



RUFORUM 19th Annual General Meeting (AGM)

Dates: 28th October to 02nd November 2023

Yaoundé – Cameroon

Theme “Transforming Higher Education to sustainably feed and create prosperity for Africa”

Exhibition and Poster

Concept Note

Introduction

Exhibitions are an enormously important part of the marketing activities of the RUFORUM Network. They serve as an influential platform for universities, professionals and industry experts to come together, showcase their products, share information and build long-lasting business relationships. Due to the size, scope and multi-stakeholder presence at RUFORUM events, exhibitions have a strong impact on the economic, social, cultural, political and environmental aspects.

The Exhibitions at the RUFORUM AGM present a great opportunity to all RUFORUM stakeholders to showcase cutting edge innovations, products, entrepreneurship skills and services. The RUFORUM AGM also presents an opportunity to share research and innovative interventions in the Agricultural and Higher Education sectors.

In addition to the exhibitions, there will be dedicated Poster Sessions that will feature discourse on topical issues in line with the overall AGM theme and sub-themes. The Poster sessions provide a snapshot of the key developments and challenges in higher agricultural education. This year’s exhibition will focus on products and services in Cameroon as part of RUFORUM’s role in Country profiling.

Purpose of the exhibitions and posters

To provide a designated platform and informal, interactive environment for academia, farmers, the private sector, and development partners to showcase cutting edge innovations, business related products and services that have made remarkable differences in institutions as well as in lives of the communities they serve.

Objectives of the Exhibitions and posters

1. To provide an interactive platform for sharing knowledge and ideas on advancing higher education and agricultural development in Africa.
2. To showcase current and potential contributions of universities and other stakeholders to

Co-organizers:





- governments, policy makers, farmers (community) development partners and private sector.
- To provide a platform for Networking among stakeholders at the AGM
 - To increase visibility of research and study output from students and other researchers.

Approach and methodology

- Time will be allocated for the official opening of the exhibition in the conference programme.
- The conference organisers will integrate social media reporting with the exhibitions to enhance visibility and sharing of key messages beyond the on-site conference.
- Prior to the conference, all interested exhibitors will be requested by the RUFORUM Secretariat coordination team to provide a profile of their exhibitions using a given template. This aims at profiling the exhibiting institutions.

Venue and participants

The exhibition will be strategically located at the RUFORUM AGM venue: Palais des Congrès in Yaoundé, Cameroon. Exhibitors will include RUFORUM member Universities, farmers, development partners, private sector, institutions, civil society and policy makers.

Exhibitions' organizers and contact

The Regional Universities Forum for Capacity Building in Agriculture(RUFORUM)
 P.O Box 16811 Wandegaya - Kampala, UgandaTel: +256-417-713-300 (Office)
 Contact: Nada m.nada@ruforum.org and Artur Fernando f.artur@ruforum.org

Draft Programme

Date & Time	Activity	Responsible Person
23 rd June, 2023	Sharing out of the Exhibitions Concept Note	Nada/ Artur
30 th September, 2023	Deadline for Submissions to Secretariat	Exhibitors/poster presenters
28 th - 29 th October 8:00 – 17:00	Set up of exhibitions and poster display	All exhibitors Nada/Artur
30 th October 2023 09:00	Official opening of the exhibitions and posters	high profile guest
01 st November 2023 11:00	Tour of the exhibitions and posters	All participants
02 nd November 2023 17:00	Close of exhibitions and posters	All exhibitors/poster presenters Nada/Artur
Post-Exhibitions	Evaluation of posters and exhibitions	Jolyn

Co-organizers:

