited the farm of Lightness Zawadi, a model entrepreneur in Tanzania, whose success in exporting fresh vegetables and fruits has inspired many young agripreneurs.</p> <p>This edition was a true success, providing a rewarding platform for sharing experiences, networking, and training young African agripreneurs. AgroTour International once again establishes itself as a catalyst for agricultural innovation and sustainable development in Africa.</p>

IV. Event Schedule from August 4 to August 9, 2024

Arrival of participants from August 4 to 5 2024



@Photo participants, 7th edition, Agrotour International 2024, Arusha, Tanzania



@Photo participants, 7th edition, Agrotour International 2024, Arusha, Tanzania



@Photo participants, 7th edition, Agrotour International 2024, Arusha, Tanzania

The arrival of participants in Arusha on August 4 and 5 marked the beginning of a promising event. Meticulous logistical organization was deployed to welcome guests from various backgrounds. In collaboration with the transport services of the East African Community (EAC), a shuttle system was established to ensure quick and smooth transfers between Kilimanjaro International Airport and the designated hotels. These establishments Green Side Hotel, Green Mountain Hotel, and Destination 3 Degrees Boutique Hotel were carefully selected to provide comfort and friendliness to participants.

To ensure a warm welcome, a team of trained volunteers was mobilized. These volunteers not only facilitated arrival formalities but also ensured that each participant felt taken care of from their first step in Arusha. Their mission was to address the immediate needs of guests, provide essential information about the program, and ensure that they settled into their hotels peacefully.

The efficiency of this organization was unanimously praised by participants, who appreciated the quality of the services offered. This initial contact laid the groundwork for a successful stay, enhancing enthusiasm and creating a friendly atmosphere from the start of the activities.

Day 1: A Dive into Innovative and Sustainable Agriculture



@Photo visit, 7th edition, Agrotour International 2024, Arusha, Tanzania

On Monday, August 5, 2024, AgroTour International officially began with a memorable visit to the exemplary farm of Caroline Kaaya, located in Kichangani. This event, which brought together agripreneurs, experts, and agriculture enthusiasts from around the world, highlighted innovative initiatives and sustainable practices in the agricultural sector.

Caroline Kaaya, an emblematic figure of sustainable agriculture in the region, opened the doors of her farm to the participants to share her expertise and inspiring journey. Her farm is much more than a food production space; it is a true laboratory of innovation where environmentally friendly practices and modern techniques converge.

During this first day, Caroline demonstrated how her approach integrates elements such as smart water management, regenerative agriculture, and crop diversification. These methods have not only allowed her farm to increase its productivity but also to strengthen resilience against climate challenges.



@Photo visit, 7th edition, Agrotour International 2024, Arusha, Tanzania

Day 2: Official Inauguration of the 7th Edition of AgroTour International: Highlighting Entrepreneurial Opportunities for Youth in Africa

On Tuesday, August 6, 2024, the headquarters of the East African Community (EAC) Secretariat in Arusha hosted a memorable opening ceremony marking the start of the 7th edition of AgroTour International. Under the theme "**Entrepreneurial Opportunities for Youth in Africa**," this flagship event brought together leaders, entrepreneurs, experts, and stakeholders from the agricultural sector to reflect on ways to harness the potential of African agriculture for sustainable development and economic inclusion.



@Photo HopeLandCongo, 7th edition, AgroTour International 2024, Arusha, Tanzania

Over the next few days, AgroTour International will offer a series of enriching activities, including field visits, workshop sessions, masterclasses, individual interviews, panels, Inspire-me sessions, and informal exchange frameworks. These initiatives aim to transform ideas into concrete actions and inspire a new generation of African agricultural leaders.

The 7th edition of AgroTour International promises to be a decisive turning point in promoting inclusive and sustainable agricultural development in Africa. As the event progresses, it is clear that this year's theme resonates as a strong call to invest in the future of African agriculture by leveraging the energy, ideas, and potential of its youth.

✓ Day 2: Activity Highlights

Janice Kimaro, Focal Point of AgroTour Tanzania and CEO of the East African Women in Business Platform (EAWiBP), welcomed the participants. She invited everyone to fully engage to ensure the success of this edition. She also expressed gratitude to the local authorities, the EAC Secretariat, and the organizations involved for their contributions and invaluable support in making this event possible. She commended the collective efforts that made this ambitious edition possible.

Franck Mbando, assistant to the administrative secretariat of the EAC, delivered the opening speech, highlighting the crucial role of agriculture in regional integration and economic development. In his speech, Mbando emphasized the importance of collaboration between agricultural entrepreneurs and decision-makers for sustainable development.

Yannick Nkayilu Salomon, representing the Coordinator of Hope Land Congo, reaffirmed the organization's commitment to promoting inclusive and innovative agribusiness. Yannick announced to the participants the establishment of Hope Land Congo's representation in Canada, outlining its mission, mandate, and objectives. It should be noted that Hope Land Congo Canada Inc. aims to create a strong network of partnerships, both in Canada and internationally, through targeted advocacy to support Hope Land Congo's initiatives in the DRC and Africa.



