

EXHIBITION ON THE AU THEME OF THE YEAR 2022

**Strengthening Resilience in Nutrition and Food Security on the African
Continent: Strengthening Agro-Food Systems, Health and Social
Protection Systems for the Acceleration of Human, Social and
Economic Capital Development**

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About the African Union Theme of the year 2022

As part of the long-term vision set out in Agenda 2063, the Assembly of Heads of State and Government of the African Union has adopted common African aspirations, drawing on the potential of its populations, in particular, a human capital well-nourished citizens and in good health with a particular emphasis on women, adolescents and children.

Human capital is key for development as it leads to improved lives for individuals, higher earnings and improved incomes for countries.

Africa was estimated to have a population of 1.25 billion in 2018 and is the fastest urbanizing continent, with a growth rate of more than 2.6 percent. The large youth population presents a potential demographic dividend that, if adequately leveraged with the right investments, could contribute to accelerating sustainable and equitable development.

Over the years, the under-5 mortality has reduced by more than 50 percent between 1994 to 2019; fertility rates have declined from 6 to 4 children per women. However, compared to the rest of the world, the malnutrition remains high in the continent and undernutrition is particularly an underlying cause of almost half of child deaths.

Event Profile

Date:	11 -17 July, 2022
Venue:	East Park Mall & Mulungushi International Conference Centre
Format:	Poster Exhibition
Guest of Honor:	Minister of Agriculture & Minister of Health
AU Theme:	Strengthening Resilience in Nutrition and Food Security on the African Continent Strengthening Agro-Food Systems, Health and Social Protection Systems for the Acceleration of Human, Social and Economic Capital Development.

Exhibition Profile & Objective:

The poster exhibition on the AU theme of the year 2022 Strengthening Resilience in Nutrition and Food Security on the African Continent: Strengthening Agro-Food Systems, Health and Social Protection Systems for the Acceleration of Human, Social and Economic Capital Development – is one of the main highlights of and build-up to the African Union Heads of State Summit taking place in Lusaka – Zambia (14th -17th July, 2022) and is sanctioned by the AU ECOSOCC Secretariat.

This exhibition will strategically position local agro producers and suppliers to address the nutritional needs of their country and communities, provide climate smart solutions and affordable foods as well as access to non-conventional sales channels. Linking these enterprises, both large and small, provides an opportunity to enhance products and business practices.

The colorful showcase happening on the sidelines of the AU at Mulungushi Conference Centre and at East Park Mall will through the poster exhibition, workshops and B 2 B networking enable the efforts of all stakeholders involved in food and nutrition to be better coordinated in order to achieve lasting results and to **build the Africa we want!**

Despite the economic growth seen in Zambia over the past few years and the country's stable political situation, severe poverty and unemployment are still rife. In rural areas in particular, 75 per cent of people are affected by poverty.

The agricultural sector is primarily made up of small farms covering up to five hectares and medium-sized operations with up to 20 hectares, where the main crop grown is maize. There has been far too little focus to date on cultivating diverse and nutritionally rich food crops, proper storage and adding value through locally produced foods, and poor people in particular lack sufficient access to a varied diet.

Link between agriculture and nutrition: Increasing food production to ensure food security is not enough to end malnutrition if special attention is not given to all determinants with a focus to early childhood during the first 1000 days of an individual's life.

This involves ensuring the good health and nutrition of adolescents girls, pregnant and breastfeeding women, infants and young children, particularly by promoting exclusive breastfeeding for the first 6 months of life and continued breastfeeding up to 2 years of age or beyond with appropriate complementary foods.

Agriculture has a key role to play in nutrition-sensitive interventions; however, there is a need to consider the entire food system in determining, designing and implementing agricultural and food-based interventions to improve nutrition.

Participation

Exhibitors: Agribusinesses, Agro-processors, Food & Nutrition, Food Suppliers, CSOs, NGOs, SMEs, GRZ

Visitors: AU delegates, businesses, general public, buyers

Targeted Partners:

- ✓ AU ECOSOCC
- ✓ WHO, UNICEF, WFP, World Bank, DFID, Irish Aid & FAO
- ✓ Ministry of Agriculture, FRA, Ministry Fisheries & Livestock
- ✓ Ministry of Health, Ministry of Gender & Child Development
- ✓ Ministry of Youth, Ministry of Community Development & Social Services
- ✓ SUN, GiZ, CRS, National Food & Nutrition Commission, Khulisa, CARE
- ✓ USAID, World Fish, World Vision, Programme Against Malnutrition, Nutrition Association of Zambia, UNZA

Opening Ceremony Guest of Honor: Minister of Agriculture & Minister of Health

Exhibition (9th – 17th July)

- 4-sided Exhibition pillar
- 2 sides with Exhibitor's message/branding,
- 2 sides with AU theme of the year message/branding

Dates: 9th -17th July, 2022

Exhibitor Fees **\$1500 Serviced Stand**

Venue: Mulungushi International Conference Centre East Park Mall

Workshop & B2B (14th July)

- The role that African Philanthropy can fulfill in strengthening resilience for food security and nutrition Building Resilient Socio-Agricultural Food Systems:
- Strengthening the Resilience of Farming Systems: Land, Digital transformation, and Access to Finance – Making Small Holder Farmers the Back Bones
- Transforming food and social protection systems to better protect the most vulnerable
- Social Protection, Resilience, Nutrition
- Accelerating Africa's human capital and socio-economic development
- Human capital Development, Climate Energy and Food Systems
- Overcoming the Food Security and Nutrition Roadblocks in Social Protection
- Responses to the pandemic and other health system attacks

Sponsorship packages

Platinum

- ✓ Opening Ceremony (sp)
- ✓ Opening Ceremony (br)
- ✓ Sponsored Display x3
- ✓ Social Media (logo)
- ✓ Media interview
- ✓ MICC & EPM
- ✓ Incl. stand branding

\$20,000

Gold

- ✓ Opening Ceremony (br)
- ✓ Sponsored Display x2
- ✓ Social Media (logo)
- ✓ Media interview
- ✓ MICC & EPM
- ✓ Incl. stand branding

\$15,000

Silver

- ✓ Opening Ceremony (br)
- ✓ Sponsored Display x1
- ✓ Social Media (logo)
- ✓ Media interview
- ✓ EPM
- ✓ Incl. stand branding

\$10,000

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