Afritrace

The African food safety and traceability conference

Safari Park Hotel, Nairobi, 11th–13th April, 2007

Maintaining Security and Standards throughout the Food Supply Chain

Dear Colleague,

Increasing demands for Traceability of products supplied to trading partners has placed considerable demands on Africa to comply. In particular, perishable products have been singled out for increased scrutiny as to their origin, date of processing and despatch.

In recent years food safety incidents have attracted heightened attention from governments and the public alike. As a result, many governments have been focusing on new and innovative ways to solve these problems. Developed countries are well advanced with the establishment of private and public organisations to address the demands of trading partners. Generic requirements and a common way to address these issues are being sought as these countries address the differences imposed by diverse legislative and business requirements. Africa has limited resources to respond except in more developed nations.

The Conference sets out to provide a forum for participants to experience case studies from other nations, to understand the global standards that are being sought and introduced by GS1. To share information on appropriate technology and its application in solving the Traceability issues that confront them. By providing a platform for researchers, users and technology suppliers to network and share knowledge, the Conference will act as a catalyst for perishable produce and food industry participants to become involved in meeting the traceability demands of the future and creating a food safe supply chain .

Key Topics will include:

- Key Drivers to Traceability.
- Our food safety analysis; Country reports
- THE EU food safety regulations and how they affect African food exports.
- Understanding and implementing the Global Traceability Standard- GS1
- Sectoral Case Studies that exemplify worldwide successes in addressing the Traceability demands.
- ICT and Food safety: Enabling Technologies for Traceability;
- Emerging Tends: RFID and web based traceability systems
- Taking stock: looking back at challenges, achievements and way forward
- SME Challenges and practical solutions to compliance.
- Education and training for the out grower : Establishing structures and policy
- Sanitary and Phytosanitary requirements: where do we stand?
- HACCP, the role of Audit and Audit requirements for European exports
- Financing prospects

Join us from the 11th to the 12th April where we tackle issues associated with safety and traceability in the food and beverage industry and have your questions and concerns addressed. In addition don't miss the opportunity to further your knowledge and learn about food sfatey and traceability in our three interactive workshops.

I look forward to seeing you in Nairobi Safari Park!

John Sawers,

Chairman
GS1 Kenya

Who should Attend

The event will have several key audiences:

- Senior Managers in perishable and dry produce industries
- Food Technicians, Representatives of Farmers' Co-operatives
- The Food packaging and handling industry
- Representatives of Horticultural and Floricultural Growers
- Representatives of Food Processing Organisations
- Members of African Country Standards Bureaux
- Product Identification Technology Suppliers
- Media Representatives
- Consultants to the Food Industry
- GS1 Member Organisations.
- Agricultural development agencies
- Government Export promotion bodies
- Extension workers
- Gorvenment

GS1 Kenya

aitec africa
network
learn
do business

Call for papers

We are inviting presentations papers on Food safety and traceability. The following guidelines are suggested:

1. All presenters will have a maximum of 40 minutes to make their presentations.
2. Presentations can be either **power point** or prose.
3. The format for the presentation should start and end with salutations especially with the last side with contact details.
4. The presentation should have the following sequence:
    - What is your presentation/project about
    - Key elements of the project/company/issue
    - What progress has been made/what activities have taken place so far
    - What are the problems encountered
    - Major breakthroughs
    - What still needs to be done
    - Any alternatives/solutions
5. Please note that we expect and kindly request all presenters to:
    - Be targeted, i.e. keep to the topic
    - Be time conscious and keep to the time allocated

Speakers are asked to arrive at least 30 minutes before the beginning of their session to meet their Chairperson and fellow presenters, and get their presentation loaded in advance of the session. Please bring with you a back up copy of your presentation. All speakers should stay for the duration of their session in order to participate in the Q&A and discussion at the end.

The deadline for sending in your presentations is 20th March 2006. Please send a copy to Rosemary Amondi; amondi@gs l kenya. org.

Exhibition

There will be an exhibition linked to the conference, providing an opportunity for suppliers to the industry to network with participants in a unique educational setting. Exhibition rates are:

Prices:

Space Only: $200/sq metre

Shell Scheme: $220/sq metre

Included with space only and shell scheme stands (per stand of up to 12 sq metres):

- 2 x two Lunch invitations
- 2 x two Cocktail Invitations

Included in shell scheme stands:

- Octanorm partitioning
- Table and two chairs
- Fascia name board
- Lighting
- Power point

Stand design is included in the stand cost but any additional materials used on the stand will be for the exhibitor's account.

