



The United Republic
of Tanzania
Ministry of Agriculture



IACO
INTER-AFRICAN
COFFEE ORGANISATION



3RD
G25
AFRICAN COFFEE
SUMMIT 2025

21st – 22nd February 2025
JNICC Dar es Salaam, Tanzania.

THEME:

UNLOCKING EMPLOYMENT
OPPORTUNITIES FOR THE YOUTH
THROUGH REGENERATION OF
THE AFRICAN COFFEE INDUSTRY

Sponsorship Kit

Summit Coffee Sector in Africa (Brief Overview)

Africa, the birthplace of Arabica and Robusta coffee, is home to the largest number of coffee-producing countries. Over 53% of the rural population in 25 African coffee-producing nations is involved in the sector, supporting 10 million households. Coffee significantly contributes to foreign exchange and GDP for several countries. However, challenges like low productivity, lack of value addition, limited financing, and climate change hinder growth.



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10

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The African Continental Free Trade Area (AfCFTA) offers opportunities to boost trade, domestic consumption, and economic integration. Youth engagement is critical to revitalizing the sector, addressing barriers like lack of education, financing, and infrastructure. Promoting entrepreneurship, innovation, and technology can attract young people, making coffee farming more profitable and sustainable. Collaborative efforts to overcome systemic barriers will create an inclusive coffee industry that drives Africa's growth and prosperity.



Event Overview

The 3rd G25 African Coffee Summit, is the 3rd summit to be held since it was initiated and adopted as a resolution to hold a high-level G25 African Coffee Summit of the 25 African coffee producing countries on 18th November, 2021 in Kigali Rwanda by the Inter-African Coffee Organization (IACO) during its 61st Annual General Assembly.



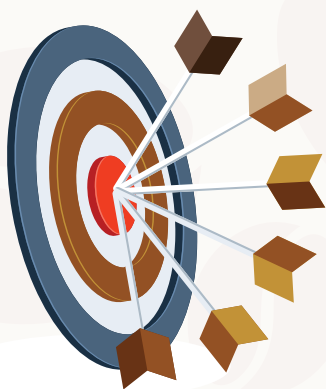
The first G25 African Coffee Summit under the theme: “Sustainable Development and Economic Growth in the African Coffee Sector” was held in Nairobi, Kenya in May 2022. The “Nairobi Declaration” was approved and signed to integrate “coffee” as a strategic anchor commodity in the African Union (AU) in harmony with the African Union Agenda 2063.

The 2nd G25 African Coffee Summit held in Kampala, Uganda in August 2023, the “Kampala Declaration” under the theme “Transformation of the African Coffee Sector through Value Addition” was signed requesting Heads of State of the G25 African Coffee Producing Countries to support the approval and inclusion of “coffee” as a strategic anchor commodity in the AU AGENDA 2063 and the inclusion of IACO as a specialized agency of the African Union.

The 3rd G25 African Coffee Summit with the theme **“Unlocking Employment Opportunities for the Youth through Regeneration of the African Coffee Industry”** is scheduled for February 21-22, 2025, at the Julius Nyerere International Convention Centre in Dar es Salaam, Tanzania. The summit will focus on unlocking employment opportunities for the youth through revitalizing the African coffee industry. Key decision- makers, government leaders, industry experts, and private sector players will come together to discuss strategies for regenerating the coffee sector, with a strong emphasis on youth inclusion, value addition, and regional cooperation.

Objective

The purpose of the 3rd G25 African Coffee Summit is to urge African governments to support:



- i. Unlocking employment opportunities for the youth and women through the regeneration of the coffee industry both in production and consumption;
- ii. Public private sector funding for youth entrepreneurship for mobile cafeterias and coffee shops to increase rapid domestic consumption on the Continent;
- iii. Finance for farmers to increase coffee production and productivity.
- iv. Building regional Centers of Excellence to train the youth and women in the entire coffee value chain together with Research and development; research programs for the youth on the effects of climate change on coffee;
- v. Investment in coffee roasting plants and the development of a circular economy utilizing coffee by-products to create youth employment opportunities and drive value addition in African countries.
- vi. Harmonization and development of African coffee standards to promote intra- Africa coffee trade

Expected outcomes of the 3rd G25 African Coffee summit:

The 3rd G25 African Coffee Summit aims to present the “Dar es Salaam Declaration” to the Heads of State of the 25 African coffee-producing countries. This declaration will outline key commitments to strengthen the coffee sector across Africa. The expected outcomes include:

- i. Governments of African coffee-producing countries will commit to lobbying the African Union (AU) to fund projects aimed at boosting coffee production and domestic consumption. These initiatives will focus on establishing Centers of Excellence to train youth, unlocking opportunities for homegrown jobs.

