



Makueni
Macadamia
Summit **2026** 

27th, March 2026



BACKGROUND

Kenya has established itself as the 3rd largest producer of macadamia nuts globally, with a 13% market share, translating to 7,750 tonnes on a processed kernel basis.

The macadamia sector has become a crucial cash crop for foreign exchange earnings, significantly contributing to the country's economic development, particularly in employment creation and enhancing farmer and household incomes.

Demand for macadamias worldwide is increasing, particularly in confectionery and bakery companies. In 2022, Kenya produced 41,500T of nut-in-shell and this is forecast to increase to 63,000T by 2027.

Makueni County is identified as an area with promising potential for macadamia production and has seen an increase in farming activities, It has approximately **130.9 hectares** of land under macadamia cultivation.

It is against this backdrop that the Sergeantsville limited, Makueni County Government and Macadamia Nut Processors of Kenya (MACNUT), are organizing the premier event for the macadamia industry. This year, we convene at Kikima Mbooni on 27th March, 2026, bringing together industry professionals, researchers, and innovators to explore the latest advancements in macadamia cultivation, processing, market trends, advancements, cutting-edge research, and the latest technological solutions driving efficiency, sustainability, and profitability in macadamia farming.

Globally, the macadamia market is expanding rapidly, with demand for healthy, traceable, and sustainably sourced nuts projected to grow at over 10 percent annually. This creates a significant opportunity for Kenyan producers, investors, and innovators to strengthen their position in premium markets across Europe, Asia, and North America.

EMERGING Macadamia PRODUCTION IN MAKUENI COUNTY

Makueni County in Kenya has a total macadamia production area of 140 hectares, yielding 3,400 metric tons. Ukia, Kilungu, Mbooni, Kitundu kithungo, Tulimani and Kako waia wards within the county ,are leading Macadamia producers, specifically in areas with suitable conditions.

FACTORS DRIVING GROWTH:

- **Increased Planted Area:** The Makueni County Department of Agriculture distributed more than 140,000 seedlings to farmers to increase production and high-quality 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 Macadamia exports is forecast to increase to 63,000T by 2027.
- **Projected Growth:** Kenya's Macadamia exports are projected to grow to 63,000T by 2027.
- **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 Macadamia, including **China**, the **United States**, the **European Union**, **Netherlands** and **Germany**. Other significant markets include **Japan**, **Hong Kong**, and **Canada** among others.

However, today's growth is not enough: the sector is under pressure to demonstrate sustainability, traceability, responsible consumption and good reputation.

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 web site
- Additional passes at discounted rates
- Attendee list containing full contact details
- Event promotional emails to send to clients and contacts

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

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 web site
- 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	Kes: 40,000 Excl. of VAT	Kes: 60,000 Excl.

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 page advert 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	Cost per Month (September and October
120X90 Right Button	Kes: 150,000
728X90 Leader board	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.

VIDEO ADVERTISING

Cost : 116,000

Upcoming Events



Theme: Sustainable Food Security

CALL FOR SPONSORS & EXHIBITORS

Makueni Dairy Summit 2026 in Partnership with Makueni County, Sergeantsville Limited and other stakeholders are calling for Sponsors and exhibitors for the upcoming summit slated for 29th May, 2026 in Kikima Mbooni Makueni County, Kenya.



CONTACT US:

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Theme: Improving beans production

CALL FOR SPONSORS & EXHIBITORS

Makueni French Beans Summit 2026 in Partnership with Makueni County, Sergeantsville Limited and other stakeholders are calling for Sponsors and exhibitors for the upcoming summit slated for 26th June, 2026 in Kikima Mbooni Makueni County, Kenya.



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