Sponsorship Opportunities

Principal Event Sponsor

Sponsorship Fee	$20,000
Value of additional tangible benefits included	$11,012
Number of Companies to be awarded	One

- Branding on reception counter and sponsor's literature distributed from reception counter.
- Reception staff dressed in sponsor's corporate clothing.
- Branding on all visitor, delegate, exhibitor, media and speaker badges.
- Extensive Branding in conference room.
- Logo on visitor invitation cards.
- Provision of speaker for Conference
- Sponsor's banner advert on the Aitec Africa website: **www.aitecafrica.com**
- Pre-event publicity material and advertising (print and electronic) with sponsor's branding prominently displayed.
- Press promotional material including advertisements and press releases.
- **Ten Complimentary** delegate registrations for the Conference
- 25% discount on up to **Ten** additional delegate registration fees
- **Six Complimentary** Invitations for Cocktail (over and above delegates)
- **1 (4m x 3m) Exhibition stand with Shell scheme**

Sponsor to provide all display, literature, exhibits and other such promotional items. Logos must be submitted within the given deadlines.

Co-sponsor

Sponsorship Fee	$12,500
Value of additional tangible benefits included (per forum)	$6,876
Number of Companies to be awarded	4

Branding Benefits

- Branding on reception counter and sponsor's literature distributed from reception counter.
- Branding on all visitor, delegate, exhibitor, media and speaker badges.
- Provision of speaker for Conference
- Sponsor's banner advert on the Aitec Africa website: **www.aitecafrica.com**
- Prominent branding on all pre-event publicity material and advertising (print and electronic)
- Mention in the press promotional material including advertisements and press releases

Tangible Benefits

- **Five Complimentary** delegate registrations for the Conference
- 25% discount on up to **ten** additional delegate registration fees
- **Two Complimentary** Invitations for Cocktail (over and above delegates)
- **Two Complimentary** Invitations for Delegate Lunch (over and above delegates)
- **1 (3m x 3m) Exhibition stand with Shell scheme**

Sponsor to provide all display, literature, exhibits and other such promotional items. Logos must be submitted within the given deadlines

Cocktail Reception Sponsor

Sponsorship Fee	$5,000
Value of additional tangible benefits included	$3,140
Number of Companies to be awarded	1

The cocktail reception will be held at the end of the first day of the conference

Branding Benefits

- Banners in cocktail area (Hall branding).
- A company representative to make a short (five-minutes) welcoming address.
- Company logo on all cocktail invitations.
- Banners in venue of the Cocktail
- Mention in the press promotional material including advertisements and press releases.

Tangible Benefits

- **Three Complimentary** delegate registrations for the Conference
- 25% discount on up to **Eight** additional delegate registration fees
- **Six Complimentary** Invitations for Cocktail (over and above delegates)

Sponsor to provide all display, literature, exhibits and other such promotional items. Logos must be submitted within the given deadlines.

Showcase Presentation Sponsor

Sponsorship Fee	$3,750
Value of additional tangible benefits included (per forum)	$4,138
Number of Companies to be awarded	4 (2 each day of the main conference)

A showcase presentation entitles the sponsor to make a 40-minute presentation focussed on its products and services. The presentation will be branded in the programme. In addition, the sponsor will be given general branding equivalent to a Co-Sponsor.

Branding Benefits

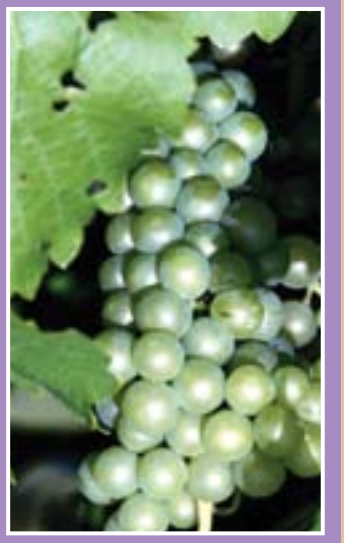
- Branding on Forum documentation
- Mention in the press promotional material including advertisements and press releases

Tangible Benefits

- **Five Complimentary** delegate registrations for the Conference
- 25% discount on up to **Five** additional delegate registration fees

Sponsor to provide all display, literature, exhibits and other such promotional items. Logos must be submitted within the given deadlines.

Delegate Folder Sponsor



Sponsorship Fee	$6,500 (one forum)
Value of additional tangible	$10,500 (two forums)
benefits included (per forum)	$2,538
Number of Companies to be awarded	1

Branding Benefits

- Display space in the reception area of the conference (table top/pop-up display)
- Company logo on all conference material
- Company logo in white or gold on black background on folders
- Company brochure inserted into the delegate pack

Tangible Benefits

- **Two Complimentary** delegate places
- 25% discount on up to **Five** additional delegate registration fees

Sponsor to provide all display, literature, exhibits and other such promotional items. Logos must be submitted within the given deadlines.

