



MINNESOTA AFRICANS UNITED
AGRIBUSINESS TRADE MISSION
TO FARMFEST & BEYOND

Attend the world's largest farming, international Agribusiness,
Trade and Investment Mission To Minnesota, USA

AUGUST 4 - 10, 2024



GREETINGS & WELCOME MESSAGE

Dear Colleagues and Collaborators,

Despite our cold climate, Minnesota is warm at heart, welcoming you with open arms to this significant event. Minnesota is the land of 10,000 lakes. The North Star state, the home of Vice Presidents Hubert Humphrey and Walter Mondale as well as Senators Eugene McCarthy and Paul Wellstone.

We are honored that you have joined our 2024 Agribusiness Trade Mission to Farm Fest and Beyond, one of the largest food and farming trade shows in North America.

The 2024 Agribusiness Trade Mission to Farm Fest and Beyond is more than an event—it's a strategic platform for agribusiness professionals, investors, and key stakeholders to connect, innovate, explore cutting-edge innovations, and grow businesses and investments. By bringing together Minnesota's agricultural expertise and Africa's burgeoning markets, we are paving the way for impactful collaborations, forging meaningful partnerships, promoting sustainable business growth, and expanding the market reach of both African and American agribusinesses.

This Trade Mission is brought to you by Minnesota Africans United (MAU), in partnership with the World's Fair Bid Committee Educational Fund and with the Minnesota Farm Bureau. We look forward to ensuring that this trip is extraordinarily successful for you.

As of today, this trade mission will include more than two dozen special invitees including six African Ambassadors, African cabinet-level officials, and ten farmers and food company representatives representing five African countries. In addition, several food and farming officials from Washington D.C., and Minnesota, plus African Diaspora agriculturalists, will join us for the FarmFest tour.

You will have the opportunity to meet and connect with the Minnesota Congressional delegation, and local and state government leaders. More than 10,000 leaders from various business sectors including agriculture, banking and finance, education, energy, mining, medical/healthcare and technology will be at FarmFest to discuss and highlight the importance of these many businesses and their impact on global markets, with a special focus on Africa.

You will also have B2B connections with company executives facilitated by MAU and partners that will open up business opportunities between Minnesota and Africa. You will discover the latest in agricultural technologies, sustainable practices, and innovative solutions to enhance productivity and efficiency. We will facilitate introductions and interactions with key agricultural business leaders and congressional members to explore potential collaborations.

August 4 -5, we will gather first in Minneapolis for a special orientation to our beautiful state, provided by MAU board member and former Minnesota Secretary of State, Mark Ritchie.

Over two days (August 6 – 8) at FarmFest in Redwood County, Minnesota, we will visit hundreds of exhibits and information booths, see the latest in family-farm scale technology, and meet dozens of leaders from farming, local and national politics, research universities, and farm organization leaders from both Minnesota and the entire Midwest region.

August 8 – 10, we return to Minneapolis after our FarmFest visit, with two days of high-level meetings, receptions and dinners with government and business leaders along with Diaspora leadership from all of Africa. We will continue to meet Minnesota's diverse elected officials, representatives, businesses executives and policymakers.

MAU has sponsored several trade delegations to Africa over the past few years, with a focus on Ghana, Cameroon, Kenya, Tanzania and Zanzibar. September 8 - 14 we will go to Malawi. In addition, we have organized more than a dozen virtual trade missions and webinars. We have hosted many African delegations, but this is our first delegation coming to FarmFest. You will be breaking new ground, creating new partnerships, and finding new customers. Enjoy the hospitality and friendliness that Minnesota is known for, making your visit memorable and productive.

Welcome again – we are so glad you are here!
Sincerely

Nelima Sitati Munene
Executive Director, ACER Inc.
Board Chair, MAU

Basil Ajuo
President and CEO MAU





MINNESOTA AFRICANS UNITED
AGRIBUSINESS TRADE MISSION
TO FARMFEST & BEYOND

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Investment Mission To Minnesota, USA

AUGUST 4 - 8, 2024

**TENTATIVE PROGRAM FOR THE TRADE
MISSION TO FARMFEST**

DAY ONE: SUNDAY, 4 AUGUST 2024

Location: Participants arrive in Minneapolis / St. Paul, MN

Time	Topic	Details
All day	Arrival and hotel check-in DoubleTree by Hilton Minneapolis Airport, 2020 American Blvd E, Bloomington, MN 55425	Settle in, review the packet and itinerary for the week Rest
5:00 PM – 8:00 PM	Welcome Event	

DAY TWO: MONDAY, 5 AUGUST 2024

Location: Minneapolis / St. Pau, MN DoubleTree Minneapolis Airport, 2020 American Blvd E, Bloomington, MN 55425