Janice Kimaro : Focal Point
AgroTour Tanzanie and CEO EAWiBP



Franck Mbando, assistant to the
administrative secretariat of the EAC,



Yannick Nkayilu Salomon
Executive Director of Hope Land Congo Canada

Day 2: Presentation of Hope Land Congo Activities

- Jeis Dongo, representative of Hope Land Congo, presented the successes of previous editions of AgroTour and the strategic objectives of this 7th edition.
- Pascaline Mwenge, Focal Point of Hope Land Congo in Haut-Katanga, raised awareness among participants about the importance of Hope Land Congo's initiatives for local development. For her, this edition is a golden opportunity for stakeholders in the agribusiness sector to connect, exchange innovative ideas, and explore collaborations that will make a difference.



JEIS DONGO
Project and Program Manager at
Hope Land Congo



Pascaline Mwenge
Focal Point - Hope Land Congo, Great Katanga

✓ Exchange Sessions and Panels

After a well-deserved break, interactive discussions among agripreneurs took place.

Panel 2: Theme 3 by NMB Bank

- Thematic presentations on: "The Role of Banking Institutions in the Development of Agriculture in Africa."



Representatives of the NMB Bank

This opening day laid the groundwork for a fruitful week by providing a conducive platform for exchange, learning, and collaboration. It reaffirmed the mission of AgroTour International:

- Promotion of agriculture as a driver of sustainable development in Africa.
- Strengthening networks among African agripreneurs.
- Highlighting collaboration opportunities through exhibitions and exchanges.
 - - Increased awareness of financial tools and economic models suited to modern agriculture.

✓ Family picture



@Photo HopeLandCongo, 7th edition, AgroTour International 2024, EAC, Arusha, Tanzania: The official photo captured this key moment, bringing together all participants, organizers, and partners present.

✓ Visit of the stands



- Participants visited stands showcasing agricultural innovations, local products, and entrepreneurial initiatives. This session facilitated initial direct exchanges among agripreneurs, investors, and experts.

Day 3: Capacity Building and Scientific Work

✓ Capacity Building and Scientific Work

On Wednesday, August 7, thematic workshops allowed for in-depth discussions on topics such as the agricultural value chain, the impact of agro-industry on poverty and unemployment reduction, and the potential of agricultural tourism for sustainable development.

The four different themes debated in four groups during the workshops are:

- Group 1 (Theme 1): Understanding the Agricultural Value Chain
- Group 2 (Theme 2): What is the Key to Success in Agriculture and Agro-Industry for a Prosperous Africa?
- Group 3 (Theme 3): The Role of Agriculture in the Socio-Economic Development of Africa
- Group 4 (Theme 4): Leveraging Agricultural Tourism for Sustainable Rural Development.



@Workshop Photo, 7th Edition, AgroTour International 2024, Arusha, Tanzania



@Workshop Photo, 7th Edition, AgroTour International 2024, Arusha, Tanzania



@Workshop Photo, 7th Edition, AgroTour International 2024, Arusha, Tanzania



@Workshop Photo, 7th Edition, AgroTour International 2024, Arusha, Tanzania

Summary of Results and Recommendations from the Workshops

Themes	Results	Recommendations
1. Understanding the agricultural value chain	<p>1. Identification of key steps in the Value Chain: Production, Processing, Marketing, Distribution.</p> <p>2. Major Weaknesses Include :</p> <ul style="list-style-type: none"> • Limited access to inputs and modern technologies. • Gaps in the local processing of agricultural products. • Low integration of farmers into commercial networks. 	<ul style="list-style-type: none"> • Establish regional hubs to bring together farmers, processors, and distributors, facilitating access to inputs, technical expertise, and infrastructure. • Encourage investment in local processing infrastructure to reduce post-harvest losses. • Strengthen farmers' capacities through continuous training programs on the value chain and modern practices. • Promote exchanges between African agripreneurs and leading countries like Brazil or India to learn effective value chain management approaches.
What is the Key to Success in Agriculture and Agro-Industry for a prosperous Africa?	<p>Success depends On :</p> <ul style="list-style-type: none"> • Technological innovation and sustainable practices. • Good governance of agricultural resources. • Access to financing for small farmers. 	<ul style="list-style-type: none"> • Create agricultural innovation centers that experiment with and disseminate modern techniques such as precision agriculture and climate-smart agriculture. • Develop incentive policies to encourage private investments in sustainable agriculture. • Facilitate bilateral exchanges between African agripreneurs and experts from Israel or the Netherlands for innovative solutions in water management and agricultural technologies. • Establish a financing mechanism tailored to small farms, with guarantees to encourage bank lending.