Speaker Presentation CD Sponsor

Sponsorship Fee	$1,800
Value of additional tangible	$705
benefits included (per forum)	
Number of Companies to be awarded	1(One)

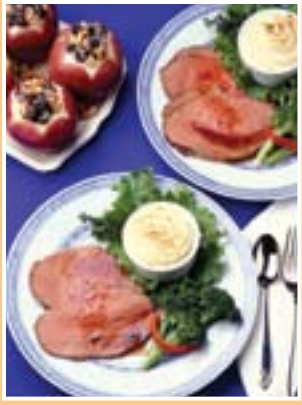
Branding Benefits

- Full branding of the CD to be produced at the end of the conference for delegates

Tangible Benefits

- **Two Complimentary** delegate places
- 25% discount on up to **Two** additional delegate registration fees

Additional Sponsorship Opportunities



Banners in Exhibition Area

Sponsorship Fee	$750
Value of additional tangible	$470
benefits included (per forum)	**1 Complimentary delegate**
Number of Companies to be awarded	4(Four)

Insertions in Delegate Packs

Sponsorship Fee	$500
Value of additional tangible	$470
benefits included	**1 Complimentary delegate**
Number of Companies to be awarded	4

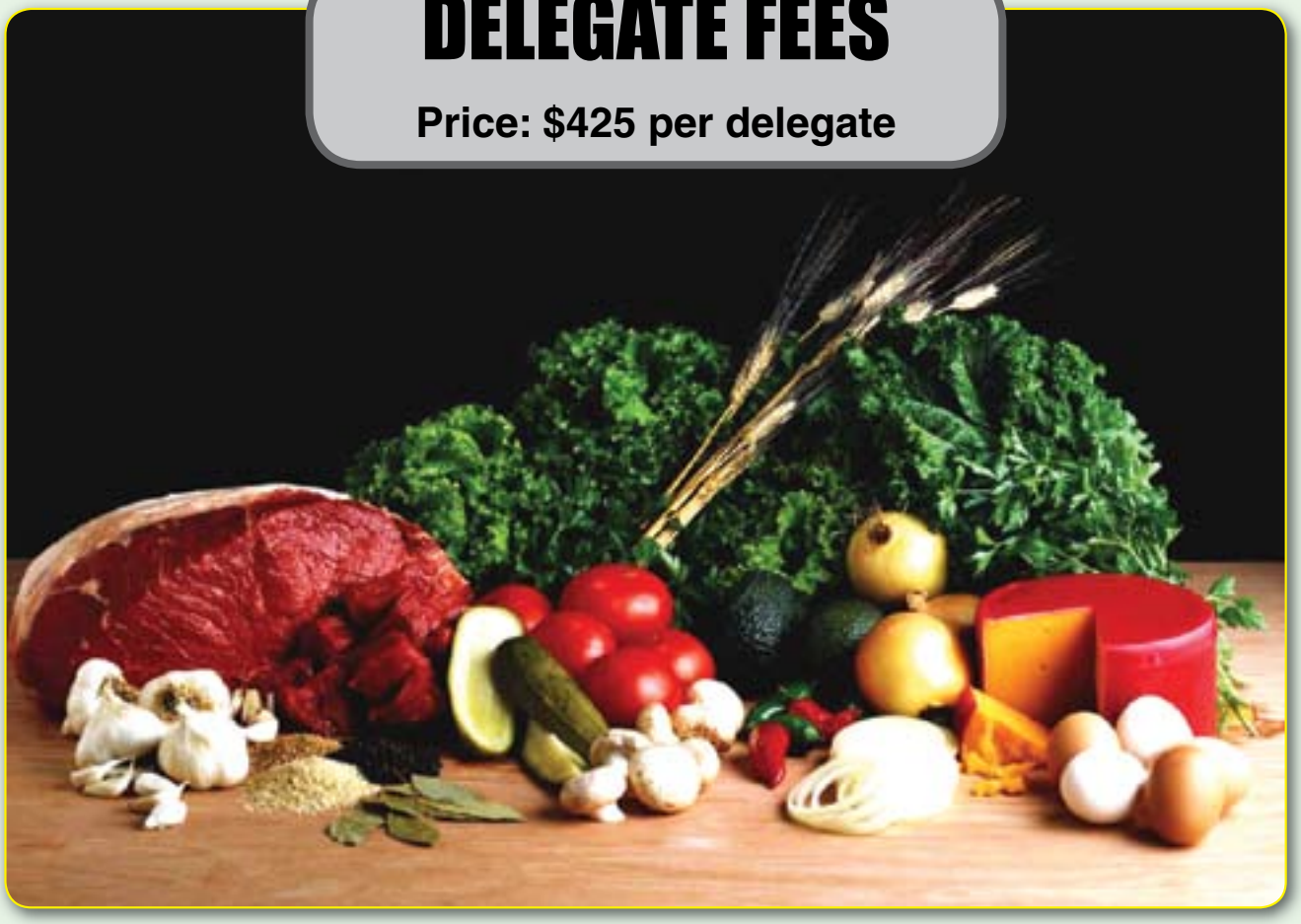
Event Guide Advertising

Price:
A5 full page, four-colour
$750 (one forum)
$1,200 (two forums)

- Be seen by key decision-makers and buyers
- Provides maximum exposure to prospects.
- Reinforce the marketing of your participation in this Event.
- Expose your company to the high-level professionals and industry leaders who will attend the Summit.
- Ensure corporate recognition among the prime buying prospects that attend the exhibition.
- Help your company gain high levels of visibility and mind share within the ICT industry.
- Present your company as a true industrial leader

DELEGATE FEES

Price: $425 per delegate



For further information, please contact

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