



MAKUENI 2025
AVOCADO SUMMIT



30th - 31st , October 2025
Kikima, Mbooni Makueni County

THEME

HARNESSING TECHNOLOGY & INNOVATION IN AVOCADO FARMING



The 1st Makueni avocado summit 2025 will be held from 30th - 31st October, 2025. As the key summit for a booming and maturation industry. Kenya's avocado production is expected to recover in 2025, with a 4% increase to 585,000 metric tons, according to a report from the USDA from a decreased production by 11.2% in 2024, reaching 562,000 metric tons, due to reduced rainfall.

EMERGING AVOCADO PRODUCTION IN MAKUENI COUNTY

Makueni county in Kenya has a total avocado production area of 340 hectares, yielding 3,400 metric tons. Ukia, Kilungu, Mbooni, Kitundu Kithungo, Tulimani And Kako Waia Wards within the county are leading avocado producers, specifically in areas with suitable conditions for Hass and Fuerte avocado varieties.

Factors driving growth:

- **Increased planted area:** the Makueni county department of agriculture distributed 120,000 Hass avocado scions to farmers to increase production of this variety. The area under avocado production is projected to increase by 6% to 95,000 hectares, supported by government incentives like high-quality seedlings and farmer training.
- **Improved quality control:** investments in quality control measures are also expected to boost overall output.
- **Increased value:** despite the decline in production, the value of Kenya's avocado exports increased by 11% in 2024, reaching \$159 million, due to high international demand.
- **Projected growth:** Kenya's avocado exports are projected to grow by 5% in 2025, reaching 135 tmt, with expanded market access to countries like Iraq, South Korea, and India, according to MedAfrica Times.
- **Domestic consumption:** domestic consumption is expected to account for around 280,000 tons of production in 2025.

Kenya has witnessed a sharp increase in the number of countries interested in its avocados, including Russia, Hong Kong, Singapore, Belgium, Germany, Netherlands, France, Spain, Iran, Libya, and Egypt among others. Kenya currently exports mainly to the European Union, United Arab Emirates, Saudi Arabia, Russia, Singapore, Egypt, Malaysia, Oman, Hong Kong, Qatar, Kuwait, Morocco, South Africa and Ghana.

The European Union is the leading importer of avocado from Kenya followed by the United Arab Emirates. However, today's growth is not enough: the sector is under pressure to demonstrate sustainability, traceability, responsible consumption and good reputation.

For this reason, the **Makueni avocado summit 2025** has become an indispensable forum that unites the commercial and the sustainable, helping producers, exporters, buyers, certifiers and innovators to talk about challenges, opportunities and commitments that come with the exponential growth of the so-called green gold.

As markets become increasingly focused on the environmental and social impacts of what they consume, the **Makueni avocado summit** offers unique, practical tools to help businesses compete with purpose!

Participants will gain access to global solutions and experiences related to water sustainability, certifications, traceability, access to new markets, applied technologies, and evolving consumer demands!

It's a space to build partnerships, draw inspiration from successful case studies, and make informed decisions in a business where reputation and responsibility now weigh just as heavily as quality.

Don't miss out!



HIGHLIGHTS OF THE SUMMIT

- Sustainability and new markets
- Market Challenges
- Certifications
- Evolving consumer demands
- New and applied technologies
- Quality & Safety
- Production and Productivity
- Supply Chain, Marketing & Industrialization

WHO TO ATTEND

- Producers
- Buyers
- Certifiers
- Innovators
- Processors & Packers
- Exporters & Traders
- Logistics Providers
- Consumers
- Government Agencies
- Non-Governmental Organizations (NGOs) & Development Partners
- Financial Institutions
- Research Institutions
- Industry Associations & Societies

SPONSORSHIP CATEGORIES

Benefits	Platinum One (1) available	Gold	Silver	Bronze	Speaking Slot
• Exhibit Space with table and two chairs	3x3m	3x3m	2x3m	2x3m	
• Full Conference Passes	6	6	4	2	2
• Logo on bag	✓	✓	✓	✓	
• Full page color ad in Program	✓	✓	✓	✓	
• Brochure Distribution in attendee bag	✓	✓	✓	✓	✓
• 50-word company description on Summit's website &	✓	✓	✓	✓	✓
• Events program					
• Logo on all marketing materials including emails	✓	✓	✓	✓	✓
• Logo on conference web site	✓	✓	✓	✓	✓
• Additional Passes at discounted rate	✓	✓	✓	✓	✓
• Attendee list containing full contact details	✓	✓	✓	✓	✓
• Event promotional emails to send to clients and contacts	✓	✓	✓	✓	✓
• Speakers Slot during the Conference	30 Mins	20 Mins	15 Mins	10 Mins	10 Mins
Total Amount in Kes Inclusive of 16% VAT	580,000	464,000	348,000	232,000	116,000

FULL DAY WORKSHOP SPONSOR (FIVE (5) SLOTS)