Summary of Results and Recommendations from the Workshops

Themes	Results	Recommendations
3. The Role of Agriculture in the Socio-Economic Development of Africa	<p>1. Agriculture can be a driver of socio-economic development due to its vast natural and human resources.</p> <p>2. Key Challenges Identified:</p> <ul style="list-style-type: none"> • Rudimentary Agricultural Techniques: Leading to underproduction. • Lack of Infrastructure: For the preservation and processing of products. • Weak market opportunities: Due to biases against African products and the absence of supportive policies. 	<p>1. Modernizing agriculture by promoting.</p> <ul style="list-style-type: none"> • Efficient Irrigation, Greenhouse Farming, and Aquaponics • Mechanization: Through subsidies and models for renting agricultural equipment. • Valuing Local Products: Via awareness campaigns, quality labels, and adapted standards. <p>2. Creating Opportunities: To facilitate the transfer of skills and know-how between African agripreneurs and those from better-equipped countries.</p> <p>3. Strengthening Agricultural Cooperatives: To facilitate access to markets and financing.</p>
4. Leveraging Agricultural Tourism for Sustainable Rural Development	<p>1. Agricultural tourism is an opportunity to diversify farmers' incomes and promote local wealth.</p> <p>2. Barriers Include :</p> <ul style="list-style-type: none"> • Lack of Promotion and Tourist Infrastructure: In rural areas. • Low Recognition of Agritourism Potential: By policymakers. 	<ul style="list-style-type: none"> • Develop Agritourism Hubs: Combining hospitality services, educational activities (such as agricultural demonstrations), and local products to attract visitors. • Raise Awareness Among Policymakers: To integrate agritourism into rural development policies. • Implement Marketing Campaigns: To promote African agritourism in local and international markets.

✓ Partner space (EAC)

Morris Tayebwa, Coordinator for Children and Youth at the East African Community (EAC), delivered an inspiring presentation on the economic opportunities available within the organization.

Mr. Tayebwa highlighted the strategic advantages that EAC member states offer in terms of trade and investment. He emphasized the central role of the EAC in facilitating business.

Mr. Tayebwa urged participants to take advantage of the numerous opportunities provided by the EAC. He stressed the importance of actively collaborating and leveraging these benefits to stimulate growth.



Morris Tayebwa
Coordinator - Children and Youth at the EAC

✓ Masterclass in E-commerce and Digital Marketing

To close this third day, participants attended a masterclass led by Mr. Yannick Nkayilu, Executive Director of Hope Land Congo Canada Inc. and a digital marketing expert. The masterclass was themed: E-commerce and Digital Marketing. It was a captivating moment where African agripreneurs shared innovative strategies for succeeding in online sales.

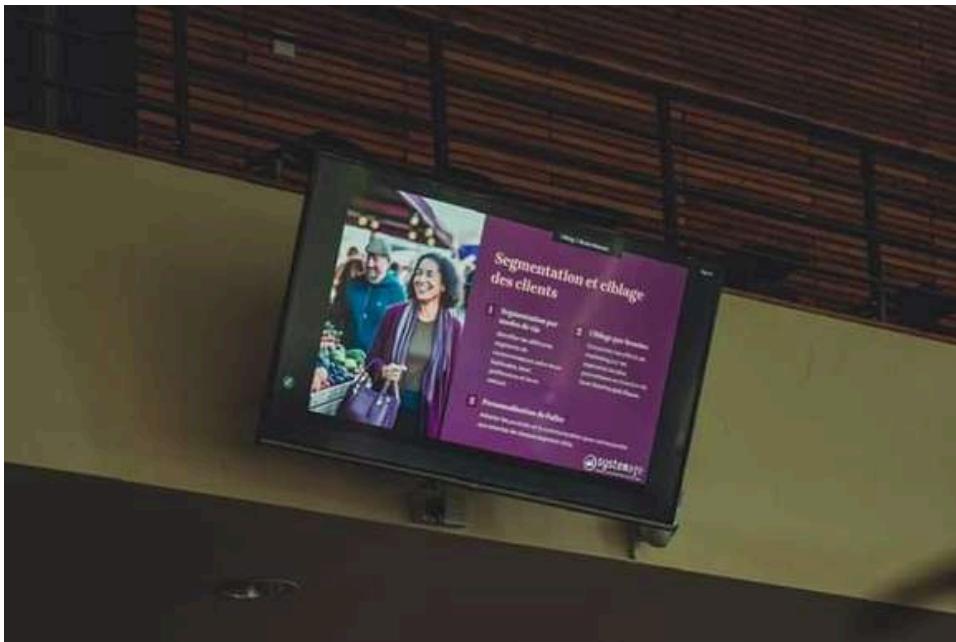


Yannick Nkayilu Salomon
Executive Director of Hope Land Congo Canada

In a session rich in energy and learning, he highlighted the crucial importance of mastering social media in a highly competitive digital landscape. Yannick Nkayilu shared tips for optimizing post reach, navigating algorithm challenges, and leveraging the mechanisms of major social platforms. His concrete examples and real-time demonstrations enabled participants to visualize the direct impact of his advice on their agricultural activities.

Day 4: Masterclasses and Guided Tour

On August 8, 2024, the day began with a highly anticipated masterclass on Marketing Strategy for Agricultural Enterprises. Led by Paul Martin MUTANDA, a renowned expert in the field, this training allowed young entrepreneurs to gain valuable insights into modern marketing techniques tailored to the agricultural sector. Participants explored effective strategies for promoting their products and services while considering the unique characteristics of the agricultural market in Africa.



@Photo masterclass 7th edition, Agrotour International 2024, Arusha, Tanzania

Day 4: Visit to the NANE NANE Festival

The fourth day of AgroTour International 2024 marked a key milestone with a guided visit to the NANE NANE Festival, a premier event held in Tanzania from August 1 to 8, 2024. This festival, recognized as one of the largest showcases of innovations and sustainable practices in the agriculture, livestock, and fishing sectors, provided participants with an immersive and enriching experience.



