

# The Third International Conference on Pulses, Oilseeds and Spices

November 13<sup>th</sup> & 14<sup>th</sup> 2013

United Nations Conference Center, Addis Ababa

August, 2013

EPOSPEA

## 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 close to 79% of the general population.

Specifically 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.

Having said this, the Ethiopian Pulses, Oilseeds and Spices Processors\_ Exporters Association (EPOSPEA), the association that directly deals the sector's topics, was established in 1998 with the objective of building the capacity of the industry players to become key participants role players in the global market. EPOSPEA also facilitates and supports the sectoral development through carefully selected strategies and action plans. Hence, EPOSPEA has more than 110 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 International Conferences on Pulses, Oilseeds & Spices annually.

The 1<sup>st</sup> and the 2<sup>nd</sup> International Conference of the sector, which were hosted with “Ethiopia the Lands of Crop Diversity” and “Agri-Commodity trade: Challenges and Opportunities” respectively, hosted at Sheraton Addis, during different time settings. They were concluded successfully with the participation of more than 200 importers and exporters, and more than 100 invited guests and higher officials.

This document will give you a snap review about key information about the third International Conference on Pulses, Oilseeds & Spices, which will be held in November 13<sup>th</sup> & 14<sup>th</sup>, 2013, at United Nations Conference Center. (Visit: [www.epospeaeth.org](http://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 global market. Currently EPOSPEA has more than 100 active members who take advantage of the favorable country's 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: such as

- 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 through providing them with essential Business Developing System

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

### III. The Third International Conference On Pulses, Oilseeds and Spices

The "3<sup>rd</sup> International Conference on Pulses, Oilseeds and Spices" will be conducted during the peak harvest season of the country, under the theme "International Marketing of Agri.-Commodity" in Nov. 13<sup>th</sup> & 14<sup>th</sup>, 2013, at United Nations Conference Center, Ethiopia.

Through this 3<sup>rd</sup> International conference on this sector, it is aimed that, EPOSPEA, in collaboration with the Ministry of Trade, to strengthen & expand 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 contributes 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:

It's aimed at strengthening & expanding existing & 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 contributes 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 serious conference is agreed to mention the name of each sub-sectors with serious of numbers: hence, the name of this conference be "The 3<sup>rd</sup> International Conference on Pulses, Oilseeds and Spices".

This annual conference is adjusted to be held in November, harvest season of the country; thus the 3<sup>rd</sup> International Conference on Pulses, Oilseeds and Spices will be held in Nov 13<sup>th</sup> & 14<sup>th</sup>, 2013.

## 4.4 Theme of the Conference:

This serious 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.

Thus, the theme of this conference is coined as "International Marketing of Agri.-Commodity".

## 4.5 Contents of the Conference:

The conference will stay for one and half day i.e. Nov. 13<sup>th</sup> & 14<sup>th</sup> 2013. Within this time line it will intended to include the following itineraries.

- ❖ Opening & Closing Session,
- ❖ Presentations,
- ❖ Product Show-case,
- ❖ Work site visit and half day city tour & entertainment programs, (optional)

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 3<sup>rd</sup> 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 3<sup>rd</sup> International Conference.

No.	Participant Type	Expected No	Percentage share
1.	Member Exporter Companies	100	40%
2.	Non-member exporter Companies	50	20%
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:

- EPOSPEA members,

- International buyers from all over the world and international importer associations,
- Public sector representatives such as Ministry of Agriculture and Rural Development, Ethiopian Commodity Exchange, Ministry of Trade, 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 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 via ([www.epospeaeth.org](http://www.epospeaeth.org)) before October 25, 2013.

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

Member Exporter Companies: 4,000.00 ETB

Non Members Companies: 4,700.00 ETB

Foreign Importers Companies: 490.00\$

Besides, there are other opportunities to interested companies to participate in this mega event, by sponsoring and subscribing magazine ad, which are enclosed herewith this document.

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

N.B: If you have any questions or require clarification on the event itself, information about Sponsorship package and magazine

advertisement please take a look on the attached documents and also please contact us through the following address

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