Time	Topic	Details
9:30 AM	Pick up for the State Capitol Tour	
10:00 AM – 12:00 PM	State Capitol Tour	Mark Ritchie
12:00 PM – 12:30 PM	Travel to lunch	
12:30 PM – 2:00 PM	Lunch at Afro Deli	
2:00 PM – 2:30 PM	Travel to hotel	
2:30 PM – 5:00 PM	Business to Business meetings	
5:00 PM – 6:00 PM	BREAK	
6:00 PM – 8:00 PM	Welcome Reception	

DAY THREE: TUESDAY, 6 AUGUST 2024

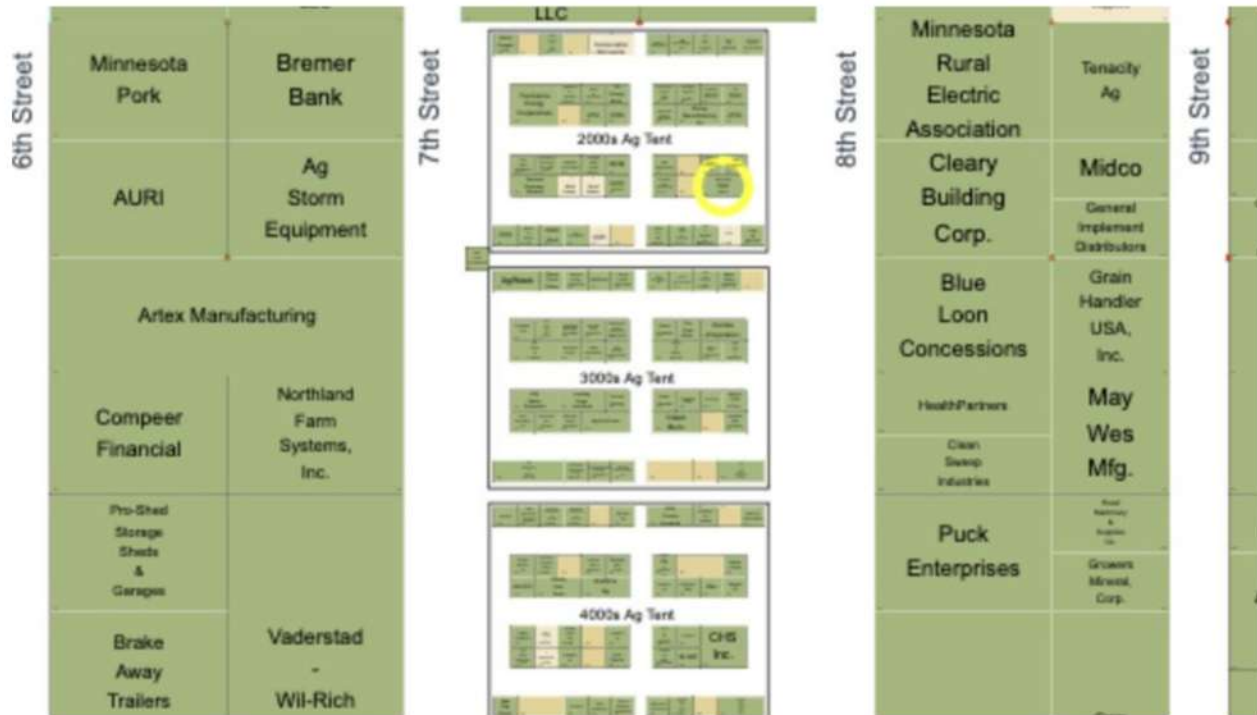
Location:

Farmfest 28366 County Highway 13, Morgan, MN 56266
Holiday Inn Express, Willmar, MN

Time	Topic	Details
6:00 AM – 7:00 AM	Breakfast at hotel	
7:00 AM	Depart hotel	Meet in the hotel lobby with luggage To-go breakfast will be provided
7:00 AM - 9:00 AM	Travel to Farmfest	The journey from the Twin Cities to Farmfest is approximately 2 hrs
9:00 AM – 9:30 AM	Check-in, locate booth #2509	Bring materials to display at the MAU booth The booth will be a place to sit, rest, and get out of the sun while at Farmfest



9:30 AM – 10:30 AM	Tour Farmfest	There is a lot to explore, enjoy a guided tour from Mark Ritchie.
10:30 AM - 11:30 AM	Congressional discussion with local policymakers	
11:30 AM - 12:30 PM	Tour Farmfest	Tour continued.
12:30 PM - 1:15 PM	Lunch	
1:15 PM - 2:15 PM	Congressional discussion with local policymakers	
2:15 PM – 4:00 PM	Tour	
4:00 PM – 4:30 PM	Travel to hotel	
4:30 PM – 5:30 PM	Check-in and rest	
5:30 PM – 7:00 PM	Dinner with African Delegation	