@Photo Visite 7th edition, Agrotour International 2024, Arusha, Tanzania

Day 4: Visit to the NANE NANE Festival

The festival also aims to promote regional cooperation and strengthen economic ties through significant trade transactions and government initiatives, such as the development of a modern agricultural city in the region. This year's theme is "Embrace Visionary Leadership for Agricultural Transformation," highlighting the importance of visionary leadership in agricultural transformation.

During this visit, AgroTour participants explored various exhibitions showcasing innovative agricultural technologies, improved livestock practices, and environmentally friendly fishing methods.

These demonstrations illustrated concrete solutions for increasing productivity while preserving natural resources. Interactions with exhibitors allowed young entrepreneurs to gather valuable insights, expand their networks, and consider strategic collaborations.

This day, focused on promoting sustainable agriculture, aligns perfectly with AgroTour International's mission: to connect young entrepreneurs with opportunities and innovations in the agricultural and food sectors on an international scale.



@Photo Visite, 7e édition, Agrotour International 2024, Arusha, Tanzanie



@Photo Visite, 7e édition, Agrotour International 2024, Arusha, Tanzanie



@Photo Visit, 7th edition, Agrotour International 2024, Arusha, Tanzania

Day 5: Inspirational Visit to Home Fresh Tanzania Limited: The Success of Lightness Zawadi in Exporting Fruits and Vegetables

On Friday, August 9, 2024, participants had the opportunity to visit Home Fresh Tanzania Limited, a thriving company led by Lightness Zawadi. Located in Kikwe, in the Arumeru district of Tanzania, this business has become a major player in the fresh produce export sector, showcasing the dynamism of African agribusiness.

Lightness Zawadi shared her entrepreneurial journey and the secrets of her success. With an impressive production of 15 tons of fresh vegetables per week, Home Fresh Tanzania Limited also exports 4 containers of fruits per month to various international markets, including Europe (the UK, France, Belgium, and Germany), as well as the Middle East, India, and other countries.

Thanks to a well-organized supply chain and strategic partnerships, the company ensures a consistent and high-quality supply for its customers. Participants were impressed by the efficiency and modernity of Home Fresh Tanzania's facilities, reflecting an entrepreneurial vision focused on innovation and adherence to international standards.

Lightness Zawadi also discussed the challenges she faces, including fluctuations in international prices, strict requirements from foreign markets, and the impacts of climate change on agricultural production. Despite these challenges, she remains optimistic and has ambitious plans for the future, including expansion into new markets and the introduction of innovative technologies to enhance productivity.



@Photo Hope Land Congo, 7th edition, Agrotour International 2024, Arusha, Tanzania

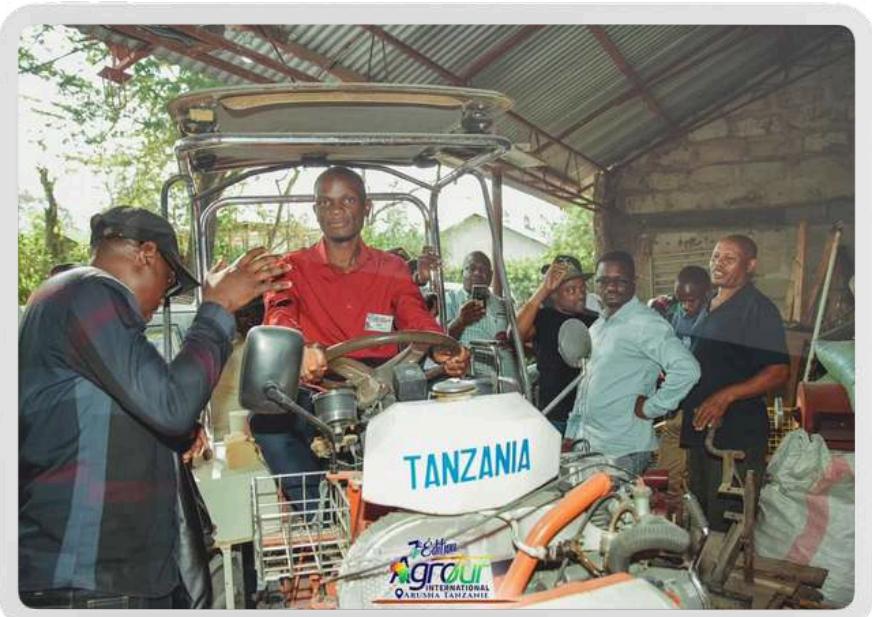
The visit to Home Fresh Tanzania Limited left a lasting impression on participants. It demonstrated how a clear vision, effective management, and collaboration with local communities can transform a business into an engine of economic growth and social impact. Lightness Zawadi exemplifies a female leader in agribusiness, inspiring other entrepreneurs in Africa and beyond to aim high and create sustainable solutions to meet the growing demands of the global market.

Day 5: Inspirational Visit to Justin Mungure's Farm: A Model of Innovation and Sustainability

On Friday, August 9, participants continued their series of guided tours with a stop at Justin Mungure's farm, an exemplary model of sustainable agriculture and energy self-sufficiency. Set in an idyllic location, this farm perfectly illustrates the synergy between tradition and innovation.