Cost Kes 2,500 per pax (1,000 pax estimated number) (Total estimate Kes: 2,500,000 x 2 days= 5,000,000)

Benefits:

- Speakers slot during the conference
- 2 full workshop passes
- Marketing distribution in attendee bag
- 50-word company description on secure attendee web page
- Logo on marketing materials including emails
- Logo on conference web site
- Additional passes at discounted rates
- Attendee list containing full contact details
- Event promotional emails to send to clients and contacts



DINNER SPONSOR (ONE (1) SLOT)

Cost Kes 3,000 per pax (1,000 pax estimated number) (Total estimate Kes: 3,000,000)

Benefits:

- Speakers Slot during the Conference
 - 2 Full workshop Passes
 - Marketing distribution in attendee bag
 - 50-word company description on secure attendee web page
 - Logo on marketing materials including emails
 - Logo on conference website
 - Additional passes at discounted rates
 - Attendee list containing full contact details
 - Event promotional emails to send to clients and contacts
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COCKTAIL SPONSOR (ONE (1) SLOT)

Cost Kes: 1,500 per pax (1,000 pax estimated number) (Total estimate Kes: 1,500,000)

Benefits:

- Speaking slot during the conference
 - 2 Full workshop Passes
 - Brochure distribution in attendee bag
 - 50-word company description on Summit website
 - Logo on marketing materials including emails
 - Logo on conference web site
 - Additional passes at discounted rates
 - Event promotional emails to send to clients and contacts
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FARMERS TRANSPORTATION SPONSOR (FIVE (5) SLOTS)

Cost Kes 1,000 per pax (1,000 pax estimated number) (Total estimate Kes: 1,000,000)

Benefits:

- Speaking slot during the conference
- 2 Full workshop Passes
- Brochure distribution in attendee bag
- 50-word company description on Summit website
- Logo on marketing materials including emails
- Logo on conference website
- Additional passes at discounted rates
- Event promotional emails to send to clients and contacts



EXHIBITING

They generate more sales leads than any other sales tool, they also close sales effectively, help maximize your future pipeline and speed up the sales process.

Showcasing your products and services works harder for your marketing budget than any other media.

Benefits:

- An opportunity to share your innovations and latest developments with your customers.
- An opportunity to test your new products and receive immediate feedback from your visitors.
- An opportunity to revitalize some of the products which have fallen behind the market .
- An opportunity to develop other brilliant ideas by exchanging conversation and sharing information with your visitors.
- An opportunity to enhance good will with your clients.
- The event will give Companies the much sought after publicity, networking and business matchmaking.
- An opportunity to recruit new customers and strengthen relationships with old clients.
- Only at an exhibition can you generate direct sales while simultaneously enhancing your brand image.
- An opportunity to launching new products, researching your market, building your prospect and databases.
- An opportunity to cement and maintaining relationships with your existing customers.

There is no better way of promoting your organization and demonstrating your company's products and services than an exhibition booth.

Exhibition Stand

	3x3m	8x4 m
• Full conference passes	2	2
• 1 small table & 2 chairs	✓	✓
• 50-word description in attendee web page	✓	✓
• Additional passes at reduced rate	✓	✓
• Company name and web link on conference website	✓	✓
• Cost for the 2 days	Kes: 12,760	Kes: 25,520

OTHER MARKETING OPPORTUNITIES

• Marketing Disbursement	Cost
• Bag Sponsorship	Kes: 58,000
• Lanyard Sponsorship	Kes: 116,000
• Pen Sponsorship	Kes: 65,000
• Note Pad Sponsorship	Kes: 150,000
• Pocket Schedule Sponsorship	Kes: 65,000

ADVERTISING

• Full Page Ad with Exhibition Space	Kes: 60,000
• Full Page Ad without Exhibition Space	Kes: 70,000
• Half Page Ad with Exhibition Space	Kes: 30,000
• Half Page Ad without Exhibition Space	Kes: 35,000



ADVERT SPECIFICATIONS.

- Full page trim size: 210mm wide x 297mm deep (put an extra 3mm all around for bleed) or Full type area is 180mm wide x 267mm deep
- Half page size landscape: 180mm wide x 128 deep

ONLINE BANNER ON EVENT WEBSITE

Size (Pixels WxH) Position

120X90 Right Button

728X90 Leader board

Cost per Month (September and October)

Kes: 150,000

Kes: 180,000

All other website pages, or for special sizes or requirements, contact our representative.

Acceptable files: Animated Macromedia Flash SWF (Website only), Gif, JPEG (8 bits/channel RGB, 72 dpi at actual size. Maximum file size: 60 kb

SHOWCASE PRESENTATION (NO LIMIT)

Cost: Kes 384,000

Benefits

- Speakers Slot during the Conference for 30mins
Logo on conference website and other marketing materials.
- Additional conference passes at a discounted rate.

We aim to ensure that you reap the maximum benefits and supersede your goals at this event. To find out how we can tailor make sponsorship packages that suit your company's distinct commercial requirements and maximize your exposure.

Supporting Organisations





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