DAY FOUR: WEDNESDAY, 7 AUGUST 2024

Location:

Farmfest

Holiday Inn Express, Willmar, MN

Time	Topic	Details
7:30 AM	Meet in the lobby to depart the hotel for Farmfest	
7:30 AM – 8:00 AM	Travel to Farmfest	

8:00 AM – 8:30 AM	Check-in, locate booth #2509	The booth will be a place to sit, rest, and get out of the sun while at Farmfest Breakfast with
8:30 AM – 9:00 AM	Attend Farmers Breakfast at Farmfest	African Delegation in partnership with Minnesota Farm Bureau
9:15 AM – 10:15 AM	Ag outlook forum	
10:30 AM - 11:30 AM	US Senate Candidate Forum	
11:45 AM - 12:45 PM	Financial benefits of solar on your farm	Tour continued.
12:45 PM - 1:10 PM	Lunch	
1:10 PM - 1:20 PM	Words from Governor Tim Walz	
1:20 PM – 4:00 PM	Tour, Networking, Time at Booth	
4:00 PM – 4:30 PM	Travel to hotel	
4:30 PM – 5:30 PM	Rest	
5:30 PM – 7:00 PM	Dinner with the African Delegation	

DAY FIVE: THURSDAY, 8 AUGUST 2024

Location:

Farmfest

Minneapolis / St. Paul, MN

Time	Topic	Details
7:00 AM- 7:30 AM	Breakfast at hotel	
7:30 AM	Meet in the lobby to depart the hotel for Farmfest	Meet in the hotel lobby with luggage
7:30 AM – 8:00 AM	Travel to Farmfest	
8:00 AM – 8:30 AM	Check-in, locate booth #2509	The booth will be a place to sit, rest, and get out of the sun while at Farmfest
8:30 AM – 10:30 AM	Tour Farmfest	
10:30 AM - 11:30 AM	Women in Ag Event & Presentation of Farmfest Woman Farmer of the Year Award	
University of Minnesota Production Tour*		
11:30 AM – 12:00 PM	Lunch	
12:00 PM	Department Farmfest Grounds for MN Farm Bureau Production Tour at the University of Minnesota	
12:00 PM - 2:30 PM	Travel back to Minneapolis / St. Paul	



2:30 PM – 3:50 PM	MN Farm Bureau Production Tour: Arrive at the University of Minnesota – Twin Cities St. Paul Campus Department of Food Science and Nutrition (1334 Eckles Ave, St. Paul, MN 55108) with Dr. George Annor (Ghana native)	Dr. George Annor (Ghana native) will meet group at the entrance to the building Participants will tour the lab, the campus dairy production pilot plant, and the Plant Protein Innovation Center (Directed by Dr. Pam Ismail) https://ppic.cfans.umn.edu/
3:50 PM – 5:00 PM	Depart Department of Food Science and Nutrition for U of M Plant Growth Facilities, 1534 Gortner Ave, St. Paul, MN 55108	Ben Clasen, Plant Growth Facility Manager, will meet the group at the entrance to the building
5:00 PM – 5:30 PM	Depart for Hotel: Double Tree, Bloomington, MN	
5:30 PM – 6:30 PM	Check in and get ready for dinner	
6:30 PM – 8:30 PM	Dinner with African Delegation	
Redwood County Farm Tours**		
11:30 AM - 12:30 PM	Lunch	
12:30 PM - 12:45 PM	Depart Farmfest grounds for Lower Sioux hempcrete production	
12:45 PM - 1:25 PM	Lower Sioux hempcrete production tour with Joey Goodthunder (Watkinson Rd, Lower Sioux Indian Community)	
1:25 PM - 1:40 PM	Depart the Lower Sioux site and travel to Andrew VanNurden's goat farm	
1:40 PM - 2:20 PM	Goat farm tour with Andrew VanNurden (28752 Ranch Ave, Morgan)	
2:20 PM - 2:35 PM	Depart VanNurden farm and travel to Tiffany Farm	
2:35 PM - 3:15 PM	Tiffany Farms tour with Bruce and Matthew Tiffany (32503 327th St, Redwood Falls)	
3:15 PM - 5:30 PM	Travel to Minneapolis / St. Paul, MN	
Evening Program 5:30		
PM – 7:00 PM	7:00	Check-in and get ready for dinner
PM – 9:00 PM		Dinner with African Delegation