Justin Mungure, a visionary farmer, has transformed his farm into a true center of integrated production. His hydroelectric power station, designed to harness local resources, ensures remarkable energy autonomy. This not only reduces his ecological footprint but also powers his facilities, including irrigation and product processing.

The visit concluded with a tour of Justin's workshop, a space dedicated to the invention and manufacturing of machines for agricultural product processing. Participants were able to observe practical demonstrations and engage in discussions about the creation processes. These tailor-made technical solutions enhance productivity and add value to products while remaining accessible to local farmers.



@Photo Visit, 7eth edition, Agrotour International 2024, Arusha, Tanzania

This day left a lasting impression, providing a concrete example of what ingenuity, resilience, and collaboration can achieve in agriculture. Participants left with renewed ideas and motivation to innovate and develop sustainable solutions in their own contexts.

Justin Mungure's farm remains a source of inspiration, proving that sustainable agriculture can not only preserve the environment but also transform lives.



Inspire-me

Caroline Kaaya, an agricultural entrepreneur from Arusha, made a lasting impression with her inspiring journey. During a session titled "Inspire Me," she shared the challenges and obstacles she has overcome in her agribusiness path, while emphasizing that her ambitions remain immense.

With passion and authenticity, Caroline encouraged participants to persevere, asserting that success is accessible to those who fully invest themselves and work with determination. Her testimony galvanized the audience, reinforcing their motivation to pursue their projects despite difficulties.

This highlight of the event showcased the resilience and entrepreneurial spirit necessary for success in agribusiness, both in Africa and beyond, making Caroline a true source of inspiration for African agripreneurs.



Caroline Kaaya, entrepreneur

Yves Nyenyezi, an agricultural entrepreneur based in Bukavu, DR Congo, shared his inspiring journey with an audience of African agripreneurs. Starting from limited resources and in a challenging economic and political context, he transformed obstacles into opportunities to build a sustainable and innovative agricultural business.

Yves faced significant difficulties in securing funding, a common hurdle for entrepreneurs in Africa.

Despite these challenges, Yves Nyenyezi established a thriving business that generates profits while contributing to the development of his community. His model, focused on sustainable agriculture and the empowerment of youth and women, has been praised for its positive impact and potential to serve as a reference for other entrepreneurs in the DRC and beyond.

Yves encouraged young African agripreneurs to persevere, innovate, and never abandon their dreams, emphasizing that while agricultural entrepreneurship is challenging, it offers immense potential for those willing to face the difficulties.



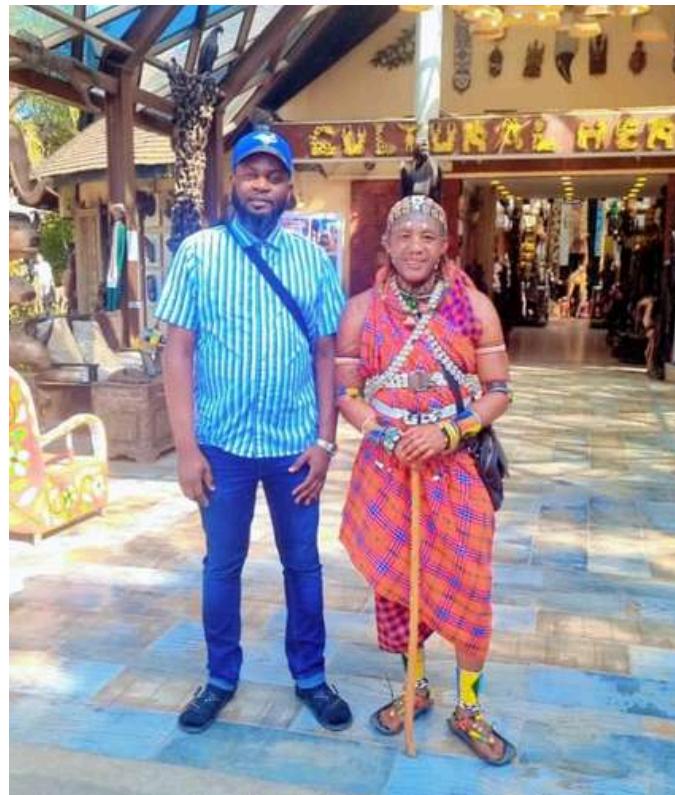
Yves Nyenyezi, entrepreneur

Ecotourism

The 7th edition of AgroTour International successfully showcased its Ecotourism segment, where participants had the privilege of discovering Tanzania's natural treasures through guided tours in some of Arusha's iconic national parks. This initiative aimed to highlight the importance of agritourism as a lever for sustainable development and biodiversity conservation.

Participants visited the following sites:

1. Arusha National Park: Known for its diverse landscapes, this park features mountain forests, lakes, and volcanic craters. Visitors had the opportunity to admire local wildlife, including giraffes, buffaloes, and various endemic bird species. Mount Meru, located within the park, is the second highest mountain in Tanzania after Kilimanjaro.
2. Serval Wildlife Park: A luxury ecotourism resort center that offers an immersive experience in nature.
3. Ngurdoto Crater Reserve: This protected area, boasting breathtaking views, allowed agripreneurs to better understand the interactions between sustainable agriculture and environmental protection.
4. Cultural Heritage - Arusha Art Gallery: A rewarding visit where participants discovered local art and met the Maasai people, immersing themselves in the cultural heritage of the region.



