

APIEXPO AFRICA 2012

General Information

BY

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1.0 Introduction

Following the successful launch in 2008 in Uganda, graced by the President of the Republic of Uganda His Excellency Yoweri K. Museveni, and the 2nd edition held in Zambia in October 2010, stakeholders from across Africa have endorsed **ApiExpo Africa** as a biennial event which rotates among African countries. Ethiopia was awarded the rights to host the 3rd edition scheduled for 2012, following its successful bid led by the Ministry of Agriculture and Rural Development and Ethiopian Apiculture Board.

ApiExpo Africa is an initiative of ApiTrade Africa, a not-for-profit membership organization which coordinates the apiculture sector in Africa and promotes trade in African bee products. The aim of the Expo is to showcase Africa's honey industry by creating awareness on market opportunities, investment opportunities and demonstrating clear relationships between beekeeping and other industries which contribute to poverty reduction in Africa.

2.0 Why ApiExpo Africa 2012?

Discussions within ApiTrade Africa network in different forums have brought out the need for increased profiling of African bee products and services bees render to various industries. Studies show that the demand for African honey and other bee products is rapidly increasing in the national, regional and export markets. This is motivating producers to invest more in production and get their products into the market through an increasing number of buyers on the continent (namely: packers and processors, agents, exporters, supermarkets, etc). Research further shows that bees pollinate as much as 80% of the crops that comprise the human food and cash baskets (Apimondia, 2009). The importance of bees and the linkages with trade, food security and environment must therefore form a critical area of attention of policy makers, beekeepers, honey traders, experts, researchers, environmentalists, development partners, governments and international agencies.

It is upon this background that this event is being organized under a theme yet to be agreed upon. (The 2010 edition was organized under the theme '*The role of beekeeping in attaining food security in Africa*'.) Consultations are on-going to select a suitable theme that reflects the aspirations of the sector.

3.0 The benefits of the Expo

ApiExpo Africa 2012 will bring together diverse stakeholders on a single platform to discuss and share knowledge on trade and business related approaches to promote apiculture and food security in Africa.

- Service providers from Ethiopia, Africa and elsewhere will showcase their products in terms of business inputs and services
- The private sector will display its various value added products, ranging from honey to beeswax, propolis and other derivatives
- Research & Development organizations will share their experiences on programmatic and policy promotion of apiculture (which should trigger intra-regional dialogue, synergies, and partnerships)
- Bee farmers and farmers' organizations will receive knowledge on market requirements and will make contacts with buyers and input suppliers.
- New networks will be created amongst cross border actors and linkages stimulated between producers, buyers and service providers.
- Delegates and exhibitors will learn more about ApiTrade Africa and its services to the sector in Africa.
- Stakeholders will learn more about Ethiopian Apiculture Board and how it supports the apiculture sector in Ethiopia
- The event will promote the tourism industry and other related services, which will themselves generate revenues for the country
- ApiTrade Africa and the Local Coordinating Partner (Ethiopian Apiculture Board) will generate revenues to enable them provide further services.
- Issues arising from the ApiExpo will be documented and used as a basis for further work to be done at national and regional levels.

In the long term, it is expected that these outcomes will lead to increased profiling of the region in terms of bee products, increased business to business transactions among chain actors through market information systems and networking, growth in investments within countries and the region, access to service provision locally by producer organizations, and growth in the retail chain for value added bee products. The momentum raised by this expo is expected to be maintained by ApiTrade Africa and national organizations such as Ethiopian Apiculture Board, Tanzanian Honey Council, Zambian Honey Council, among others.

4.0 The process of organizing the Expo

Normally, ApiExpo Africa events are spearheaded by ApiTrade Africa Secretariat based in Uganda, working in close collaboration with members and partner organizations in the host country.

The Secretariat works closely with partner organizations in the host country to mobilize stakeholders who constitute a Local Organizing Committee (LOC). The Secretariat seconds members (of ApiTrade Africa's Executive Committee) to be part of this committee. The major role of the LOC is to mobilize stakeholders, logistics, venue and financial resources for the event. On its part, the Secretariat mobilizes delegates and exhibitors from across the globe using different methods. It also mobilizes financial resources to meet the Expo's related costs.

In the case of Ethiopia, the Ethiopian Apiculture Board (EAB) has been accepted as the Local Coordinating Partner (LCP). The LCP will formalize its relationship with ApiTrade Africa (where it is expected to formally register as a member and sign a Memorandum of Understanding).

5.0 How delegates and exhibitors participate

ApiExpo Africa is usually organized on a cost-sharing basis; ApiTrade Africa and the LCP meet part of the costs whereas delegates and exhibitors also meet other costs. Development partners, government agencies and NGOs can directly support the process by contributing towards, or sponsoring, some of the costs.

Proposed Delegates and Exhibitors' registration

Activity	Category	Fees (US\$)	Package
Conferences	Subscribed members of ApiTrade Africa	150	Access to conferences, exhibition, study tours, conference materials, refreshments
	Ethiopians	150	
	Non- Ethiopians	200	
	Sponsors	Free	
Exhibitions	Subscribed members of ApiTrade Africa	600	1 stall, access to conferences, exhibition, competitions, study tours, conference materials, refreshments, advert is the Expo magazine
	Ethiopians	600	
	Non- Ethiopians	1000	
	Sponsors	Free	
	Visitors	Free	Access to exhibition hall

6.0 Venue

The LCP will identify and short-list suitable venues, which will be endorsed by the LOC and ApiTrade Africa Secretariat in the first quarter of 2011.

7.0 Proposed date

Wednesday 28th to Friday 30th September 2012.

8.0 Guests

Over 1000 delegates: exhibitors (70), experts, exporters, importers, policy makers, development partners, visitors, among others. The level of participation in 2012 is expected to be much higher than the previous two editions owing to the early preparations and more awareness already generated about the Expo.

9.0 Budget

ApiTrade Africa Secretariat and the LOC will jointly work out a suitable budget for the event during the first quarter of 2011.