U.S. AFRICAN TRADE & INVESTMENT SUMMIT

**"MINNESOTA-AFRICA CONNECTIONS:
COMMERCE, TRADE, AND FOREIGN AFFAIRS"**

AUGUST 9, 2024 | 10 AM – 4 PM

ST. PAUL UNIVERSITY CLUB

420 SUMMIT AVE, ST PAUL, MN 55102



Bernhard Van Lengerich, Keynote Speaker
Founder & CEO, Seeding the Future Foundation

MODERATOR



Emana Shunnom
Communication and
Governance Consultant,
The World Bank

MODERATOR



Basil Ajuo
President and CEO
of MAU

PANEL DISCUSSION ON LAUNCHING OF MINNESOTA AFRICAN CONNECTIONS



Ashley Bubna
Senior Commercial Officer
for the Bureau of
US State Department



Mark Ritchie
Former Minnesota
Secretary of State



**Prof. Carlisle
Ford Runge**
Distinguished McKnight
University Professor of Applied
Economics & Law, University
of Minnesota



Thomas Hanson
Diplomat in Residence,
Alworth Institute for
International Affairs,
University of Minnesota,
Duluth

BUSINESS EXECUTIVES: DOING BUSINESS IN AFRICA PANEL

MODERATOR



Mark Ritchie
Former Minnesota
Secretary of State



Daryl Bouwkamp
Senior Director
International Business &
Government Affairs
Vermeer Corporation



Dr. Thierry Wandji
CEO of *Cybastion*



Billi Hunt
Executive Director of
The Cultivation Corridor

COLLABORATION AND OPPORTUNITIES OF TRADE AND INVESTMENT PANEL



**H.E. Dr. Elsie Sia
Kanza**
Ambassador of
Tanzania



**H. E. Justice Esme
Jynet Chombo**
Ambassador of Malawi



**H.E. Ibrahima
Touré,**
Ambassador of Ivory
Coast



**H.E. Kitoko Gata
Ngoulou**
Ambassador to Chad

RECEPTION & DINNER IN PARTNERSHIP WITH BOOKS FOR AFRICA



Governor Tim Walz
Governor of Minnesota

KEYNOTE SPEAKER



**H. E. Achille
Bassilekin III**
Minister of Small and
Medium-sized
Enterprises, Social
Economy and
Handicrafts, Cameroon



Betty McCollum
US State
Representative,
Minnesota 4th
Congressional District

Date: Friday, 9 August 2024

Time: 10 am – 4 pm

Location: St. Paul University Club

Time	Topic	Details
10:00 AM – 11:30 AM	Networking, Breakfast, & Coffee	
11:30 AM - 11:40 AM	Welcome and Introduction Basil Ajuo, <i>President and CEO of MAU</i>	
11:40 AM - 11:50 AM	Opening remarks	
11:50 AM- 11:55 AM	Introduction of Keynote Speaker Emana Shunnom, <i>Communication and Governance Consultant, The World Bank</i>	
11:55 PM - 12:05 PM	Keynote Speaker: Seeding The Future - Supporting Food System Innovations in Africa Bernhard Van Lengerich, <i>Founder & CEO, Seeding the Future Foundation</i>	
12:05 PM – 12:15 PM	Fireside chat with of Keynote Speaker Emana Shunnom, <i>Communication and Governance Consultant, The World Bank</i>	
12:15 PM - 12:20 PM	Introduction of the President & CEO of Land O'Lakes, Beth Ford Emana Shunnom, <i>Communication and Governance Consultant, The World Bank</i>	
12:20 PM - 12:30 PM	Remarks by Beth Ford, President & CEO of Land O'Lakes	
12:30 PM - 1:00 PM	Lunch / Break	
1:00 PM – 1:05 PM	Introduction of Launching of Minnesota African Connections Panel Basil Ajuo, <i>President and CEO, Minnesota African United</i>	Panel introduction



1:05 PM - 1:50 PM	<p>Panel Discussion on Launching of Minnesota African Connections</p> <p>Thomas Hanson, <i>Diplomat in Residence, Alworth Institute for International Affairs, University-Duluth</i></p> <p>Mark Ritchie, <i>Former Secretary of State</i></p> <p>Prof. Carlisle Ford Runge, <i>Distinguished McKnight University Professor of Applied Economics and Law, University of Minnesota</i></p> <p>Ashley Bubna, <i>Senior Commercial Officer for the Bureau of African Affairs at the U.S. Department of State</i></p>	Moderator: Basil Ajuo, <i>President and CEO, Minnesota African United</i>
1:50 PM - 1:55 PM	<p>Introduce of Business Executives Panel</p> <p>Mark Ritchie, <i>Former Secretary of State</i></p>	
1:55 PM - 2:40 PM	<p>Business Executives</p> <p>Daryl Bouwkamp, <i>Senior Director International Business & Government Affairs</i></p> <p>Dr. Thierry Wandji, <i>CEO of Cybastion</i></p> <p>Billi Hunt, <i>Executive Director of The Cultivation Corridor</i></p> <p>ADD</p>	Moderator: Mark Ritchie, <i>Former Secretary of State</i>
2:40 PM - 2:55 PM	BREAK	
2:55 PM – 3:00 PM	<p>Introduction of the African Ambassador’s Panel on Collaboration and Opportunities of Trade and Investment</p> <p>Emana Shunnom, <i>Communication and Governance Consultant, The World Bank</i></p>	
3:00 PM – 3:45 PM	<p>Panel Discussion on Collaboration and Opportunities of Trade and Investment</p>	Moderator: Emana Shunnom, <i>Communication and</i>



