

Agricultural Innovation For Africa

Conference Concept Note



Date:

2nd – 3rd October 2025

Venue:

**Cedi Conference Center,
University of Ghana**

Theme:

**African Youth Leveraging
Innovation for Sustainable
Food Systems**

With the inaugural conference held in 2023, and running for its third edition this year, the Agricultural Innovation for Africa (AIA) Conference is a transformative platform designed to empower youth, foster innovation, and drive sustainable food systems.

Partners



WHY AIA

Background and Rationale:

Africa's agriculture employs 60% of the workforce but faces a \$100B financing gap, youth disengagement, and climate threats.

AIA's third edition reimagines the conference as a dynamic, results-driven platform. It prioritizes youth engagement, digital innovation, and measurable outcomes, aligning with SDGs: 2, 8 & 13.



The Conference aims to promote the exchange of ideas, innovative thinking, and agricultural impact among all key players influencing Africa's agricultural sector, focusing on:

- Training the youth and Agri-MSMEs in digital tools, financing strategies, and sustainable practices.
- Showcasing scalable solutions.
- Facilitating collaboration among stakeholders, including youth entrepreneurs.
- Securing investment commitments and investor matchmaking.
- Amplifying gender mainstreaming, ensuring 50% of participants and speakers are women.
- Developing policy recommendations.



Policy Dialogues | Networking |
Exhibition | Deal Room | Masterclasses

Promote and drive youth involvement in agriculture and the total agribusiness value chain.

MEDIA ENGAGEMENT

Building brand reputation and good will through media partnerships and collaboration

Pre-event

Local Traditional Media (TVC, Radio & Print) | International Media | Social Media & Influencer Engagement | Engagement on event website

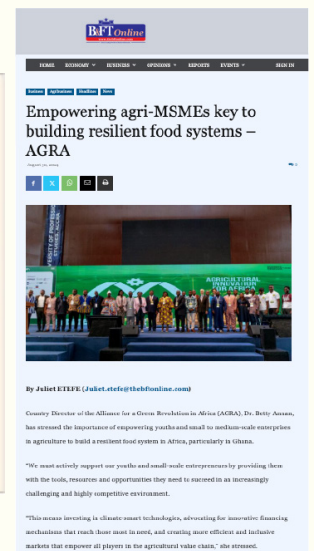
Event

Media for Plenary | Livestreaming on event website | International/Local Media Coverage | Live Updates on Social Media

Post-event

Content Amplification | Newspaper Article Syndication

Past Media Partners



EVENT VIDEOS



2023



2023: <https://youtu.be/WEILDhQgl9M>

2024:



2024: <https://youtu.be/vvCP4HBVjdM>

AIA DEAL ROOM



<https://youtube/CpfrN90PObo>

2025:



AGRICULTURAL
INNOVATION FOR
AFRICA
Conference



TESTIMONIAL

Business Growth and Visibility

"After participating in the AIA Conference in 2024, the Fruit Star Ghana Limited has seen sales growth of 25% from the market in Greater Accra and its environs. The market in Ashanti Region has also seen sales increase of 10%. Fruity Star has employed (4) four additional people to serve in various roles as Personal Assistant to the CEO, branch manager, production staff and marketing officer. The business hopes to add more staff as it is able to gather resources to meet the demands and grows accordingly." – **Fruity Star Ghana**

Fruity Star Ghana Limited is a fruit production company headquartered in Kumasi, Ashanti Region, with a newly established branch in Accra, Greater Accra Region. The company specializes in the production and distribution of fresh and processed fruits, catering to both local and regional markets.

Conference Highlights

- Over **1500 participants** attending since the maiden event in 2023.
- In 2024, practical workshop on using digital platforms for Traceability by ITC was an eye-opener for many participants who joined the interactive workshop.
- In 2024, **Job and Career Fair** organised as a side event, brought more than **500 young people** together for training on soft skills and employability within the agricultural sector.
- More than **4 start-ups received funding** and **investor support to scale and grow**, through the **Deal Room organised** as part of the conference.
- After **MOU signing with KIC** at the maiden edition in 2023, students from Bolgatanga University showcase improved versions of locally manufactured tractors at the 2024 conference.
- More than **20 Exhibitors** gain brand visibility. E.g. YARP Foods, KIC Start-up that showcased products at the **exhibition made 100% sales** at the AIA Conference Exhibition.
- AIA Conference is a **youth- centered conference**, providing a platform to **connect technology and innovation to agriculture**.

CONTACT US

Email:

pkwakye@kicghana.org

tmbeyuoh@kicghana.org

Contact:

(233)059 384-5656 | (233)054 195-6735



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