



WASCA

WEST AFRICA SPECIALTY COFFEE ASSOCIATION



WEST AFRICA COFFEE & TEA FARMERS STAKEHOLDERS CONGRESS

Event Theme:

**“REVITALIZING COFFEE
AND TEA AGRICULTURE FOR
GROWTH AND PROFIT”**

LAGOS

MAY 2024

www.westafrica.coffee



INTRODUCTION:



The Coffee and Tea Farmers Stakeholders Congress with the theme "Revitalizing Coffee and Tea Agriculture for Growth and Profit" is a significant event designed to bring together various stakeholders in the coffee and tea farming industry. This congress serves as a platform for discussion, collaboration, and the exchange of ideas to promote the growth and profitability of coffee and tea agriculture. This is a 2 days event where tea and coffee value chain will exhibit, discuss, showcase the best of west Africa Coffee and Tea as well as set the stage for the West Africa Barista Championship at the the commercial hub of Africa in the City of Lagos Nigeria, 2024.

OBJECTIVES



Promoting Sustainability: The congress aims to emphasize the importance of sustainable farming practices in the coffee and tea industry, considering both environmental and economic sustainability.

Knowledge Sharing: It provides a forum for sharing knowledge, innovations, and best practices in coffee and tea agriculture, benefiting both seasoned farmers and newcomers.

Market Expansion: The event explores strategies to expand the market for coffee and tea products, both domestically and internationally, thereby increasing profitability for farmers.

Industry Collaboration: It encourages collaboration among farmers, government agencies, industry experts, and other stakeholders to address common challenges and explore new opportunities.



The West Africa Barista Championship (WABC) is the preeminent international coffee competition produced annually by WASCA. The competition focuses on promoting excellence in coffee, advancing the barista profession, and engaging a worldwide audience with an annual championship event that serves as the culmination of local and regional events around the west Africa Cities.

WEST AFRICA BARISTA CHAMPIONSHIP (WABC)

This edition, more than 50 champion competitors each prepare 4 espressos, 4 milk drinks, and 4 original signature drinks to exacting standards in a 15-minute performance set to music.

WASCA Certified Judges from around West Africa evaluate each performance on the taste of beverages served, cleanliness, creativity, technical skill, and overall presentation. The ever-popular signature beverage allows barista's to stretch their imagination and the judges' palates to incorporate a wealth of coffee knowledge into an expression of their individual tastes and experiences.

The top 15 highest-scoring competitors from the first round, plus wild-card winners from the Team Competition, advance to a semifinal round. The top 6 competitors in the semifinal round advance to the finals round, from which one winner is named West Africa Barista Champion!

(Terms and Conditions apply to participate. Kindly visit the website for more details about the championship).





Key Highlights



Co-located with
WASCA



Dedicated Focus on
Tea & Cofee Industry



Networking
With Decision Makers



Buyer - Seller
Forum



Hosted
Program



Knowledge Rich
Conferences / Seminars



Forecast

The Coffee and Tea Farmers Stakeholders Congress aims to achieve the following outcomes:

- Increased awareness of the importance of sustainable agriculture in the coffee and tea industry.
- Enhanced knowledge and skills among farmers, leading to improved crop quality and yields.
- Strengthened collaboration between stakeholders in the industry, promoting unity and shared goals.
- A better understanding of market dynamics and strategies for accessing new markets.
- Advocacy for policies that support the growth and profitability of coffee and tea farming.
- Recognition of outstanding contributions to the sector, motivating further excellence.

In summary, the Coffee and Tea Farmers Stakeholders Congress serves as a vital platform for revitalizing and advancing the coffee and tea agriculture sector. By bringing together stakeholders and providing a space for knowledge sharing, collaboration, and innovation, the event contributes to the growth and profitability of coffee and tea farming.

WEST AFRICA COFFEE & TEA FARMERS STAKEHOLDERS CONGRESS: EXPLORING THE RICH HISTORY AND MARKETS OF AFRICAN COFFEE AND TEA

Overview:

Africa, the birthplace of coffee, contributes approximately 12% of the world's coffee supply, with a significant portion originating from East Africa. Boasting ideal climatic and soil conditions, the region yields luxurious, rich coffee flavors. The volcanic soil, combined with high altitudes and proximity to the equator, creates a unique growing environment, allowing African coffee farmers to produce exceptional specialty beans.



Historical Insights:

With a history steeped in coffee cultivation, countries like Ethiopia and Kenya boast highly skilled farmers. Africa, known for its diverse coffee varieties, faced colonial influences that shaped coffee cultivation preferences. The French colonies favored Robusta, while the British colonies, particularly in East Africa, leaned towards Arabica.



