

AGRITECH **WEST AFRICA 2022**

— **ACCRA GHANA** —

23-25 March, 2022

Accra International Conference Centre
Accra, Ghana

Global Agriculture Technology Suppliers
Meeting West African Agro Business
Community In Ghana



WHY AGRITECH WEST AFRICA ?



Agriculture backbone of West Africa

With Agriculture - the major economic activity in the region and over 60% population dependent on it for livelihood, as also in Ghana - AGRITECH WEST AFRICA is the show substantiating the mechanical and value adding requirement of the sector.



Capturing Agri-Tech Advancement

West Africa advancing for food self sufficiency through mechanisation in Agriculture, & Ghana becoming regional hub with programs like Planting for Food, Job and Exports, AGRITECH helps you to reach out and demonstrate innovations in Agri mechanisation.



Dedicated Visitors and Hosted Partners

Dedicated B2B matchmaking with pre-fixed meetings for Exhibitors with Professional & dedicated industry visitors from Ghana and West Africa. The program for hosting buyers/partners, would offer exhibitor chance to nominate the buyer whom they wish to meet.



Know How Agriculture Transforming

Rising food demand requires innovation in agriculture practise leading need for adopting new technology, crop protection, irrigation facilities, warehousing the production etc. Hence, visitors will experience practise of innovations & advancement in AGRITECH

Why Exhibit Agritech ?

- Connect and establish partnership with business counterparts in Ghana & its neighbouring countries.
- Showcase your technology & products to the Ghanaian & West Africa agriculture community.
- Opportunity for real time demonstration & sharing your innovation & ideas with clients and prospects.
- Seminars & discussion on adoption of new technologies and agriculture practices.
- Opportunity to meet with research institutes, agriculturists, researchers farmers, associations and other partners in one go.



Tie up for sales procurement partnership and investment in Ghana for agriculture machine allied requirement manufacture and supply to Ghana and other west Africa markets

KNOW THE SHOW:



6000+ Visitors
200 Hosted Buyers/ Partners



15+ country
5 national pavilions



150+ Exhibitors including brands & sponsors



Dedicated B2B with prefixed meetings



Seminars on key topics & investors meeting



special session - **vouch ur innovation** to speak & hear back about ideas

Ghana, officially know as the Republic of Ghana – the country in West Africa, bordered by Burkina Faso to the North, Togo to the East, Cote d'Ivoire to the West and the Gulf of Guinea (Ocean) to the South.



KNOW GHANA

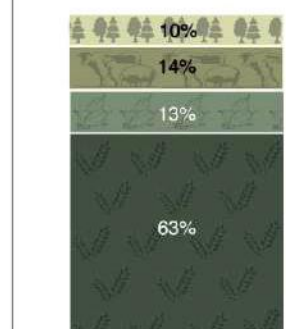
THE PRIDE OF AFRICA

Agriculture contributes 20% of Ghanaian GDP– largest employing sector. Ghana has 5 agro economic regions allowing dynamic agriculture.

65% land area dedicated for agriculture, however less than 2% being irrigated.

Cocoa is the dominant agriculture sector, followed by cash crops like palm oil seeds, fruits and marginal crops like coconut rubber cashew etc.

Ghanaian Agriculture by Production



■ Crops other than cocoa ■ Cocoa
■ Livestock, Fisheries & Pollutary ■ Forestry

ENTIRE WORLD OF AGRICULTURAL MACHINERY MEETS HERE



TRACTORS & AGRICULTURAL EQUIPMENT – Wheel loaders & front loaders, transport vehicles, conveyors, Tires, Spare parts & Tools



IRRIGATION – Pipe Systems, Pumps, Motors, Water Treatment, Pipes, fittings, Drip irrigation items, solar based products.



CROP CARE – Machinery & equipment for crop protection, Organic Agriculture, Fertilizers, Agrochemicals, Pesticides, Insecticides, rodenticides etc.



FARM INPUTS – Seeds, Implements, Rotovators, fuels & lubricants, tools and equipment's, Tillage equipment, drills & planters, Plant Propagation Material



FORESTRY – Forestry equipment, municipal equipment, equipment for landscape management, Floriculture, Horticulture



LIVESTOCK – Dairy, Poultry, Animal Husbandry, Veterinary care and medicines, Fisheries and Equipment's, Aquaculture



WATER RECYCLING – Water Treatment, Waste Water Recycling, Machines and Equipment's



STORAGE & WAREHOUSING – Conditioning & storage solutions, Warehousing, refrigeration, Freezing & cold storage, Agricultural Building Contractors



GRAIN PROCESSING – Post-Harvest protection and machinery, Workshop equipment & services, used machinery trading



OTHERS – Associations, Agricultural Finance & Banking, Self Help Group, Consortiums etc.



