



**AFRICAN  
GREEN  
REVOLUTION  
FORUM 2019**  
3-6 SEPTEMBER  
ACCRA, GHANA



## The Agribusiness Deal Room at the AGRF 2019:

The objective of the Agribusiness Deal Room is to support AGRA and partners to drive “new business deals and commitments”

### The AGRF 2019: Leveraging digital transformation to drive sustainable food systems in Africa

The African Green Revolution Forum (AGRF) is an alliance of partners that work to drive inclusive agricultural transformation in Africa. The Forum meets in an annual event organized by the Alliance for a Green Revolution in Africa (AGRA), an institution dedicated to catalyzing and sustaining inclusive agricultural transformation by increasing incomes and improving food security across the continent. The Forum brings together stakeholders in the agricultural landscape and enables them to take practical actions and share lessons that will move African agriculture forward. The AGRF was designed to showcase examples of agricultural transformation in action, to promote efforts to drive and achieve scale, and to foster accelerated impact. The event typically draws over 2,000 participants including heads of state and other government representatives, NGO's, foundations, development partners, technical specialists, investors, and entrepreneurs.

Each year, the AGRF rotates to a new host country with a theme crafted to highlight a key area of focus to drive progress and thought leadership on the most pressing issues for agriculture in Africa. The 2019 conference will be held September 3-6 in Accra, Ghana. The theme of this year's event is “Grow Digital: Leveraging digital transformation to drive sustainable food systems in Africa.” The specific outcomes expected from the 2019 AGRF include:

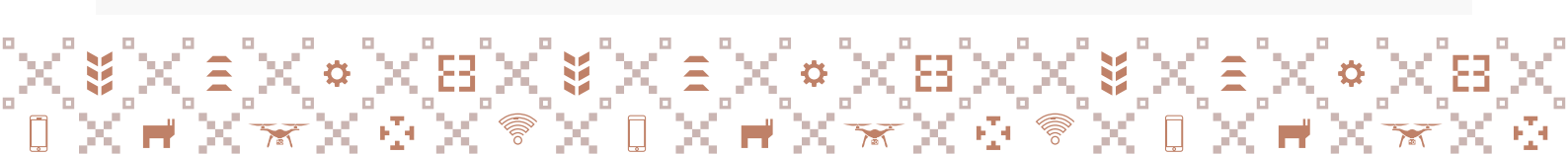
- Political and Policy Leadership from African governments
- Political and financial support from development partners and private sector
- New business deals and commitments
- Progress towards the African Agriculture Transformation Scorecard

### Achieving new business deals and commitments through the Agribusiness Deal Room

To achieve the “New business deals and commitments” outcome, AGRA and Partners are promoting an AGRF 2019 “Deal Room” among investors, preparing entrepreneurs for the event, facilitating connections between investors and entrepreneurs during the AGRF and helping ensure that transactions emerge from these interactions.

The Agribusiness Deal Room will provide companies in the agriculture and agribusiness sectors with access to finance, mentorship, and market entry solutions to support their growth objectives. It will achieve these through a combination of project preparation, pipeline development, project bankability, investment promotion, and enabling policy environment.

The Agribusiness Deal Room will also create opportunities for governments and Investment Promotion Agencies to present investment opportunities, investment incentives and engage with interested investors.



## The Deal Room will facilitate substantive dialogue and connections among the four key stakeholders

1. Enterprises
2. Investors
3. AGRA & other partners
4. Governments

This will be achieved through eight underlying components that will be implemented in collaboration with these stakeholders. The components include:

1. **SME matchmaking:** Meetings between SMEs and investors seeking a wide range of capital needs (US\$500k to US\$50m)
2. **Country presentations:** Opportunities for governments to generate investor interest
3. **Sourcing matchmaking:** Platform for enterprises and farmer organizations to connect with anchor buyers
4. **Public program:** Expert presentations and panels, receptions and pitches open to the broader public
5. **Investment and issue negotiations:** Problem-solving sessions to address bottlenecks for selected deals
6. **Platform of partners:** AGRA partner engagement to advance their mission in the Deal Room
7. **Virtual platform:** A tool enabling stakeholders exchange contacts and identify common interests
8. **Post-AGRF Portfolio Management:** A mechanism that will follow up on transactions post-AGRF and potentially offer transaction advisory services

### How to engage?

As a government institution, the Agribusiness Deal Room is designed to help you attract new investors. The team will engage with you to share your country's agriculture investment opportunities.

This will be shared with prospective investors. In response to investor's interest you will be invited to prepare a high-level delegation which will include the Head of your Agency as well as a Senior Investment Officer. During the event you will be invited to present and pitch investment opportunities in a 45 minute session to participants. Interested investors will also request to set up bi-lateral meetings with your delegation. For further information please contact your AGRA country manager or our Head of Partnerships Jennifer Baarn on [Jbaarn@agra.org](mailto:Jbaarn@agra.org)

If you are an investor, financial institution or anchor buyer that is interested in new opportunities please register for the AGRF 2019 through [www.agrf.org](http://www.agrf.org) and select "Yes I am interested in the Deal Room". For any enquiries, please email [dealroom@agra.org](mailto:dealroom@agra.org)

If you are an entrepreneur looking for investors please email [dealroom@agra.org](mailto:dealroom@agra.org) to receive the submission template.