African Coffee-Producing Countries:

Despite social, political, and economic challenges, Africa remains a major producer of high-quality coffee. Nigeria, the host country for the upcoming congress, cultivates both Arabica and Robusta varieties. Arabica thrives in Mambilla, Taraba State; Jos, Plateau State; and Obudu in Cross Rivers State, while Robusta is produced across multiple states, reflecting the country's coffee diversity.



Trends in the Coffee Market:

The global coffee market experiences notable trends, including the rise in demand for specialty coffee. Consumers seek unique and high-quality experiences, leading to the exploration of various flavor profiles and brewing methods. Alternative methods like capsule coffee, AeroPress, and cold brew have gained popularity, providing diverse and personalized coffee experiences. Sustainability and ethical sourcing are also key trends, with consumers prioritizing brands that support fair trade practices and sustainable farming methods.

Outlook for the Coffee Market:

The coffee market is poised for continued growth, driven by factors such as expanding consumption in emerging markets, premiumization, and rising demand for organic and fairly traded products.

Thriving African Tea Market:



Tea production is expanding in East and Central Africa, with growing consumption in the North and West. Producers across tea-growing countries aim to enhance their profiles and tap into new markets.

The West Africa Coffee & Tea Farmers Stakeholders Congress serves as a platform to delve into the rich history, markets, and opportunities within Africa's coffee and tea industry. Join us as we celebrate the essence of these beloved beverages, explore trends, and foster collaboration for a thriving future.

Why Exhibit?

- West Africa Only Trade Fair focused on the tea, coffee and allied sectors.
- Engage With the industry's top players across the entire tea and coffee value chain.
- Boc partnerships.
- Gain a competitive edge.
- Connect with potential customers through the Hosted Buyer program.
- Generate strong sales leads through prefixed Buyer-Seller meetings.
- Co-located with drink technology west Africa and WASCA

The co-location of the congress and trade fairs will ensure larger gathering of industry professionals and thus, positions the trade fair as the most important gathering platform.

Exhibitor Profile

- Tea & Coffee Producers
- Tea & Coffee Processing Machine Manufacturers
- Flavors and Fragrance Manufacturers for Tea & Coffee
- Sugar substitutes/ Artificial Sweeteners & Spices Manufacturers
- Certifications and Testing Companies
- Tea & Coffee Vending Machine Manufacturers
- Tea & Coffee Accessory Manufacturers
- Equipment and Appliances Manufacturers for Tea & Coffee Processing Companies
- Tea & Coffee Packaging Material manufacturers and Suppliers
- Tea & Coffee Packaging Machine Manufacturers

Why Visit?

- Dedicated focus on Tea & Coffee Industry
- Networking With Decision Makers
- Buyer-Seller Forum
- Hosted Buyer Program
- Knowledge Rich Conferences/Seminars
- Coffee and Tea Stakeholders Congress Now partner with WASCA
- Co-located with Packaging/Machinery/Supplier Tea Expo

Visitor Profile

- Tea & Coffee processing and packaging companies
- Tea & Coffee dealers, distributors, and retailers
- Coffee roasters
- HoReCa / Hospitality
- Tea & Coffee blending companies
- Embassies / Consulates
- Small planters and growers of Tea & Coffee
- Tea factories
- Traders, Importers and Exporters of Tea & Coffee – National and International
- West Africa Specialty Coffee Association (WASCA)
- International Institute of Tropical Agriculture (IITA)
- National Coffee and Tea Association of Nigeria (NACOFATAN)
- All Farmers Association of Nigeria (AFAN)
- Cocoa Research Institute of Nigeria (CRIN)
- National Centre for Agricultural Mechanization (NCAM)
- AFEX Commodities Exchange Limited (AFEX)
- Bank of Agriculture
- Bank of Industry
- Kaldi Africa
- DealRoom Nigeria
- Marketers/Exporter,
- Export Promotion Council
- NAFDAC



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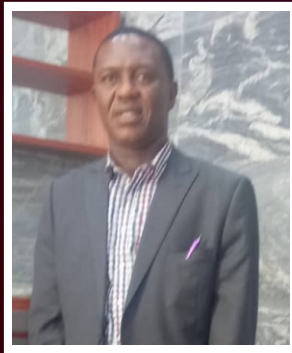
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TBC

COMMERCIAL OPPORTUNITIES & EXHIBITION

West Africa Coffee & Tea Farmers Stakeholders Congress provides an unrivaled opportunity to increase your brand's visibility before, during & after the show

SPONSORSHIP GOVT. ENTITIES ORGANIZATIONS ASSOCIATIONS \$20,000	SPONSORSHIP GALA DINNER \$10,000	SPONSORSHIP REGISTRATION LANYARD & CARRY BAGS \$5,000	SPONSORSHIP VENUE BRANDING \$10,000 <hr/> Registration Area \$5,000 <hr/> Welcome Center \$5,000
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Shell Scheme Stand:
 N80,000/sq.m (min. 6. sq.m)
 Every 6 sq.m Shell Scheme stand includes 1 table, 2 chairs, 1 counter, 3 spot lights, one 13 Amp socket, carpeting, white panels of Octanorm system, Fascia with company name.