- ii. Governments will agree to lobby African coffee-consuming countries to prioritize sourcing coffee from African producers, fostering continental trade.
- iii. Commitments will be made to increase Africa's global share of coffee production from the current 11% to 20% by 2030.
- iv. Targets will be set to raise Africa's share of global domestic coffee consumption from 12.3% to 30% by 2030, driving demand within the continent.
- v. Governments will pledge to empower African nationals through public-private partnerships to invest in coffee processing plants, enhancing local value addition and creating jobs.
- vi. Governments will support the establishment of an African Centre for Coffee Research (ACCR), focusing on advancing coffee research and addressing issues related to low productivity, quality improvement, and value addition in the coffee sector.

Target Audience



- i. Heads of State and Senior Government Ministers from African coffee-producing nations



- ii. Senior representatives from African coffee-consuming countries



- iii. Key industry stakeholders: coffee farmers, exporters, roasters, associations, and entrepreneurs



- iv. Investors, research institutions, and development organizations within the global coffee industry

Key Highlights



Participation of 25 African coffee-producing countries.



Focus on creating sustainable jobs for youth.



Emphasis on regeneration of the coffee industry as a pillar of economic growth.

Why Sponsor This Event?

- i. Showcase your brand to key stakeholders in the African coffee industry, including government officials, international organizations, coffee producers, exporters, and innovators.
- ii. Connect with a diverse audience of industry leaders, youth entrepreneurs, and potential partners focused on the coffee sector and economic development in Africa.
- iii. Align your brand with the mission of creating jobs for Africa's youth through the coffee industry's growth and sustainability efforts.
- iv. Gain exclusive access to networking sessions, fostering meaningful relationships that could result in strategic partnerships or investments.
- v. Demonstrate your commitment to sustainable agriculture, youth empowerment, and economic regeneration in Africa, showcasing your company as a leader in Corporate Social Responsibility (CSR).
- vi. Benefit from event-related media coverage across Africa and internationally, including print, digital, and broadcast platforms.



Why Attend the summit?

1. Insights and Knowledge Sharing:

- Learn from influential speakers, including policymakers, coffee experts, and youth leaders, on the challenges and opportunities in the coffee sector.
- Explore innovations in sustainable farming, processing, and marketing techniques to enhance industry productivity.

2. Business Opportunities:

- Discover investment opportunities in the coffee sector.
- Explore emerging markets, financing options, and partnerships that drive growth.

3. Youth Empowerment Focus:

- Understand the potential of coffee as a vehicle for job creation among Africa's burgeoning youth population.
- Participate in sessions designed to promote youth entrepreneurship and innovation in the industry.

4. Networking:

- Interact with top players in the African coffee industry, including producers, exporters, financiers, and policymakers.
- Build lasting connections with individuals and organizations that share a passion for Africa's coffee sector.

5. Cultural and Economic Relevance:

- Experience Tanzania's rich coffee culture while engaging in discussions to reshape Africa's coffee future.

Sponsorship Categories and Benefits

The Third G25 African Coffee Summit offers a range of sponsorship packages tailored to increase your organization's visibility, showcase its commitment to youth empowerment, and foster innovation in the African coffee sector.

Platinum Sponsorship - 100,000,000

Exclusive sponsor of the summit's Opening Ceremony and the signing of the "Dar es Salaam Declaration".

Benefits:

- Prime logo placement on all summit materials (print and digital)
- Opportunity for a keynote address at the summit's Opening Session
- Recognition during the signing of the "Dar es Salaam Declaration"
- Prominent logo display on event banners, signage, and promotional materials
- VIP access for up to 5 senior delegates
- Dedicated exhibition space
- Media mentions and press coverage as an exclusive sponsor
- Recognition in the event's final report

Gold Sponsorship - 75,000,000

Sponsor of a thematic session or key segment during the summit.

Benefits:

- ☐ Logo featured on all summit marketing materials
- ☐ Opportunity for a senior representative to speak at a key session
- ☐ Recognition during the summit's final declaration
- ☐ Logo placement on conference banners and signage
- ☐ VIP access for up to 3 delegates
- ☐ Exhibition space at the event
- ☐ Inclusion in press releases and media coverage
- ☐ Recognition in the event's final report

Silver Sponsorship - 50,000,000

Sponsor of the Ministerial Session or Exhibition Area.

Benefits:

- ☐ Logo displayed on summit marketing materials
- ☐ Recognition during the Ministerial Session
- ☐ Logo on exhibition area signage
- ☐ VIP access for 2 delegates
- ☐ Exhibition space at the summit
- ☐ Recognition in the event's final report

Join us in Dar-es-Salaam to be part of this transformative event. Support the vision of a thriving, sustainable African coffee industry that creates jobs and opportunities for the next generation.

Contact Us

For more information on sponsorship opportunities, please contact:

Inter-African Coffee Organisation



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*We look forward to partnering with you to make the 3rd
G25 African Coffee Summit a remarkable success!*



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