@Photo Visit, 7th edition, Agrotour International 2024, Arusha, Tanzania



@Photo Visit, 7th edition, Agrotour International 2024, Arusha, Tanzania

Ecotourism

Impact of the ecotourism on local communities

These visits demonstrated how ecotourism, when well-integrated with environmentally friendly agricultural practices, can provide economic opportunities for local communities while preserving biodiversity. Participants reflected on agritourism models that could be adapted in their own regions to diversify income sources and contribute to ecosystem protection.

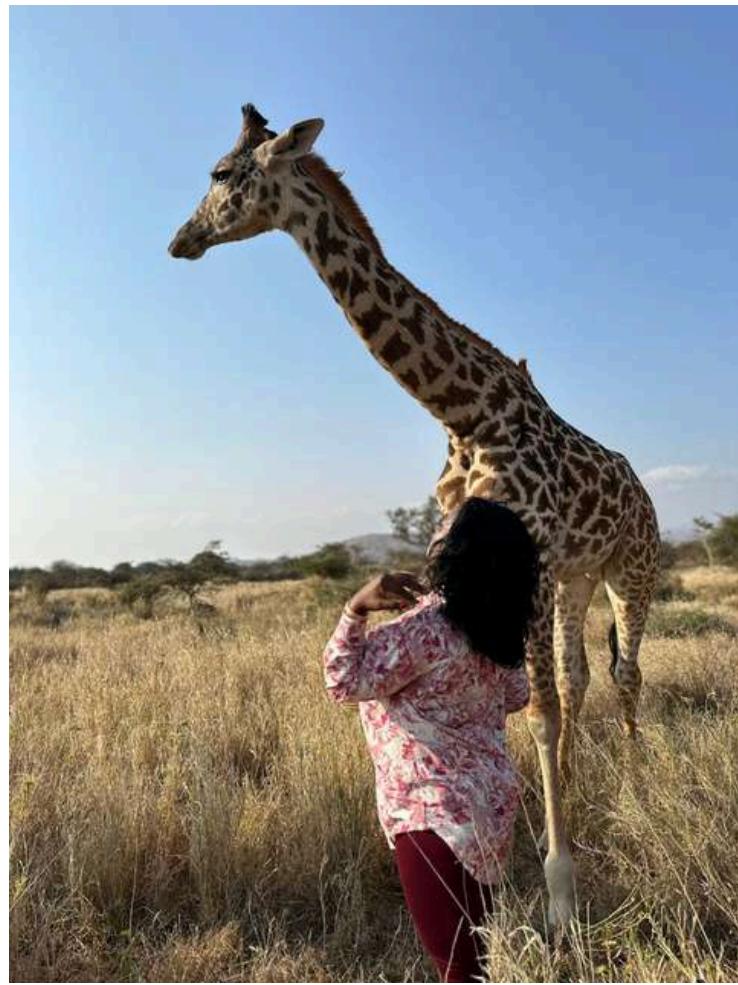
Visite of Dar-es-Salaam and Kilimandjaro

At the end of their stay, participants explored the vibrant city of Dar-es-Salaam, discovering its markets, architecture, and Tanzanian urban life. On their return, they had the chance to admire the majestic Mount Kilimanjaro, culminating in an unforgettable experience.

This immersion in Tanzanian ecotourism offered participants new perspectives on the role that international agritourism can play.



@Photo Visit, 7th edition, Agrotour International 2024, Arusha, Tanzania



@Photo Visit, 7th edition, Agrotour International 2024, Arusha, Tanzania

Official closing of a landmark edition in agriculture: a look back at the ceremony on Friday, August 9, 2024.

On Friday, August 9, 2024, a significant moment in the history of agricultural collaboration was marked. The closing ceremony of the event brought together participants, partners, and special guests to celebrate the successes of this edition and to cast an optimistic eye on future prospects.

This closing event was a true tribute to the efforts made throughout the initiative. The various workshops, exchanges, and training sessions that characterized this edition strengthened participants' skills and promoted innovative and sustainable practices in agriculture.

This edition was unanimously praised for its organization, the quality of its content, and its positive impact on participants. It not only developed technical skills but also created a supportive community of stakeholders committed to resilient and sustainable agriculture.

As the curtains fall on this edition, eyes are already turned toward the future, with the ambition to continue inspiring, training, and connecting agricultural stakeholders around the world.



@closing photo, 7th edition, Agrotour International 2024, Arusha, Tanzania

Departure of participants from Arusha after a week rich in exchanges and learning.

On August 9 and 10, 2024, participants departed from Arusha, marking the end of a fruitful week of exchanges, learning, and collaboration within a program that brought together various stakeholders committed to sustainable development and innovation.

Departures were organized smoothly to accommodate everyone's preferences and needs. Several participants utilized Kilimanjaro International Airport to return to their respective countries, benefiting from coordinated transport services to reach the airport on time.

Others chose to extend their journey with a land experience, traveling by bus through the city of Dar Es Salaam, thus providing them with an opportunity to further appreciate the picturesque landscapes of Tanzania.

