**Event Brief: AGRF 2019 BREAKFAST LAUNCH CEREMONY AND PRESS EVENT**

**Date: Tuesday, April 16, 2019**

**Time: 7:00am - 11:30am**

**Location: Kempinski Hotel Gold Coast City Accra**

**CONTEXT**

The Government of Ghana and the AGRF Partners Group will co-host the AGRF 2019 in Accra, Ghana, 3-6 September 2019. Organized under the leadership of H.E. President Nana Addo Dankwa Akufo-Addo, AGRF 2019 will be held under the theme *“Grow Digital: Leveraging Digital Transformation to Drive Sustainable Food Systems in Africa.”*

The AGRF is considered the world’s most important and impactful forum for African agriculture, pulling together stakeholders in the agricultural landscape to take practical actions and share lessons that will move African agriculture forward. It is a unique multi-disciplinary forum where delegates discuss and commit to programs, investments, and policies that can counter the major challenges affecting the agriculture sector on the continent.

Since the first AGRF was held in Ghana in 2010 under the leadership of H.E. President Mills, the Forum has annually brought together Heads of State, Ministers, business leaders, development partner leadership, thought leaders, farmer organization representatives, youth entrepreneurs, and other critical stakeholders to focus on the actions and policies needed to move the continental agenda forward. The Forum was hosted by Heads of State in Tanzania in 2012, Mozambique in 2013, Ethiopia in 2014, Zambia in 2015, Kenya in 2016, Ivory Coast in 2017, and Rwanda in 2018. The Forum and its momentum have grown considerably over these years, and this is the first time AGRF has ever returned to a previous host country.

AGRF 2019 is expected to attract more than 2,000 delegates and high-level dignitaries, including current and former Heads of State and Government; Agriculture and Finance Ministers; Central Bank Governors; eminent leaders of global and regional development institutions; top industry captains from the national, regional, and global private sector; mobile network operators; tech leaders and agri-preneurs; and lead representatives of farmer organizations and key non-governmental implementing partners.

The AGRF Partners Group is made up of a coalition of 17 leading actors in African agriculture, currently including the AUC, the African Development Bank, the African Fertilizer and Agribusiness Partnership (AFAP), the Alliance for a Green Revolution in Africa (AGRA), the Bill & Melinda Gates Foundation, the Food and Agricultural Organization of the United Nations (FAO), Grow Africa, the International Development Research Center (IDRC) of Canada, the International Fund for Agricultural Development (IFAD), the Mastercard Foundation, NEPAD Agency, OCP Group, the Rockefeller Foundation, Syngenta, Yara International ASA, Grow Africa and Centre for Agricultural and Rural Cooperation (CTA). The Chair of the AGRA Board, also serves as Chair of the AGRF Partners Group and the AGRF Secretariat is hosted by AGRA on behalf of partners.

**THE SIGNIFICANCE OF THE AGRF 2019**

The AGRF 2019 will evaluate how far the continent has progressed in the past decade and look at ways to jumpstart what needs to be done differently in the next 5-10 years to put Africa’s agriculture on a new footing with digitalization being hailed as a key driver to the agricultural transformation. AGRF 2019 will particularly identify and catalyze the enabling policies, programs, and investments to leverage digital transformation to drive sustainable food systems in Africa. Given the unprecedented growth and adoption of digital technologies, Africa has an opportunity to leapfrog the agricultural transformation trajectory of the past and revolutionize life by overcoming isolation, speeding up change, creating jobs of the future and taking success to scale.

