

Newsflash



The Africa Pavilion at BioFach 2010

BioFach is the largest organic trade fair in the world and has established itself as a meeting place for those involved in organics. At the Africa Pavilion 2009, visitors enjoyed African designs, colours, sounds and flavours. Exporters, national organic movements and export promotion agencies showcased the specialities from the Sub-Saharan countries. The organisers and partners wish to organise an organic African Pavilion at the Biofach 2010-2011, building on the success of and the experiences gained from the African Pavilion 2008 and 2009. In 2009, 62 exhibitors from fourteen African Countries displayed their products. The organisers sincerely hope for continued support to make this happen!

News in the Africa Pavilion 2010: A full day Symposium, panel discussions on specific products, and 'women to women' in business.

Objectives of the Organic Africa Pavilion

The objectives of the Africa Pavilion are:

- more business opportunities for African exporters,
- improved image of African organic products,
- increased foreign support/investment in the African organic sector
- increased awareness of the relevance of organic agriculture as a contribution to sustainable development in Africa,
- information sharing within the sector.

Evaluation from 2009

The evaluation by the organisers, partners and exhibitors was very positive. The fair generated a lot of direct business. The respondents said that they had 829 direct business discussions and assessed that there would be 409 serious business possibilities coming out of the meetings. You can download the report from the website.

Donors and sponsors

The organisers invite donors to assist us in realising this wonderful event. The organisation of the African Pavilion is very costly and we are still seeking funding for the event. If you also want to become involved you can contact us.

Sponsors are very welcome. They can have their logo on a poster, appear on the website, sponsor a table at the pavilion, sponsor a participant or a VIP to visit the pavilion etc. At the sponsor page on the website you can find the details.

We encourage organisations that are involved in Africa to have their stands next to the Africa Pavilion!

The organisers extend their thanks to the partners, donors, participants and national coordinators who all assist in making this event a success.

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For all information see:

www.organicafricapavilion.com

Contact:

ap@grolink.se

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• African Union

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• Organic Exchange

• Ministry of Agriculture and Animal Resources Rwanda

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• ZOPPA Trust

Organisers:

• Grolink

• Agro Eco – Louis Bolk Institute