As a result, participants left with a clearer vision of their shared mission and a renewed commitment to act in their respective regions. Arusha will remain in their memories as a place where change was seeded, with the hope of reaping abundant fruits in the near future.



@Photo Hope Land Congo, 7th edition, Agrotour International 2024, Arusha, Tanzania

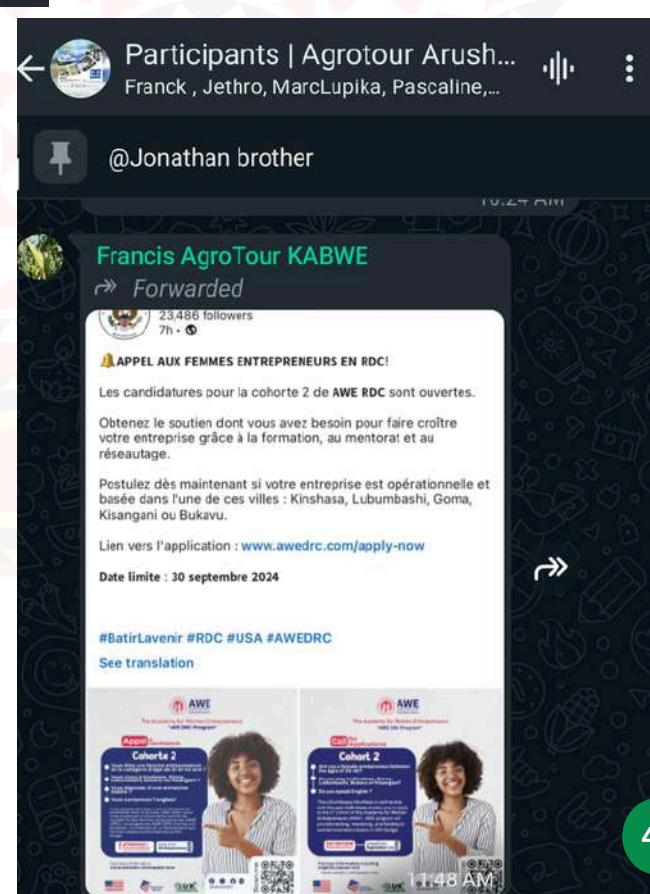


@Photo Hope Land Congo, 7th edition, Agrotour International 2024, Arusha, Tanzania



@Photo Hope Land Congo, 7th edition, Agrotour International 2024, Arusha, Tanzania

Testimonials and commitment



General recommendations

Category	Percentage of importance	Recommendations
Expansion of the program	(20%): The importance of adding new initiatives focused on conservation and biodiversity to raise awareness about environmental issues is key.	It is recommended to integrate activities focused on biodiversity conservation, with a particular emphasis on the importance of preserving ecosystems. This would enhance participants' awareness of the interdependence between sustainable agriculture and environmental protection. Visits to Arusha National Parks have highlighted the interest in including more ecotourism aspects.
Strengthening Communication and Innovations and Technologies (Digitalization)	(15% each): These aspects help to broaden the audience and promote modern agricultural practices.	Maximizing the use of social media and digital platforms to reach a broader audience (e-commerce). More robust communication strategies could include sharing success stories, inspiring testimonials, and relevant information about the program's advancements. This approach would also help mobilize more participants and sponsors.
Development of Strategic Partnerships	(25%): This is crucial for maximizing social and economic impact, particularly through increased support from financial institutions and NGOs.	Strengthening collaborations with NGOs, financial institutions, economic actors, and governmental partners to enhance the social and environmental impact of initiatives. Partnerships can also facilitate access to funding for agripreneurs while supporting innovative projects across the continent.

Adopted resolutions

Category	Percentage of importance	Recommendations
Strengthen the regional cooperation	(10%): These pillars encourage better cooperation at the regional level.	Encouraging increased collaboration among African agripreneurs to share best practices, innovative technologies, and resources is essential for sustainably developing the agricultural sector. These inter-regional exchanges can accelerate innovation in agricultural practices while enhancing market opportunities.
Support to women entrepreneurs	(25%): These pillars promote greater inclusion at the regional level.	Strengthening the empowerment of women in agribusiness through platforms like the EAWiBP (East Africa Women in Business Platform) ensures better inclusion and greater recognition of women's roles in the development of the agricultural sector.
Promotion of Innovations and Technologies	(15% c): These aspects help to promote modern agricultural practices.	Emphasizing investment in agricultural technologies and innovative solutions is crucial to better address challenges related to climate change and evolving socio-economic conditions. Adaptive technological initiatives will enable agripreneurs to optimize their productions while remaining resilient.
Preparation of the 8th edition AgroTour International	(5%): Preparation is important but requires fewer resources compared to the other resolutions.	Implementing planning for the next edition now, capitalizing on this year's successes and integrating participant feedback, will ensure an even more impactful and inclusive program in 2025. This edition should continue to explore innovative solutions to strengthen the agri-food sector in Africa.

Impacts and collaboration agreements

During the 7th edition of AgroTour International, several collaboration agreements were signed, facilitating business opportunities between the Democratic Republic of Congo and Tanzania. These collaborations highlight the key role of AgroTour International in connecting agripreneurs and fostering the emergence of a strong entrepreneurial ecosystem across the continent.

