



Partnership
for Aflatoxin
Control in Africa

Partenariat pour
lutter contre
l'aflatoxine en Afrique

Parceria para o
Controle da
Aflatoxina em África

الشراكة من أجل مكافحة
الافلاتوكسين في أفريقيا

2ND PACA PPM: EXHIBITION AND MARKETPLACE

11-13 October 2016

Entebbe, Uganda

Background

The African Union Commission's Partnership for Aflatoxin Control in Africa (PACA) is organizing its second Partnership Platform Meeting (PPM) on 11-13 October, 2016 in Entebbe, Uganda. The PPM is organized biennially in order to allow for information sharing, accountability of various stakeholders and identification of systemic challenges to aflatoxin prevention and control and co-creation of solutions. This year's PPM is themed "Tracking commitments, sustaining implementation for results and impact."

As part of an information sharing platform, PACA organizes a Marketplace during its PPMs, where stakeholders are able to exhibit their work on aflatoxins as well as create partnerships with others in the area. The Market Place also provides an opportunity for sharing knowledge and experiences to farmers. One of PACA's main contributions to aflatoxin control in Africa is to create linkages between stakeholders working on aflatoxins. For example, links between those who develop technologies and those who could make use of them needs to be strengthened. Research that is better targeted and that involves end users, such as farmers, crop haulers and food handlers is needed. As a result, the Marketplace is one of the platforms designed to link the two sides for knowledge sharing and experiences. In order to maximize the chances of succeeding in the fight against aflatoxins, many measures including development and use of new and existing technologies aimed at preventing and reducing aflatoxin contamination in the field and during storage and handling processes after harvest have to be taken. These newly developed technologies as well as existing ones must be presented to the end users.

In that regard, PACA is organizing a Marketplace for exhibition at the PPM where participants will showcase technologies, their work and raise awareness on aflatoxin control in Africa. This is an opportunity for organizations, companies and others to share experiences and feasibility of products. This is also a platform for different stakeholders to engage in information exchange and create partnerships. In light of the PPM's theme, the marketplace will be organized around the following sub-themes that will also be discussed during the plenary session:

1. Existing or New Technologies for pre-and post-harvest aflatoxin control:

Within this sub-thematic area, exhibitors are expected to showcase existing or new technologies in pre- and post-harvest aflatoxin control efforts in Africa or abroad.

2. Processing and alternative uses

This sub-thematic area is one of the most interesting and most challenging areas in aflatoxin control efforts. Many are interested in new and sustainable alternative uses methods for contaminated crops, yet information on the subject is limited. Exhibitors can therefore take this opportunity to showcase technologies to facilitate alternative uses of produce contaminated with aflatoxins.

3. Nutrition and Health

Within this thematic area, exhibitors can present their research work on the relationship between aflatoxin and its impact on nutrition and health. This can also be a good platform to showcase technologies for aflatoxin detection in humans.

4. Surveillance and Testing

Timely and reliable identification of contaminated foods are very important in the effective control of aflatoxins. Currently, available diagnostics are expensive and generally involve off-site laboratories which present a major problem in Africa. Within this thematic area, we encourage exhibitors to showcase proven or new affordable and simple diagnostic kits for on-site use.

5. Existing country structures/enabling environments and policies

Currently, food safety issues in Africa are taking center stage and governments are trying to create enabling environments for policy and behavioral changes. Some countries like the Gambia have created structures that may be used as models for others. This thematic area will allow for institutions like the Food Safety and Quality Authority of the Gambia (FSQA) to present their model for replication in other countries. Countries with food policies like Nigeria can also present the process and institutional structures in place for aflatoxin control in the country.

6. Communications/Awareness Raising

Communication and awareness raising is one of the most important components in the efforts to control aflatoxins. This thematic area will be used to display all communication and awareness raising tools and methods used in various countries. All publications,

newsletters, news articles, policy briefs and others will be displayed in order to show the trending focus on aflatoxins on the continent.

The marketplace will be structured to inform everyone on the ongoing work within the different sub-themes identified. Consequently, the marketplace will be organized in groups of organizations working on activities within the same sub-theme. For example, all organizations working in pre-and post-harvest will be grouped together to showcase their work in this sub-thematic area.

Country and Regional Progress Gallery

The PPM 2016 will feature a new element: a Progress Gallery of Country and REC Actions to Mitigate the Harmful Effects of Aflatoxin. Many countries and Regional Economic Communities (RECs) are taking actions to mitigate the harmful effects of aflatoxin. And, several continental initiatives are driving changes in countries and regions. PACA would like participants to share updates from their countries, regions, or continental initiatives. To share information and create partnerships, PACA invites all participants to coordinate with colleagues from your country or REC and prepare a poster that showcases progress in developing and implementing country-level and regional programs for aflatoxin control. The Country and REC posters will be featured during a Gallery Walk on the first day of the PPM. After Day 1, they will become part of the Market Place.

Mode of Presentation and Structure

The PACA secretariat will provide exhibition booths for each organization participating in the marketplace. The mode of presentation will be through posters, displays, audio-visuals, and banners. The exhibiting organization will have to assign one person to describe and explain their display. This will enable groups of workshop participants to be informed of the new and upcoming issues in aflatoxin control throughout their exposure to the Marketplace. Exhibitors should aim at attracting participants towards their exhibition area with elaborate and interesting presentations. Some organizations may be active in multiple sub-thematic areas of the Market Place; however, each participating organization is requested to pick the sub-thematic area that represents their pre-dominant area of work. During the marketplace session, workshop participants will break in groups of about 30 to visit every sub-thematic marketplace area.

Marketplace area

The marketplace will be held in the foyer area of the Imperial Resort Beach hotel In Entebbe, Uganda. The inline exhibition booths will range from 10 to 30 feet wide depending on the amount of materials to be displayed. These booths will be equipped with sufficient tables and

chairs. If presenters require audio-visual equipment for their presentation, PACA will provide the equipment. Presenters will be responsible to bring all other equipment required for displaying their product such as mounting supplies, tapes, pushpins, and staplers. PACA will provide the signage for the themes on top of each thematic area board.

Why Exhibit?

The PACA Marketplace is a great platform to display and introduce your work to the PACA community which includes experts in aflatoxins, farmers, academics, private sector, policy makers and many more stakeholders interested in aflatoxin control in Africa. This is an opportunity to share experiences and lessons as well as introduce proven technologies, new technologies and other aflatoxin control measures to the community for adoption or scaling up.

Registration and Deadline

Booths will be allocated to PPM-theme aligned side events on first-come basis and PACA strongly encourages interested exhibitors to urgently register and confirm participation at PACA@africa-union.org. We also urge you to choose a thematic area and submit your request for audio/visual or other and submit your request for audio/visual or other equipment by **September 30, 2016** using the e-mail listed above. This will allow PACA to obtain sufficient booths, equipment, and to organize the thematic areas.

WE LOOK FORWARD TO YOUR PARTICIPATION IN THE MARKETPLACE!