The forum will take stock, evaluate actions, and learn from compelling evidence across the continent, presented by many of the most inspiring leaders, including young people, turning agriculture into thriving enterprises. Farmers will demonstrate how the use of technology and better farming methods is able to transform entire communities and nations; Ghana and other public sector thought leaders will share experiences in delivering policies and investments to advance jobs and food security; while private sector champions and agripreneurs will showcase their efforts in innovation and opening up scalable and sustainable market opportunities in Africa’s evolving food systems. AGRF 2019 aims to achieve:

1. **Follow up on the 2017 and 2018 commitments:** Showcasing progress made on commitments of the last two years to advance political and economic contributions to African Agriculture while aligning what is needed to support the Malabo Declaration and the SDGs.
2. **Political and Policy Leadership from African Governments**: Showcasing leadership of African Heads of State and 15+ ministers, particularly the progress made and the lessons learned from their agricultural transformation efforts, so that they serve as champions for the rest of the continent.
3. **Political and financial support from development partners and the private sector:** In the spirit of the campaign titled **“How Will You Lead”**,featuring leadership from actors across the sector that are driving current progress, and also highlighting the need for even greater leadership at all levels of the sector in order to achieve the progress needed to meet the shared aspirations for African agriculture.
4. **New business deals:** marketplace of ideas (deal room) is a new addition to the AGRF and provides opportunities to negotiate ﬁnancial backing for early-stage agribusinesses to help bring African youth, high growth potential companies and public investments to the fore of sustainable agricultural development.  AGRF 2019 will provide a platform for crowdsourcing ideas and ﬁnancial commitments – and to make sure these are followed through.
5. **Announcement of the 2019 Africa Food Prize Winner:** Recognition of this year’s laureate, who will be selected by an Independent Prize Committee chaired by former Nigerian President Olusegun Obasanjo who looks forward to AGRF hosted in Accra. The Prize will recognize an extraordinary individual whose outstanding contribution to African agriculture in recent years is forging a new era of food security and economic opportunity for all Africans.
6. **The Accra Declaration:** A powerful multi-sectoral statement that captures this moment, progress, and commitments for the future and places H.E. Nana Addo Dankwa Akufo-Addo and Ghana’s leadership at the heart of progress in Africa’s continental agenda for agriculture over the next decade.

It will also showcase the outstanding leadership that of H.E. President Nana Addo Dankwa Akufo-Addo and the Government of Ghana have shown in advancing Ghana’s national agricultural transformation agenda for more than a decade, as well as how Ghana has championed this agenda across the continent, reinforcing the role of agriculture at the center of economic transformation and human well-being. AGRF 2019 is expected to result in several concrete outcomes:

1. A major showcase moment for the agricultural plans, priorities, and progress of Ghana;
2. Announcement of political and policy commitments to agriculture by several other governments who will also come to showcase their progress and lessons learned;
3. Progress in unlocking billions of dollars in private investment and finance from the private sector based on previous commitments;
4. New programs and investments from the private sector and development partners in line with the leadership vision of Ghana and other leading countries; and,
5. Knowledge sharing and learning from compelling evidence across the continent and globe.

The regional and global community will be looking to Ghana for its leadership in these areas, and Ghana will also stand to benefit directly in terms of its own learning and progress on national priorities with greater attention of the private sector, development partners, and implementing partners.

**MEDIA FIELD VISIT**

The breakfast launch and press event will be preceeded by a media field visit on **Monday, 15 April 2019** to a site that showcases digitalization in agriculture to allow journalists to see digital and agricultural transformation in action. A select group of 15-20 top national, regional and international journalists based in Accra representing major broadcast, print and online media will be identified and invited through a join effort by AGRA, the Ministry of Food and Agriculture and the Ministry of Information.

**BREAKFAST LAUNCH CEREMONY AND PRESS EVENT**

To kick-start the 2019 AGRF publicity, outreach and awareness creation drive, a breakfast launch will be organized at Kempinski Hotel, Accra on **Tuesday, 16 February 2019** to officially announce the convening of the Forum in Ghana and begin to generate interest and commitment to participate from many stakeholders across the country.

The specific objectives of holding a launch ceremony and press conference are the following:

**Objectives**

1. Raise awareness and visibility of the AGRF within Ghana and into key regional and global markets, and enlist media as key partners in telling the African transformation story before, during and after the Forum.
2. Mobilize a broad base of stakeholders from the public and private sector including business representatives, donors, non-state actors and farmer groups and interest them in taking part in the AGRF as thought leaders, sponsors, participants, exhibitors or presenters.
3. Recognize Ghana for its success in agriculture as the top performing country on the continent, and highlight Ghana as one of the leading countries on the continent that has placed agricultural transformation at the centre of its economic transformation and adopted a digitalization and pro-technology strategy.
4. Leverage this success and H.E. President Nana Addo Dankwa Akufo-Addo’s leadership to call on stakeholders in the country to do even more, and to call on other regional and global leaders to join with Ghana in driving an inclusive agricultural transformation agenda across the continent.

