



## All Africa Horticultural Congress (AAHC)

August 31<sup>st</sup> – September 3<sup>rd</sup>, 2009, Safari Park Hotel, Nairobi, Kenya

[www.globalhort.org/news-events/all-africa-horticulture-congress/](http://www.globalhort.org/news-events/all-africa-horticulture-congress/)

# APPEAL TO SPONSORS

Dear *Friends of Horticulture for Africa's Development*,

After two years of planning and discussion, Kenya has agreed to host the first **All Africa Horticulture Congress (AAHC)** late in 2009. Organizing and hosting an All Africa Horticultural Congress was judged to be a key step in revitalising the potential for horticulture and horticultural science in Africa and strengthening the voice of this continent in the International Society of Horticultural Science (ISHS). This Congress is being coordinated by the Global Horticultural Initiative (GlobalHort), and the host institution is the Kenya Agricultural Research Institute (KARI). Its organization is being coordinated with several organizations from all over Africa (national research, industry and international organizations).

The Congress will be held at the **Safari Park Hotel, Nairobi, Kenya, from 31<sup>st</sup> August to 3<sup>rd</sup> September 2009**. The congress will feature plenary sessions with keynote speakers, moderated forums, exhibitions, parallel seminars and field visits. This Congress is aimed at bring together national and international organizations both in public and private sector which are involved in horticulture in Africa, to discuss global trends in research, industry, and policy, that will significantly affect the future of African populations and environments. Stakeholders will also consider how All African Horticulture Congress will become a recurring event. The themes of the 2009 Congress will address how horticultural crops are and shall continue to be naturally grown under the sun in Africa through:

- Food Security & Food Safety
- Human Health, Nutrition & Lifestyle Horticulture
- Environment & Natural Resources Management
- Socio-economic Issues: Poverty Alleviation & Wealth Creation
- International Trade: Opportunities & Challenges

The Congress organizers urgently appeal for financial support in order to achieve a broad participation of all sectors of horticulture in Africa. We urgently appeal to Development partners, Governments and private sector organizations to consider supporting this initiative. Horticulture is an economic mainstay of millions of farmers in Africa, and is critical for ensuring dietary diversity and nutritional security. In the past 20 years, Africa has participated more effectively in global export trade through horticulture than any other agricultural commodity. Horticulture is Africa's real chance of participating in globalization process, and this Congress is aimed at rejuvenating and promoting this capacity.



Donors can choose from various options. These include:

- Sponsoring participants from various countries/organizations in Africa. This can be done directly or through the All Africa Horticultural Congress Organizing Committee.
- Sponsoring Activities of the AAHC Congress. These include sponsoring :
  - ✓ Healthy Fruit and Juice break: \$1,000 USD sponsorship
  - ✓ Flower Power cocktail reception: \$5,000 USD sponsorship
  - ✓ Safe Vegetables dinner: \$10,000 USD sponsorship
  - ✓ Tour of Horticultural Farms and Establishments in Kenya: please contact us.
  - ✓ Exhibition Booths (3x2 or 3x3 m<sup>2</sup>): \$ 1,000 or 1,200 USD for the duration of the Congress.
- Sponsoring Conference materials such as document bags, publicity posters (including the Main Banner and the Final Proceedings of the Conferences) and electronic media information. Sponsoring institutions will get the right to display their logo on the materials and media publicity.

Camera ready advertisements must be submitted via email to Jerry Miner ([jminer@globalhort.org](mailto:jminer@globalhort.org)) no later than July 30<sup>th</sup>. Flyers, brochures and/or information to be added to the Congress registration bags must be mailed (in bulk) to the physical address provided upon receipt of the application and fees. We are requesting that you send 300 pieces.

Attached please find the Donor Sponsor/Advertiser Form. If you have any questions, please contact Rémi Kahane at [rkahane@globalhort.org](mailto:rkahane@globalhort.org) or call Catherine Muia at the AAHC Secretariat in Nairobi: +254-204451489.

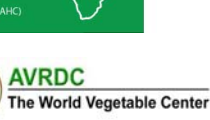
All financial contributions towards the AAHC should be sent to the Secretariat of the All Africa Horticulture Congress.

We sincerely thank you for your cooperation and support.

Sincerely,



**Dr Remi Kahane,**  
**Global Horticultural Initiative (GlobalHort)**  
*For*  
**All Africa Horticultural Congress**





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## Donor/Sponsor/Advertiser Form

### Agency/Company Details

Name of Agency/Company: \_\_\_\_\_

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Type of Sponsorship/Advertisement: \_\_\_\_\_

Name of Contact Person: \_\_\_\_\_ Position: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Date: \_\_\_\_\_ Name of Director: \_\_\_\_\_

Signature of Director: \_\_\_\_\_

**(An authorized officer of the participating agency/company should sign this contract)**

### SPONSORSHIP DETAILS

We hereby support the **All Africa Horticultural Congress (AAHC)** as follows: (indicate number of units booked in the space provided). All prices include a write-up in the exhibition catalogue, which will be distributed together with Congress materials.

Type of Sponsorship	Cost per Unit	Total in USD
Healthy Fruit and Juice break	.....x \$1,000 USD	.....
Flower Power cocktail reception	.....x \$5,000 USD	.....
Safe Vegetables dinner	.....x \$10,000 USD	.....
Tour of Horticultural Farms and Establishments in Kenya	please contact us	.....
Invited participant from Africa (full cost covered)	.....x\$2,500 USD	.....
Exhibition booths for the duration of the Congress*		.....
3x2 m <sup>2</sup>	\$1,000 USD	.....
3x3 m <sup>2</sup>	\$1,200 USD	.....
	TOTAL	.....

\* Please refer to the stand description for details on the website above mentioned.

Payments should be in, US Dollars or other convertible currency. All Bookings should be made by 1<sup>st</sup> July 2009 and all payments received by 30<sup>th</sup> July 2009.