Water & Wastewater Servies – Renewable Energy, Biotechnology



Solutions for smart metering & Sewer flooding

WHO IS VISITING?

- ➔ Agriculture Industries
- ➔ Traders & Importers
- ➔ Dealers & Agents
- ➔ Distributors & Suppliers
- ➔ Agronomists
- ➔ Engineers & Technicians
- ➔ Exporters & Importers
- ➔ Farmers & Consortiums
- ➔ General Public
- ➔ Government officials
- ➔ Food Processing Industries
- ➔ Trade Association
- ➔ Media & Promoters
- ➔ Food Processing Industry
- ➔ F&B Supply Chain Distributors

WHY VISIT?

- ➔ Connect with the technology suppliers showcasing their products and innovations
- ➔ Discuss opportunities of partnership and sourcing for re-supply & employing in operations
- ➔ Understand the innovations and new practises in agriculture and share your thoughts of requirement for solutions
- ➔ Room for learning practises of soil conservation and practise of securing the production with sustainable solutions at cost effective manner
- ➔ Know more about the government scheme for nurturing agriculture, agri mechanisation, value adding processing industries
- ➔ Understanding new prospects, demand-supply, investment source-d opportunities in the sector
- ➔ Meet for cross country partnership with business counterparts & tie ups

WHY EXPLORE GHANA & WEST AFRICA ?

Ghana is becoming the centre of Business and Agriculture transformation in the West Africa region emerging as a trading, manufacturing, logistic hub with better and conducive trade policies & duty structure

Government schemes like Planting for Food & Jobs and Planing for Exports co-located with 1District 1 Factory scheme expected to attain agriculture & food processing self sufficiency and exports.

Very low mechanisation in agriculture and food processing along with less than 2% irrigated land area dedicated for agriculture and shortage in storage facility are key need areas focussed to address to reach targeted goals

Ghana, with bilateral trade ties & agreements with its neighbours in West Africa and line of credits between Ghana and India & other countries, it is opportunistic to encash by supplying agriculture technology and requirements

Agriculture Technology, undoubtedly the biggest demand and requirement in Ghana and WEST AFRICAN region after pharmaceuticals, is identified as key area to be worked for employment & development.

Targeted double digit growth in crop production like maize(30%); rice (49%); soybean (25%); and sorghum(28%) from current levels & create 75,000 new jobs, directly & indirectly.

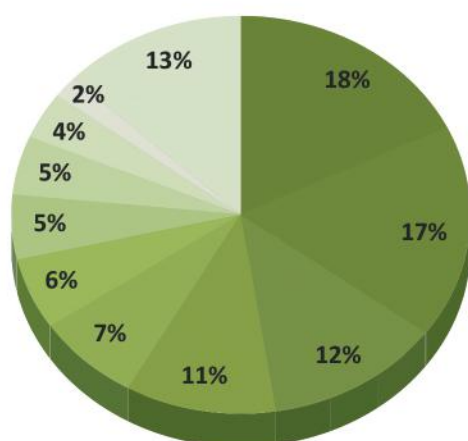
Ministry of Agriculture and Food in Ghana focusing on advancing the sector through mechanisation by procuring agritech & processing machineries and in turn distribute to small medium farmers and entrepreneurs

With favourable climate for partnership and investment and smooth trade ties, its advantageous to establish technology/trade partnership in Ghana to supply technology requirements in agriculture & food processing in Ghana & West Africa

WEST AFRICAN & GHANAIAIAN AGRITECH IMPORTS IN 2020

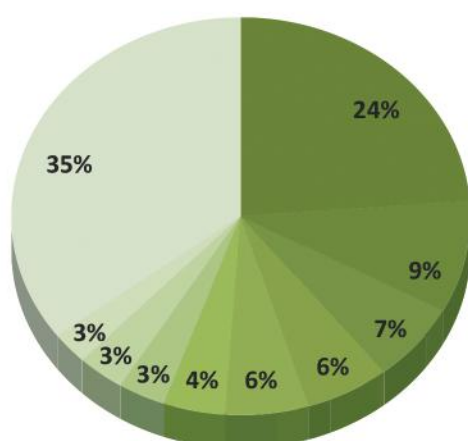
West African Agritech Imports:
USD 2.2 Bn

Product wise share in imports:



- Bulldozers, Excavators
- Herbicides, Insecticides, Fungicides etc
- Pumps & Motor
- Trailers
- Machines for Moving, grading, levelling, scraping, excavating etc
- Others
- Fertilisers & other agrochemicals
- Tractors
- Tractor Parts and accessories
- Special purpose agrotech vehicles
- Tools & Machine Tools

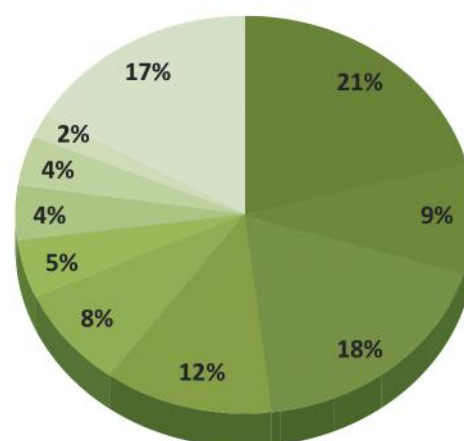
Country wise share in imports:



- China
- France
- Russian Federation
- Germany
- USA
- Belgium
- India
- Morocco
- Netherlands
- Others

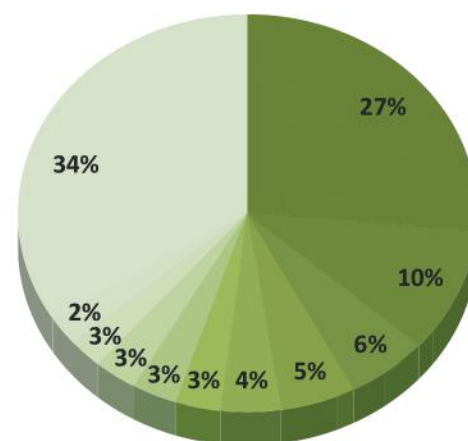
Ghana Agritech Imports:
USD 1.1 Bn

Product wise share in imports:



- Herbicides, Insecticides, Fungicides etc
- Bulldozers, Excavators
- Pumps & Motor
- Machines for Moving, grading, levelling, scraping, excavating etc
- Hand Tools
- Fertilisers & other agrochemicals
- Tractors
- Tractor Parts and accessories
- Trailers
- Others

Country wise share in imports:



- China
- Belgium
- USA
- Brazil
- Russian Federation
- United Kingdom
- India
- Finland
- Germany
- Turkey

Ghana Accounts for 50% share in West African Agritech Imports

VOUCH
YOUR
INNOVATION

VUI is a special segment in the technical program of AGRITECH where in selected exhibiting companies would have the chance to speak & share about their innovation in technology & products they have bought, the knowledge-how, new ideas and hear back the feedback visitors.

MARKETING STRATEGY OF AGRITECH



Mail campaign



Sms & whatsapp



Social media



Website



Radio media



Online advertising



Outdoor campaign



Print advertising



Telemarketing



Personalised invitation



Association based

The only **AGRICULTURE AND PROCESSING TECHNOLOGY** exhibition in West Africa - a unique platform cum opportunity to let WEST AFRICA Agriculture and Food Business Community know and meet you.

About the Organiser



WegVoraus is a Business Promoter & Exhibition Organizer Headquartered in New Delhi, India. We work for prospect industry sectors to help them reach out to the right target audience as well as deliver business expansion solutions. We host 1000+ exhibitors annually since its inception with 4 flagship events and 30+ represented events globally. To know more visit us @ www.wegvoraus.com

Venue: Accra International Conference Center

AICC is one of the most preferred destinations for hosting large scale business events and conferences, especially due to its attractive location being near to International Airport and also being close to a number of luxury accommodation options in the city

Associate Sponsor



UNDER THE AUSPICIOUS OF



MINISTRY OF AGRICULTURE
& FOOD, GHANA



HIGH COMMISSION OF
GHANA INDIA

To know more visit us @
www.wegvoraus.com

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MEDIA PARTNERS



HEADQUARTERS:

F-322A, ADARSH HOUSE LADO SARAI,
NEW DELHI - 110030, INDIA

Mark your calendar!!

23-25 Mar 2022 @ AICC Accra

The West African Agriculture Business
Community looking forward to meet you!

Your Contact for
Participation & Sponsorship

Mr. Thomas James
Project Director
☎ +91 7827202718
✉ thomas@wegvoraus.com

☎ +91 11 4950 8264 ✉ info@agritechwestafrica.com

🌐 www.agritechwestafrica.com

