



The Fourth International Conference on Pulses, Oilseeds and Spices

November 12 & 13

2014

Sheraton Addis Hotel, Addis Ababa, Ethiopia

**General
Information**

I. Introduction

As a well-known fact, the agriculture sector is the dominant sector in Ethiopia with respect to its contributions, inter-alia, about 41% to Gross Domestic Products, 85% of foreign exchange earnings, 70% of raw materials for agro-industries and creating job opportunity for up to 79% of the general population.

The Ethiopian pulses, oilseeds and spices sector is being one of the largest components of the agricultural sector with having immense contribution for the country's economic growth through generating high foreign exchange revenue, which stands second next to the contribution of coffee.

The Ethiopian Pulses, Oilseeds and Spices Processors-Exporters Association (EPOSPEA) is an association that directly deals with the sector's topics. EPOSPEA also facilitates and supports the sectoral development through carefully selected strategies and action plans. Hence, EPOSPEA has more than 115 active members who take advantage of country policies of the sector.

In line with the objective to build the capacity of the sector, The Ethiopian Pulses, Oilseeds & Spices Processors – Exporters Association in collaboration with The Ministry of Trade, do well in hosting the successfully concluded annual International Conferences on Pulses, Oilseeds & Spices.

The 1st, 2nd and 3rd International Conference of the sector, entitled “**Ethiopia the Lands of Crop Diversity**”, “**Agri-Commodity trade: Challenges and Opportunities**” and “**International Marketing of Agricultural Commodities**” respectively, were held at the Sheraton Addis and the UNECA conference hall. They were successfully held with the participation of more than 300 importers and exporters and 100 invited guests and high government officials.

This outline will give you a snap review about the Fourth International Conference on Pulses, Oilseeds & Spices, which will be held on November 12th & 13th, 2014, at Sheraton Hotel in Addis Ababa, Ethiopia (Visit: www.epospeaeth.org)

II. About EPOSPEA

Ethiopian Pulses, Oilseeds and Spices Processors-Exporters Association (EPOSPEA) was established in 1998 with the objective of building the capacity of its members to make them competitive in the global market. Currently EPOSPEA has more than 100 active members who take advantage of the country's favorable policies for the sector.

The Association endeavors are meant to serve, promote and protect the interest of its members, build their capacity to participate and compete in the global market and

contribute for economic development of the country. Hence, the following activities are under the jurisdiction of the Association:

- Providing up-to-date local and foreign market information, trends & analysis of the sector to build competitive position of members
- Delivering advocacy services to create enabling environment and policy reform in pertinence to the operation of the sector
- Creating international opportunities to enhance the exposure of members on global export business
- Enhancing the implementation capacity of members by providing essential Business Developing System.

In general, EPOSPEA facilitates and supports the development of the sector through carefully selected strategies and action plans.

III. The Fourth International Conference On Pulses, Oilseeds and Spices

The “4th International Conference on Pulses, Oilseeds and Spices” will be conducted during the peak harvest season of the country, under the theme ***“Global Partnership for Sustainable market Growth”*** on November 12th & 13th, 2014.

Through the 4th International conference on this sector, EPOSPEA in collaboration with the Ministry of Trade, aims at strengthening and expanding existing & new market linkages & outlets to diverse product varieties of the sector through consolidating the foundation that has been already laid-down; which aimed at nurturing a common concern of those major policy makers, international buyers, potential investors, research institutes, development partners and other value chain actors who have engaged in tapping its full potentials; so that the sector can optimally contribute to the overall development perspectives of Ethiopia.

IV. Basic Contents of the Conference

4.1 Rationale of the Conference:

The Pulses, Oilseeds and Spices sector in Ethiopia is one of potentially endowed sector with abundant resources in comparative with other diverse components of agricultural sector, coupled with having potential to contribute immensely to the development of the nation.

Thus, the basic rationale of organizing such international conference is enhancing the comparative advantage of the sector by creating conducive platform for key industry players, whereby positive results of image building of our country and boosting the export market linkages of the sector would be attained.

4.2 Overall Objective:

The overall objective is to strengthen and expand existing and new market linkages/ outlets to diverse product varieties of the sector through consolidating the foundation that has been already laid-down; so that the sector can optimally contribute to the overall development perspectives of Ethiopia in general and to the operators of the industry in particular.