	<p>His Excellency, Justice Esme Jynet Chombo, <i>Ambassador of Malawi</i></p> <p>His Excellency, Ibrahima Touré, <i>Ambassador of Ivory Coast</i></p>	<p><i>Governance Consultant, The World Bank</i></p>
3:45 PM – 4:00 PM	<p>Closing Remarks</p> <p>Betty McCollum, <i>US State Representative, Minnesota 4th Congressional District</i></p>	

Reception & Dinner in Partnership with Books For Africa

Date: Friday, 9 August 2024

Time:

4pm – 5pm: VIP Networking Reception and Champagne Toast

5pm - 7pm: Networking and Buffet Dinner

7pm - 12am: Socializing

Location: St. Paul University Club

Time	Topic	Details
4:00 PM - 5:00 PM	VIP Champagne Toast	Toast by Betty McCollum, <i>US State Representative, Minnesota 4th Congressional District</i>
5:00 PM - 6:00 PM	Networking	
6:00 PM - 6:10 PM	Welcome Remarks	
	Governor Walz, <i>Governor of Minnesota</i>	
6:10 PM – 6:25 PM	<p>Keynote Speaker</p> <p>His Excellency Achille Bassilekin III, <i>Minister of Small and Medium-sized Enterprises, Social Economy and Handicrafts, Cameroon</i></p>	
6:25 PM - 6:35 PM	Remarks	
6:35 PM	Networking	





AFRICAN
DIASPORA
BUSINESS SUMMIT
AUG 10, 2024

THEME:

**"African Diaspora
Looking Ahead"**

Opportunities of Trade & Investment in
Minnesota & Africa



Governor Tim Walz
Governor of Minnesota



Basil Ajuo
CEO, Minnesota
Africans United



Ginny Arthur
President, Metropolitan
State University

PANEL DISCUSSION ON THE OPPORTUNITIES OF TRADE AND INVESTMENT IN AGRICULTURE

MODERATOR



Karin Schaefer
Executive Director
MN Farm Bureau
Federation



**Hon. Sam Dalitso
Kawale, MP**
Minister of Agriculture
of Malawi



Olive Bume Ngole
Managing Director BANO
Engineering Company
LTD

PANEL DISCUSSION ON THE RESPONSE TO OPPORTUNITIES OF TRADE AND INVESTMENT IN AGRICULTURE

MODERATOR



Thomas Hanson
Diplomat in Residence,
Alworth Institute for
International Affairs,
University-Duluth



Thom Petersen
Minnesota Department of
Agriculture, MN



**Bernhard Van
Lengerich**
Founder and CEO, Seeding
the Future Foundation



Mark Gold
Farmfest, American
Farm Bureau
Federation

KEYNOTE SPEAKER



Senator Tina Smith
United States Senator

KEYNOTE SPEAKER



H. E. Hilda Suka-Mafudze
African Union Ambassador to the USA

PANEL DISCUSSION ON AFRICAN DIASPORA IN HEALTHCARE

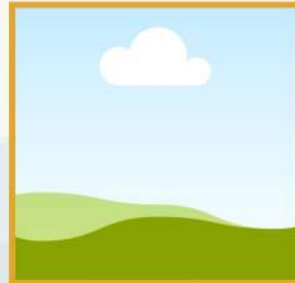
MODERATOR



Caroline Njau
Chief Nursing Office,
Children's Minnesota



Name
Position



Name
Position



Name
Position

**PANEL DISCUSSION WITH AFRICAN AMBASSADORS
DISCUSSING TRADE BARRIERS, SUCCESSES AND CHALLENGES
DOING BUSINESS WITH THE US**

MODERATOR



Mark Ritchie
Former Minnesota
Secretary of State



**H.E Kitoko Gata
Ngoulou**
Ambassador of Chad



**H.E. Dr. Elsie Sia
Kanza**
Ambassador of Tanzania



**H.E. Tumisang
Mosotho**
Ambassador of the
Kingdom of Lesotho

PANEL DISCUSSION ON WOMEN IN TRADE ECONOMIC DEVELOPMENT



**Nelima Sitati
Munene**
Executive Director,
ACER



Efe Ukala
Founder, ImpactHER



Name
Position



Name
Position

PANEL DISCUSSION ON EDUCATION:



**Dr. Barbara
McDonald**
President of the College of
St. Scholastica



Nisha Botchwey
Dean of Humphery
School

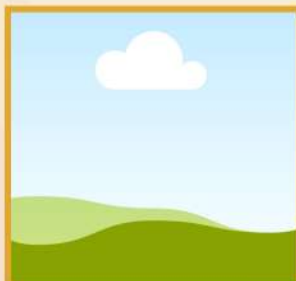


Ginny Arthur
President, Metropolitan
State University

PANEL DISCUSSION ON EDUCATION:



Matt Varilek
MN DEED Commissioner



Nisha Botchwey
Dean of Humphery
School



Ginny Arthur
President, Metropolitan
State University

Date: Saturday, 10 August 2024

Time: 9 am – 6 pm

Location:

Metropolitan State University
Founders Hall
700 E 7th St, St Paul, MN 55106

Time	Topic	Details
9:00 AM - 9:30 AM	Breakfast and Networking	Video – Success Story on agriculture
9:30 AM– 9:35 AM	Welcome Remarks Ginny Arthur, <i>President, Metropolitan State University</i>	
9:35 AM - 9:40 AM	Welcome / Opening Remarks Nelima Sitati Munene, <i>Board Chair of Minnesota Africans United</i>	
9:40 AM - 9:55 AM	Welcome / Opening Remarks Basil Ajuo, <i>President & CEO of Minnesota Africans United</i>	
9:55 AM - 10:05 AM	Welcome Remarks Governor Walz, Governor of Minnesota	
10:05 AM - 10:10 AM	Welcome Message:	
10:10 AM- 10:20 AM	Keynote Speaker Senator Tina Smith, <i>US State Senator, Minnesota</i>	
10:20 AM - 10:25 AM	Introduction of Minister of Agriculture of Malawi Karin Schaefer, <i>Executive Director MN Farm Bureau Federation</i>	
10:25 AM - 10:35 AM	Malawi as an attractive place for the future of Agriculture Honorable Sam Dalitso Kawale, <i>MP, Minister of Agriculture of Malawi</i>	



10:35 AM - 11:20 AM	<p>Panel Discussion on the Opportunities of Trade and Investment in Agriculture Liberia</p> <p>Honorable Sam Dalitso Kawale, <i>MP, Minister of Agriculture of Malawi</i> Olive Bume Ngole, <i>Managing Director BANO Engineering Company LTD</i></p>	Moderator: Karin Schaefer, Executive Director MN Farm Bureau Federation
11:20 AM - 11:25 AM	<p>Introduction of Department of Agriculture</p> <p>Thomas Hanson, <i>Diplomat in Residence, Alworth Institute for International Affairs, University-Duluth</i></p>	
11:25 AM - 12:10 PM	<p>Panel Discussion on the Response to Opportunities of Trade and Investment in Agriculture</p> <p>Thom Petersen, <i>Commissioner Minnesota Department of Agriculture</i> Bernhard Van Lengerich, <i>Founder and CEO, Seeding the Future Foundation</i> Mark Gold, <i>Director, Event Sales, Farmfest, American Farm Bureau Federation</i>®</p>	Moderator: Thomas Hanson, <i>Diplomat in Residence, Alworth Institute for International Affairs, University-Duluth</i>
12:10 PM - 12:45 PM	Lunch	Video – Success Story on Agriculture
12:45 PM - 1:00 PM	<p>Keynote Speaker with Q&A</p> <p>Ashley Bubna, <i>Senior Commercial Officer for the Bureau of African Affairs at the U.S. Department of State</i></p>	Moderator: Mark Ritchie (Introduction and Moderator)
1:00 PM - 1:10 PM	<p>Keynote Speaker: Call to Action: How can all African Diasporas support the future of the continent</p> <p>Her Excellency Hilda Suka-Mafudze, <i>African Union Ambassador to the USA</i></p>	



