

\$30bn boost for African agriculture – Let's turn pledges into businesses!

Has Africa's growth run out of steam? This question has been on the minds of many investors, business leaders and policy makers as they observe increasing interest in key industries such as agriculture, energy and technology, with however limited access to financial resources. Companies (African and international) are looking for business-building opportunities and governments are seeking to accelerate growth by diversifying their economies.

The time has come for businesses and governments across the African continent to translate opportunities into tangible economic benefits. Although Africa's economies have diversified to an extent, more is needed to overcome economic vulnerabilities. With the need for large companies to power the continent's growth, the agriculture industry is certainly committed to play its part.

It was a blockbuster moment for African agriculture at the African Green Revolution Forum (AGRF) as African leaders, businesses, and major development partners pledged more than US\$30 billion dollars in investments to increase production, income and employment for smallholder farmers and local African agriculture businesses over the next ten years. The collective pledges at the 2016 AGRF are believed to represent the largest package of financial commitments to the African agricultural sector to date.

There's a call for investors and financiers to join the "Seize the Moment" campaign and keep the momentum by turning these pledges into actual business. With a key focus on production of scale, technological advancement and access to market tabled at agricultural forums and government cabinets, the African Agri Council (AAC) has developed the African Agri Investment Indaba (AAIL), the gateway to bankable agri projects in Africa, as a move towards seizing the moment.

While African agriculture has seen significant progress, there's a greater need to emphasize on the impact of lack of financial resources in the agriculture industry to ensure a good return for our progress. Much more is needed for African countries to feed themselves and the world.

Do you want to gain access to investment and key partners that will take your company and agri projects to the next level? The African Agri Investment Indaba (AAIL) 2016, taking place from the 28 – 30 November 2016 at the CTICC in Cape Town, is the meeting place for senior government officials, executives and entrepreneurs across the agri value chain. With over \$1bn worth of projects already in our database and a growing investor participation competing for the best projects to grow their agri portfolio, AAIL 2016 is the ideal deal-making forum.

For more information, please visit our website (www.agricouncil.org and www.agri-indaba.com). We look forward to seeing you in November.

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ABOUT THE AFRICAN AGRI COUNCIL

The African Agri Council is a network of global executives, decision makers and key stakeholders in Africa's agricultural industry. It connects executives with their peers, policy makers, investors & financiers and leading global service providers across Africa and around the world.