4.3 Name and Due date of the Conference:

The name of this conference is agreed to mention the name of each sub-sectors: hence, the name of this conference is **“The 4th International Conference on Pulses, Oilseeds and Spices”**.

This annual conference is adjusted to be held in November which is the harvest season of the country. Thus, the 4th International Conference on Pulses, Oilseeds and Spices will be held on November 12th & 13th, 2014.

4.4 Theme of the Conference:

This conference was held with one specific **theme** annually, which serves as center of a circle of issues and ideas that should be addressed in the sessions, plenary discussions and other intermarries of the conference.

1.1.1 Thus, the theme of this conference is coined as **“Global Partnership for Sustainable Market Growth”**

4.5 Contents of the Conference:

The conference will be a full two days event i.e. Nov. 12th & 13th 2014. Within this time line it will intended to include the following itineraries:

- ❖ Opening & Closing Session
- ❖ Presentations
- ❖ Product Show-case

The presentation will be expected to highlight current trends and developments of the sector in Ethiopia and around the world, cross-cutting issues on the marketing and processing of the products, and industry best practices and trends.

4.6 Participation Targets of the 4th International Conference:

More than 100 major International buyers and over 150 national exporters are expected to meet during the conference. The national exporters will showcase their marketable products of Pulses, Oilseeds and Spices.

Accordingly, EPOSPEA planned to reach the following minimum participation level of key participants during the 4th International Conference.

No.	Participants Category	Expected No.	Percentage Share
1.	Member Exporter Companies	70	28%
2.	Non-member Exporter Companies	80	32%
3.	International Importers	100	40%
Total-Minimum Participation		250	100%

V. Who will participate

The conference is expected to reach more than 350 national and global key players of the sector. This will constitute of:

- EPOSPEA members
- International buyers from all over the world and international importer associations
- Public sector representatives such as the Ministry of Trade ,Ministry of Agriculture and Rural Development, Ethiopian Commodity Exchange etc...
- Public and Private owned financial institutions
- Value chain companies and service providers
- Major development partners
- Agro-processing industries
- Grain producers, traders, and brokers
- Fertilizers/agrochemical & cleaning machine suppliers
- National and international professionals engaged in agriculture, in development & marketing etc...

VI. How to Participate:

The conference participants use this platform to network with peers, learn about the newest market trends, discuss the challenges and opportunities in the local and global market, and learn new ways of increasing quality, productivity and marketability.

In order to participate in this mega event one should register online at www.epospeaeth.org before **October 30, 2014**.

Information on Registration fee (per person) for two days participation:

Member Exporter Companies: 4,000.00 ETB

Onsite registration for EPOSPEA members: 4,500.00 ETB

Non Members Companies: 6,500.00 ETB

Onsite registration for Non-member companies: 7,000.00 ETB

Foreign Importers Companies: 490.00\$

Onsite registration foreign Importers Companies: 550.00\$

Besides, there are other opportunities to interested companies to participate in this mega event, by sponsoring and subscribing magazine ad, which are uploaded on our website.

This unique sector specific conference affords sponsors exposure to a wider audience that made up of local growers, exporters, industry suppliers, financial sector operators as well as of international buyers and distributors.

VII. Logistics and Hotel reservation: - as the conference venue is Sheraton Addis hotel: nearest Hotels suggested are:

- Sheraton Addis Hotel: E-mail: - reservations.addisethiopia@luxurycollection.com
- Hilton Hotel: E-mail: reservations.addisababa@hilton.com
- Jupiter Hotel: E-mail: info@jupiterinternationalhotel.com
- Radisson Blue: E-mail: reservations.addisababa@radissonblu.com
- Intercontinental: E-mail: reservation@intercontinentaladdis.com

N.B: If you have any questions or require clarification on the event itself, information about Sponsorship package and magazine advertisement please contact us through the following address:

Tel: +251-11-6-62-35-45/251 914 70 33 34

+ 251 618 69 15/11/ 251 911 51 39 04

Fax: +251-11-662-35-04/251 11 663 01 59

E-mail: epospea@gmail.com;

epospea-events@epospeaeth.org

epospea@flawlessevents.net