1:10 PM - 1:20 PM	Introduction of African Diaspora in Healthcare and Q&A with H.E. Hilda Suka-Mafudze. African Union Ambassador to the USA, African Union Mission Caroline Njau, <i>Chief Nursing Office, Children's Minnesota</i>	Moderator: Caroline Njau, <i>Chief Nursing Office, Children's Minnesota</i>
1:20 PM - 2:05 PM	Panel Discussion on African Diaspora in Healthcare Mental Health Maternal Health Technology Dr. Robert Larbi-Odam, <i>OD, MDH, CEO Odam Medical</i>	Moderator: Caroline Njau, <i>Chief Nursing Office, Children's Minnesota</i>
2:05 PM - 2:10 PM	Introduction of panel with African Ambassadors discussing trade barriers, successes, and challenges doing business with the US Mark Ritchie, <i>Former Secretary of State</i>	
2:10 PM - 2:55 PM	<i>Panel Discussion with African Ambassadors discussing trade barriers, successes and challenges doing business with the US</i> Experiences and learnings from Farmfest: Her Excellency, Dr. Elsie Sia Kanza, Ambassador Tanzania His Excellency, Garang Diing Akuong Ambassador South Sudan Her Excellency, Kitoko Gata Ngoulou, Ambassador Chad His Excellency, Robert B. Nolan, Ambassador Lesotho	Moderator: Mark Ritchie, <i>Former Secretary of State</i>
2:55 PM - 3:10 PM	Coffee Break	
3:10 PM - 3:55 PM	Brief remarks from visiting delegates	
3:55 PM - 4:05 PM	Remarks by Minnesota DEED and introduction of His Excellency Achille Bassilekin III, Minister of Small and Medium-sized Enterprises, Social Economy and Handicrafts, Cameroon	

4:05 PM - 4:10 PM	Introduction of Panel Discussion on Trade Dr. Divine Arpellet	Moderator
4:10 PM - 5:05 PM	Panel Discussion on Trade & Economic Development Matt Varilek, MN DEED Commissioner Minister From Africa Minister From Africa	
5:05 PM - 5:10 PM	Introduction of Panel Discussion on Education Dr. Julia Ugorji	
5:10 PM - 5:55 PM	Panel Discussion on Education: Dr. Barbara McDonald, <i>President of the College of St. Scholastica</i> TBD - Dean Nisha Botchwey, <i>Dean of Humphery School</i> Ginny Arthur, <i>President, Metropolitan State University</i>	
5:55 PM - 6:00 PM	Closing Remarks Basil Ajuo, <i>President & CEO of Minnesota Africans United</i>	

Date: Saturday, 10 August 2024

Time: 6 pm – 8 pm

Location: TBD / DT Minneapolis

Closing Events

Time	Topic	Details
6:00 PM – 6:45 PM	Networking Reception	
7:15 PM – 10:00 PM		



REGISTRATION INFORMATION

Requirements for attending the Farmfest and Beyond Trade and Investment Week in Minnesota:

- For the African delegations, complete the registration form and pay a non-refundable fee of \$1000 registration fee. This fee covers staff support, group transportation, business briefings, meals, and networking events. The mission fee does not include airfare, hotels, transportation, meals outside of specified mission activities, and incidental expenses.
- If a visa is required to attend this trade mission, applying for and obtaining such a visa will be the responsibility of the mission participant. Visa fees and processing expenses to obtain such a visa are not included in the participation fee. However, Minnesota Africans United will send a letter of invitation to each registered participant and assist with booking of hotel rooms, blocked off by MAU.
- Purchase of round-trip flight
- Purchase of transportation (with the group) throughout the trip

REGISTRATION FORM:

Please complete the information below for each participant. If you have any questions, please contact MAU at bajuo@mnafricansunited.org.

First Name: _____ Middle Initial: _____ Last Name: _____
Personal Email: _____ Personal Phone Number: _____
Company Name: _____
Title within Company: _____
Company Address: _____
Company Phone Number: _____ Country: _____
Company Website _____ Year of Establishment: _____
Business Activity: _____

Company Information:

In which sector(s) do you work? Agriculture [] Energy [] Environment [] information Technology [] Education [] Finance []

Sub Sectors: food processing [] biofuels [] livestock producers [] processing equipment [] and financial services to [] Others: Supplier, contractor, consultant

Company information: website, twitter, Facebook, LinkedIn, Instagram

Who do you like to meet during this Farmfest and Beyond Trade and Investment? _____

Number of participants from your company attending the trade and investment mission: _____

Do you have a product to exhibit? Yes [] No []

If yes, what type of product? _____

Payment:

Registration fees are due within 15 days of submitting your registration form. Payment is accepted by credit card, PayPal or by mailing a check to:

Minnesota Africans United
P.O. Box 431251, Minneapolis, MN 55443

Mode of Payment: www.mnafricansunited.org/donate



SPONSORSHIP PACKAGE

PRESENTING SPONSOR \$20,000

RECOGNITION BENEFITS

- CO-HOST A VISITING DELEGATION OF THE AFRICAN GOVERNMENT OFFICIALS AND AGRIC BUSINESS RECOGNITION
- PRIMARY RECOGNITION AND SPACE WITHIN MAU BOOTH
- RECOGNITION AS A SPECIAL GUEST DURING BREAKFAST, BUSINESS FORUMS AND NETWORKING DINNER
- COMPANY LOGO ON PRINTED AND ELECTRONIC INVITATIONS AND BANNERS
- COMPANY VIP TABLE AT BREAKFAST AND BUSINESS FORUMS AND NETWORKING DINNER WITH AFRICAN DIASPORAS
- FULL-PAGE AD ON MAU'S QUARTERLY EMAIL NEWSLETTER
- OPPORTUNITY FOR A PRE-ARRANGED MEETING WITH HIGH-LEVEL GOVERNMENT OFFICIALS FROM AFRICA
- FULL-PAGE AD ON MAU ANNUAL REPORT
- SIGNAGE, COLLATERAL, WEBSITE, SOCIAL MEDIA, AND PRESS RELEASE BEFORE, DURING, AND AFTER THE DURING TRADE MISSION
- DISPLAY LOGO ON MAU WEBSITE AND ONLINE BANNER AD ON MAU HOMEPAGE FOR ONE YEAR
- PROMOTE YOUR BUSINESS AT MAU-SPONSORED EVENT INCLUDING TABLING.
- COMPLIMENTARY ENTRY AT ALL MAU ANNUAL EVENTS IN 2024
- OPTION TO INCLUDE MARKETING MATERIALS IN EVENT ATTENDEE GIFT BAGS

PLATINUM \$ 15,000

RECOGNITION BENEFITS

- PRIMARY RECOGNITION AS A SPECIAL GUEST AND SPACE WITHIN MAU BOOTH
- COMPANY LOGO ON PRINTED AND ELECTRONIC INVITATIONS AND BANNERS
- COMPANY VIP TABLE AT BREAKFAST AND BUSINESS FORUMS AND NETWORKING DINNER WITH AFRICAN DIASPORA
- PLACEMENT OF BANNER AND CONTENTS IN ONE OF THE MAU'S QUARTERLY NEWSLETTERS
- HALF PAGE AD ON MAU ANNUAL REPORT
- SIGNAGE, COLLATERAL, WEBSITE, SOCIAL MEDIA, AND PRESS RELEASE BEFORE, DURING AND AFTER THE TRADE MISSION
- DISPLAY LOGO ON MAU WEBSITE AND VIRTUAL BANNER ON MAU HOMEPAGE FOR SIX MONTHS
- COMPLIMENTARY ENTRY AT MAU SPONSORED EVENT INCLUDING TABLING
- OPPORTUNITY TO SHOW VIDEO AT ONE MAU WEBINAR
- OPTION TO INCLUDE MARKETING MATERIALS IN EVENT ATTENDEE GIFT BAGS

GOLD \$10,000

RECOGNITION BENEFITS

- RECOGNITION AS A SPECIAL GUEST DURING BREAKFAST
- COMPANY LOGO ON PRINTED AND ELECTRONIC INVITATIONS AND BANNERS
- COMPANY TABLE AT BREAKFAST, BUSINESS FORUMS, AND NETWORKING DINNER WITH AFRICAN DIASPORAS
- PLACEMENT OF BANNER AND CONTENTS IN ONE OF THE MAU'S QUARTERLY NEWSLETTERS
- ONE-QUARTER PAGE AD ON MAU ANNUAL REPORT
- PROMOTE YOUR BUSINESS AT MAU SPONSORED EVENT

SILVER \$5,000

RECOGNITION BENEFITS

- COMPANY LOGO ON PRINTED AND ELECTRONIC INVITATIONS AND BANNERS
- SPECIAL RECOGNITION AS A SPONSOR
- OPPORTUNITY TO BRING 3 VIP GUESTS AT MAU-SPONSORED BREAKFAST AND NETWORKING DINNER

SUPPORTER AND FRIEND OF MAU \$2,500

RECOGNITION BENEFITS

- BRANDING AND LOGO DISPLAYED ON MAU PROMOTIONAL MATERIALS
- OPPORUNITY TO BRING ONE VIP GUEST AT MAU SPONSORED BREAKFAST AND NETWORKING DINNER

THANK YOU TO OUR 2024 SPONSORS IN SUPPORT OF OUR
INTERNATIONAL TRADE MISSION ON AGRICULTURE IN MINNESOTA

PLATINUM LEVEL:



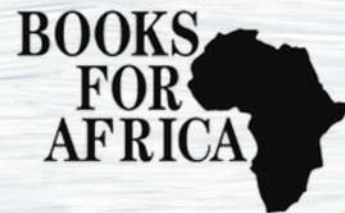
**SEEDING
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World's Fair Bid Committee
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SUPPORTER AND FRIEND OF MAU





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