**FORMAT AND PROGRAMME OUTLINE**

This will be in a form of a Breakfast meeting with the private sector. This breakfast will be co-hosted with the Ghana Investment Promotion Centre (GIPC) and the Ministry of Food and Agriculture (MoFA). A total of 150 participants comprising of select high-level personalities from the public and private sector including AGRF partners, business representatives, donors, non-state actors, research institutions, financial institutions and farmer groups will be invited.

A press conference consisting of the Minister, representatives from the AGRF Partners Group, AGRA and Private Sector to be scheduled right after the breakfast meeting. Between 15 and 20 top national, regional and international media based in Accra will be invited to the launch event.

Dr. Owusu Afriyie Akoto, Minister, Ministry of Food and Agriculture (MoFA), Ghana; and leadership from the Alliance for a Green Revolution in Africa (AGRA), will host the launch event.

The two principals will make brief remarks on agriculture as a driver of inclusive economic growth and development and the need to ensure constant progress tracking. They will also position the AGRF as the premier African agriculture platform that pulls together stakeholders in the African agricultural landscape to commit to programs, investments, and policies that will move African agriculture forward whilst leveraging on digital transformation to drive sustainable food systems in Africa. They will speak to the vision and expected outcomes of this year’s forum, and why the AGRF partners couldn’t ask for a better host than Ghana.

A few select representatives of the other AGRF partner institutions and global and local private sector companies in Ghana will be invited for a brief Question and Answer panel discussion in line with AGRF 2019 theme *“Grow Digital: Leveraging Digital Transformation to Drive Sustainable Food Systems in Africa.”*

The panel discussion will be followed by a media Q&A session. The event will be closed with a dummy signing of an AGRF MoU by Minister Dr. Owusu Afriyie Akoto and Chair of the AGRF Partner’s Group offering the media a photo opportunity.

**RUN OF SHOW**

|  |  |
| --- | --- |
| 7:00 – 8:00:  8:00 – 8:15  8:15 – 8:20  8:20 – 8:45  8:45 – 9:00  9:00 – 9:45  9:45 – 10:30  10:30 – 10:35  10:45 – 11:30 | Arrival and registration. Breakfast is served  Welcoming remarks and introduction by the moderator  AGRF Video: A curtain raiser video to provide an overview of AGRF 2019  Presentation: Overview of AGRF 2019  **Moderated panel session: Each panelist will have 2-3 minutes for brief remarks:** Discussion by Dr. Owusu Afriyie Akoto, Minister, Ministry of Food and Agriculture (MoFA), Ghana, and leadership of the Alliance for a Green Revolution in Africa (AGRA)  *Brief remarks on agriculture as a driver of inclusive economic growth and development and the need to ensure constant progress tracking. They will also position the AGRF as the premier African agriculture platform that pulls together stakeholders in the African agricultural landscape to commit to programs, investments, and policies that will move African agriculture forward whilst leveraging on digital transformation to drive sustainable food systems in Africa. They will speak to the vision and expected outcomes of this year’s forum, and why the AGRF partners couldn’t ask for a better host than Ghana.*  **Moderated panel session: The previous panel joined by AGRF partner institutions, global and local private sector companies**  **Each panelist will have 2-3 minutes for brief remarks:**  AGRF partner institutions, global and local private sector companies in Ghana in Question and Answer panel discussion in line with AGRF 2019 theme *“Grow Digital: Leveraging Digital Transformation to Drive Sustainable Food Systems in Africa.”*  Moderated plenary discussion and Q&A session  Dummy signing of an AGRF MoU by Minister Dr. Owusu Afriyie Akoto and Chair of the AGRF Partner’s Group offering the media a photo opportunity  45-minute press conference consisting of the Minister, representatives from the AGRF Partners Group, AGRA and Private Sector |