



It's time for  
Africa Avocado

**WEBINAR ON**

**AVOCADO  
AFRICA - 2021.  
VIRTUAL EVENT**

**Invitation to participate in an  
international Avocado Webinar.**

**Date: June 23rd – 25th 2021  
Time: 18:00 - 20:00 East Africa Time (EAT)**



**AVOCADO SOCIETY  
OF KENYA**

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# AVOCADO AFRICA - 2021. VIRTUAL EVENT

The **AVOCADO SOCIETY OF KENYA** is pleased to announce to all stakeholders around the world that the anticipated International Africa Avocado Congress (**Avocado Africa 2021**) which was to be held physically at the Safari Park Hotel, Nairobi, Kenya on **June 23rd – 25th 2021** will now be held **virtually due to the ongoing Covid-19 Pandemic**.

Themed "**Avocado Africa; A Convergence of technology and business for increased competitiveness and trade**", the event will draw participation of Avocado sector stakeholders from all over the world.

**Avocado Africa 2021** is the largest convergence of stakeholders in the avocado sector in the world for Africa. It is a platform specifically aimed at stimulating trade, technology and knowledge transfer and sharing.

## **PREAMBLE**

In 2020 (21, 22 and 23 July) the AVOCADO SOCIETY OF Kenya held a similar international webinar - Themed "AVOCADO GROWING IN THE WORLD - THE PAST THE PRESENT AND THE FUTURE" which attracted over 8,000 participants from 56 nationalities. We also had 35 speakers from 12 countries across the avocado growing world. Avocado, growers, exporters, importers, input and service providers, academia, students, government and development partners are our audience.

This is to affably invite you to put your company name in front of an engaged avocado audience of industry players. Sponsors will receive significant recognition before, during, and after the webinar that will enhance increasing brand recognition and a lasting impression upon your presentation. The webinars presentations will be archived for one year on [www.avocadoafrica.com](http://www.avocadoafrica.com) and each is sure to receive at least 40,000 views in a 12-month period. This event will attract over 10,000 Participants.



## SPONSORSHIP PACKAGES

Reach a wider audience through sponsoring **AVOCADO AFRICA 2021 –Virtual Edition**.

Webinar recordings will be available for viewing on [www.avocadoafrica.com](http://www.avocadoafrica.com) website for one year . Profile of speakers / company will be hosted on this website and published in e-newsletter and shared to all participants and networks.

Sponsor **AVOCADO AFRICA 2021 –Virtual Edition** with a live presentation or demo on your product or service to an international audience. Sponsors will have the opportunity to participate in the live Q& A as a panelist.

*Reach over 10,000+ live viewers and 40,000 stakeholder viewers per year on our social media platforms and website*

1. Main Partners Kshs 100,000/ \$ 1,000 - 20 Minutes talk time and 5 minutes guest talk for two days
2. Platinum Partners 50, 000 / \$500 - 15 Minutes and 5 minutes guest talk one other day
3. Gold Partners Kshs 20,000/\$200 - 10 minutes talk one day
4. Silver Partners Kshs 15,000 / \$ 150 - 5 minutes talk one day only.





# WHAT WILL BE SHOWCASED

## ABOUT THE CONGRESS

During the three days, AVOCADO AFRICA 2021 will address issues related to productivity, quality, processing and marketing of avocados from africa to the world!

Target participants:-

- Growers
- Exporters
- Policy makers
- Managers
- Importers
- Technicians
- Scientists
- General Public



✓ New varieties and rootstocks



✓ Avocado crop management



✓ Flowering biology



✓ Physiology and nutrition



✓ Integrated pest management



✓ Use of plant growth regulators

✓ Quality and post-harvest technologies



✓ Quality & Safety



✓ Phytosanitary



✓ Genetic Resources



✓ Production & Productivity



✓ Supply Chain, Marketing & Industrialization



✓ Health, Nutrition & Gastronomy




**INTERNATIONAL AFRICA AVOCADO CONGRESS**  
 23<sup>rd</sup> - 25<sup>th</sup> JUNE 2021  
 NAIROBI, KENYA

[www.avocadoafrica.com](http://www.avocadoafrica.com)

**ORGANIZED BY:-**



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