Entrepreneurs	Results	Photos
EASY DISTRIBUTION Sarl Society	Based in Bukavu, this company has secured a collaboration agreement with Tanzanian partners to explore new business opportunities in the agro-industry.	
Caroline Kaaya	Owner of the Kichangani farm, she has opened up collaboration opportunities with Congolese entrepreneurs, strengthening interregional ties and partnership prospects for the development of sustainable agriculture.	
Robert Madradele	Following his participation in three different editions of AgroTour International, Robert Madradele, empowered by these discoveries, embarked on an entrepreneurial journey by founding GVD SARL, a company that harnesses the full potential of rabbit farming and the valorization of its by-products.	
Benjamin Ondoma	The director of the company L'Éternel est mon Berger (EMOB), specialized in the production of quality honey, had the opportunity to participate in AgroTour International. This event allowed him to enhance his skills, expand his network, and discover new market opportunities.	
Lucette SOKI MULEKYA	General Manager of SMAfrika and founder of KAMA Beauty, she described her participation in the 7th edition of AgroTour International in Arusha as an unforgettable and enriching experience for her business. This event provided her with valuable exchanges, inspiring training sessions, quality networking, and constructive field visits.	
	Thanks to AgroTour, her products gained visibility, leading to new clients. She also established a distribution partnership with Easy Distribution for South Kivu and invested in their projects, which is now generating regular profits.	

Final results

Results	Details
Attendance	Approximately 119 visitors from various African and international countries participated.
Economic impacts	Sales of crafts and exhibitors increased by 30% during the event, stimulating the local economy.
Sensitization and educative impacts	85% of participants gained new knowledge about sustainable agriculture, technological innovations, and financial management tailored to agribusiness.
Motivation of agripreneurs	Participants are motivated to continue their work in agribusiness, encouraged by the exchanges and training received through digital platforms.
Strengthened collaboration	Participants established collaborations, sharing ideas and opportunities within a common network.
Community ownership and engagement	Participants organized presentations in their communities, sharing the lessons learned and promoting innovative practices.
Renewal of engagements	Commitment to actively contribute to the development of the African agricultural sector, with a focus on food self-sufficiency and combating unemployment.
Creation of the AgriExchange Program	Launch of AgriExchange, an exchange program between the DRC and an industrialized country aimed at strengthening skills and sharing agricultural technologies. This program will facilitate the integration of successful agricultural models from the Democratic Republic of Congo and another industrialized country, enabling the transfer of knowledge and technologies.

Conclusion

The 7th edition of AgroTour International in Arusha was a success, both in terms of participation and economic impact. By continuing to develop initiatives that combine tourism and agriculture, we can contribute to a sustainable future for local communities.

This edition not only attracted massive participation but also generated significant economic returns for local communities while enhancing the visibility of sustainable and innovative agricultural practices.

By merging tourism and agriculture, this event highlighted the transformative potential of these two sectors to create economic opportunities while preserving the environment. Participants benefited from a rich array of activities, including field visits, inspiring conferences, practical workshops, and master classes led by experts. These experiences strengthened their skills, fostered strategic partnerships, and opened up new perspectives for project development.

The 7th edition of AgroTour International thus confirms its key role as a driver of sustainable development and empowerment for agripreneurs. We are convinced that by continuing to develop similar initiatives, we can sustainably contribute to the prosperity of local communities and the resilience of agricultural ecosystems.



@Photo Hope Land Congo, 7th edition, Agrotour International 2024, Arusha, Tanzania

Thanks

We would like to express our deep gratitude to everyone who contributed to the success of AgroTour International 2024:

To the participants: Your commitment, enthusiasm, and thirst for knowledge made this event an unforgettable experience. Your determination to embrace innovative solutions for transforming agriculture is truly inspiring.

To our partners, including the East African Community (EAC): Your unwavering support and strategic collaboration were essential to the success of this initiative. Your shared vision for a sustainable future continues to guide us.

To the organizers and volunteers: Your hard work, dedication, and professionalism turned this edition into a benchmark event.

Together, we have taken a decisive step to connect agripreneurs and promote innovative, sustainable, and inclusive agriculture. We look forward to the upcoming editions, where we will continue to build bridges between ideas, individuals, and opportunities. Thank you all!



@Photo Hope Land Congo, 7th edition, Agrotour International 2024, Arusha, Tanzania

Partners

Government partners, notably the Ministry of Youth and Citizenship Initiatives of the DRC, provided financial and logistical support.



Organizers



Contact

HOPE LAND CONGO

Bureau :

Tel. +(243)81 160 77-26 - contact@hopelandcongo.org
200 avenue Kabinda, Immeuble OASIS Lingwala Commune , Kinshasa
Democratic Republic of the Congo

Training Center
870 Saint-Chistophe, Limete Commune
Kinshasa
République Démocratique du Congo

HOPE LAND CONGO – CANADA INC.

Tel. +1(613) 290-3200 - contact@hopelandcongo.ca
1520 Beaverpond Dr. Unit B - K1B 3R9
Ottawa, Ontario, Canada



contact@agrotourinternational.org - **<https://agrotourinternational.org>**