Upgraded Shell Scheme Stand:
 N150,000/sq.m (min. 24. sq.m)
 Every 24 sq.m Shell Scheme stand includes 4 table, 12 chairs, 2 counter, 8 spot lights, two 13 Amp socket, carpeting, white panels of Octanorm system, Fascia with company name.



7.5% VAT charges to be paid in addition to the exhibition participation fee

Customized Lamp Poles Ads



	15000+ Impressions daily
	Middle income earners and HNWs
	This is an advertising billboard deployed on the entrance of the supermarket
	N105,000 each monthly <small>30 Available</small>

- Strategic routes;
- Lagos Airport Road
 - Third Mainland Bridge
 - Amodu Bello Way V.I
 - Ikeja
 - Lekki
 - Victoria Island Environs & Others

SPONSORSHIP CATEGORIES

PLATINUM SPONSOR

- One Keynote & 3 Panel Speaking Slot
- 10 free in-person attendee passes
- Key feature on Event Press Release Campaign
- 2 Page advert in Event Brochure
- Placement of Content in Delegate Bags & Chairs
- Physical Exhibition Booth (largest space)
- Company Video played 2 times during Event
- 4-customized email to 9000+ Database
- Branding of Registration Stop-Point-Booth with your Company Logo
- Post event marketing to Delegate Lists emails
- - 3 C-level Media Interviews on event day.

\$30,000

GOLD SPONSOR

- One keynote & 2 Panel Speaking Slot
- 7 free in-person attendee passes
- Comment on Event Press Release Campaign
- 1 Page advert in Event Brochure
- Placement of Content in Delegate Bags & Chairs
- Physical Exhibition Booth(second largest space)
- Company Video played once during Event
- 2-customized email to 9000+ Database
- 3 C-level Media Interviews on event day.
- Post event marketing to Delegate Lists emails

\$20,000

PLATINUM SPONSOR

- Silver sponsor logo placement across all collateral
- - 1 Panel Speaking Slot
- - 4 free in-person attendee passes
- - 1 Page advert in Event Brochure
- - Placement of Content in Delegate Bags & Chairs
- 2-customized email to 9000+ Database
- 2 C-level Media Interviews on event day.
- Exhibition booth

\$15,000

BRONZE SPONSOR

- Bronze sponsor logo placement across all Collateral.
- 2 Panel Speaking Slot
- - 3 free in-person attendee passes
- - Half (1/2) Page advert in Event Brochure
- 1-customized email to 9000+ Database
- 1 C-level Media Interviews on event day.
- Exhibition booth

\$8,000


For more information, Sponsorships and Reservations

Contact

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TWIN STUDIOS MEDIA INTERNATIONAL
TSM NETWORK
CONSULTING & EVENTS

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TSM Profile

Twin Studios Media International, TSM Network Consulting and Events was officially registered in Nigeria in 2019 but started operations in Ukraine in 2016 with a sister company. TSM Network (TSM) is a global consulting company with an Africa regional office in Lagos Nigeria. Using our international conferences, business and investment roundtable meetings and international exhibitions, brand promotions and activations, company management and event planning. TSM Network, a strategic marketer of Foreign Direct Investment (FDI) has assisted many developing economies particularly in Africa to attract quality FDI and infrastructure financing through its IPA arm.

TSM Network enjoys a long standing business relationship with many international institutional investors. TSM Network has a rich track record of connecting people and attracting investments which spans over 5 years with verifiable projects and events successfully executed across several parts of the globe.

TSM Network mandates include:

- ◆ Organizing Conferences, Seminars, Training, Exhibitions/Expos, Shows, Trade Fairs...
- ◆ Financial Roadshow
- ◆ Mergers/Acquisition
- ◆ Media Campaign
- ◆ Market Entry Strategist
- ◆ Awards and recognition
- ◆ Country Economic Forums
- ◆ State Government Promotion
- ◆ Consulting & advisory services
- ◆ High Profile Networking Events
- ◆ Forging partnerships and joint ventures
- ◆ Business development for governments and global brands
- ◆ Private and Government business promotion through our media platforms
- ◆ Project financing, and securing of investment for governments and country
- ◆ Lobbying: Our lobbying reach is global, and covers RHAs, top personalities from the Presidents, governments, ambassadors, captains of Industries, philanthropists, global organizations and Institutions to industry associations and various government offices.



Service Spectrum

Entertainment Events

Social Events

Corporate Events

Twin Studios Media Int'l Movies

Company Management



Past Events

