



CONFERENCE, AWARD & EXHIBITION

October 22nd-23rd, 2025 @KICC

FROM PROMISE TO ACTION:

ADVANCING AGRIBUSINESS THROUGH DIALOGUE AND INNOVATION

CONFERENCE REGISTRATION FEE

KES 8,500

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Introduction

Agriculture remains the backbone of Kenya's economy, contributing approximately 22.5% of the country's Gross Domestic Product (GDP) in 2024, according to data from the Kenya National Bureau of Statistics. This marks a slight increase from the 21.8% recorded in 2023, underscoring the sector's continued centrality to national economic performance. The sector also provides employment to over 40% of the total population and supports more than 70% of the rural workforce, highlighting its critical role in livelihoods and food security, particularly in rural areas. These reflect the sector's resilience and importance as a driver of socio-economic development, rural transformation, and national stability amidst ongoing climate change, global economic challenges, limited access to finance, fragmented markets, weak policy coordination, and low productivity.

In response, the **National Agribusiness Summit 2025** will be repositioned as a **high-level Public-Private Dialogue (PPD) platform**, creating space for joint action among government, private sector, development partners, and counties. To better reflect the evolving priorities of Kenya's agricultural sector and the Summit's renewed focus on enterprise, innovation, and market-driven transformation, the event name has been changed from the **National Agriculture Summit** to the **National Agribusiness Summit**. This shift recognizes that agriculture is no longer just about production; it is a dynamic economic sector encompassing value addition, finance, technology, trade, youth employment, and climate resilience. The new name captures the broader agri-food ecosystem and aligns with Kenya's vision of agriculture as a business engine for inclusive growth, investment, and sustainability. It also positions the Summit as a forward-looking platform that appeals to both traditional stakeholders and emerging private sector actors, development partners, and investors.

The National Agribusiness Summit 2025 to be held on October 22-23 2025 at KICC builds upon the rich conversations and momentum generated during the National Agriculture Summit 2024, which laid a strong foundation for sector-wide transformation. The 2024 dialogue was marked by key action areas, including: strengthening structured public-private dialogues and partnerships in agriculture; creating an enabling policy and regulatory environment; increasing investment in research and innovation; promoting adaptive and sustainable value chains; enhancing gender and social inclusion; expanding access to finance; revitalizing the agricultural extension function, accelerating digitalization and technology adoption, improving water access for agriculture, and deepening the ASNET–Academia partnership. The 2025 edition aims to take these commitments further by convening stakeholders in a more focused, action-oriented platform that links policy dialogue with investment, innovation, and measurable impact.

The Summit will adopt a focused, solution-oriented format through **Executive Roundtables**, **Policy Commitment Sessions**, and an **Exhibition**; culminating in the prestigious **National Agribusiness Excellence Awards** to honor outstanding actors in the agriculture sector.

A Shift to Action: From Dialogue to Commitments

This year's Summit themed ***"From Promise to Action: Advancing Agribusiness through Dialogue and Innovation"*** marks a strategic shift from broad discussion forums to targeted policy dialogue and accountability mechanisms. Key public sector actors, Ministry of Agriculture and Livestock Development, State Department of Trade, State Department for Technical and Vocational

Education and Training (TVET) , Council of Governors, and the National Treasury will anchor the process alongside private sector development partners, research and training institutions.

Key features include:

- **Executive Roundtables:** Focused sessions on topical issues where key actors commit to joint actions.
- **Policy Commitment Sessions:** Signing of communiqués or MoUs between government agencies, counties, private sector, and donors.
- **Development Partners and Project Showcases:** Visibility and alignment of development partner initiatives
- **Strategic Partnerships:** Side events and dialogue opportunities with partners

The summit will attract a registration fee of KES 8,500 for participants. Sponsors will be invited to support thematic forums or specific sessions.

Summit Objectives

1. Facilitate action-oriented dialogue: Business environment, cost of doing business, climate action, blended finance, extension services, TVETs and agriculture, export opportunities/challenges.
2. Promote the adoption of cutting-edge innovations (AI, automation, and smart tech) to improve productivity and competitiveness.
3. Strengthen public-private partnerships and align sectoral strategies through structured dialogue and mutual accountability.
4. Showcase Development Partners support; priorities and governance
5. Recognize and reward excellence in the agribusiness ecosystem through the **National Agribusiness Excellence Awards**.

Executive Roundtable Topics

1. **Accelerating Agribusiness:** The Business Environment and the Cost of Doing Business
2. **Agri-Finance & Investment Mobilization** – Innovations in blended finance, green finance, and MSME access to capital.
3. **The Kenya Livestock-sector:** Unlocking the Potential of Kenya’s Rangelands: Inclusive Agribusiness in Arid and Semi-Arid Areas
4. **Climate-Smart Agriculture & Carbon Trading** – Strategies for resilience, regenerative practices, and linking agriculture to climate markets.
5. **Youth, academia & TVET for accelerated Agri-Jobs** – Unlocking inclusive growth through skills, mentorship, and enterprise support.
6. **Devolution & County-Led Agriculture Services** – Strengthening extension, aggregation, and localized solutions through counties.
7. **Agro-Processing & Trade Facilitation** – Enhancing value addition and access to local. Regional, African and global markets.
8. **The Kampala CAADP Declaration:** Strengthening Agri-food Systems Governance

NATIONAL AGRIBUSINESS EXPO

The **National Agribusiness Summit 2025** will convene a diverse and high-impact audience drawn from across the agri-food ecosystem. Participants will include producers, policy makers from both National and County Governments, development partners, financial and insurance institutions, agricultural service providers, research and training institutions, regulatory bodies and input suppliers. The Summit will also attract a broad spectrum of beneficiaries and value chain actors from the public and private sectors who are actively seeking partnership solutions to enhance efficiency, sustainability, and competitiveness in agriculture. This inclusive gathering is designed to foster strategic connections, unlock investment opportunities, and advance joint actions that drive agricultural transformation across Kenya.

NATIONAL AGRIBUSINESS EXCELLENCE AWARDS

The climax of the Summit will be the **National Agribusiness Excellence Awards** a celebration of innovation, leadership, and impact across Kenya's agricultural value chains. The objective is to recognize, celebrate, and support excellence, innovation, service, and enterprise across Kenya's agricultural ecosystem from farmers and agripreneurs to service providers, cooperatives, associations, and value chain actors. The awards will feature multiple categories to reflect diversity and excellence in Kenya's agricultural sector:

1. Agripreneur of the Year (Overall Winner)
2. Association Excellence Award
3. Farmer of the Year
4. Youth Agripreneur Award
5. Women in Agriculture Award
6. Climate-Smart Champion
7. Impact and Innovation Award
8. Most impactful agriculture media
9. Agri-Service Provider of the Year - *Farm inputs, Financial, Mechanization, Value addition, Postharvest, Digitization*
10. People's Choice Award

The awards will recognize those shaping the future of agriculture in Kenya and inspire the next generation of sector leaders.

Conclusion

The National Agribusiness Summit 2025 is not just a gathering, it is a turning point. By repositioning it as a dialogue-driven, commitment-based platform, it provides Kenya with a strategic opportunity to align government, private sector, and development partners toward sustainable, inclusive agricultural transformation.

We welcome sponsors, partners, and participants to join us on this bold journey, where dialogue leads to action, and collaboration yields results.

DELEGATES REGISTRATION LINK: <https://forms.gle/R1UBTPzxesP3uo1V6>