

2020
IFDC International Training “Linking Farmers to Consumers”
(a gain for all, improving income and access to affordable food)

**Partners: BoP Innovation Center/Partnership resource Center/Eco-
Ventures Media Partners: Food&Business Knowledge Platform/NABC/
February 24-28, 2020, Nairobi and Meru, Kenya
(app. 60 participants)**

Day	Activity	Facilitator
Monday, February 24th		
08.00 – 08.15	Welcome with coffee	
08.15 – 09.00	Opening and introduction of participants, address expectation by Rob Groot, Director Business Development and Partnerships IFDC	Main facilitator
09.00 – 09.45	Introduction of the theme “Linking Farmers to BoP consumers” by Henk van Duijn, Program Director 2SCALE	
09.45 – 10.30	The theme in Market System Development approach perspective by Margie Brand, Director EcoVentures International	
10.30 – 11.00	Coffee break and networking	
11.00 – 12.30	4 Break out session, working on theory and perception based on cases: <ul style="list-style-type: none"> • 2SCALE • EcoVentures International • Other programs (sponsor) • Other program (sponsor) 	Janet Machari Margie Brand Tbd Tbd
12.30 – 13.30	Lunch and networking	
13.30 – 14.30	Introduction “Develop demand driven BoP consumer marketing & distribution” by Emile Schmitz, Director Marketing and Innovation BoPInc (tbc)	
14.30 – 16.00	4 Break out session, working on BoP marketing approaches and BoP distribution models, based on cases: <ul style="list-style-type: none"> • Kenya, Shalem Investments, Asili sorghum • Nigeria, Unilever Shakti model • Other program (sponsor) • Other program (sponsor) 	Janet Macharia Emile Schmitz Beryl Oyier
16.00 – 16.30	Coffee & tea break and networking	
16.30 – 17.30	Plenary re-cap break out sessions	Facilitator
17.30 – 18.00	Wrap up	Henk van Duijn
Tuesday, February 25th		
08.00 – 08.15	Welcome with coffee & tea	
08.15 – 09.00	Re-cap, addressing unanswered question of yesterday	Henk van Duijn
09.00 – 09.45	Introduction “Develop and strengthen the producer as entrepreneur as integral part of the commodity value chain, building Agri Business Clusters” by Dr. Arno Maatman, former CoP 2SCALE	
09.45 – 10.30	“The strength of Business Support Services” By Raphael Vogelsperger, deputy Program Director 2SCALE	
10.30 – 11.00	Coffee & tea break and networking	
11.00 – 12.30	4 Break out session, working on the CASE approach and Business Support Services	Facilitator, Judith Chabari
12.30 – 13.30	Lunch and networking	

13.30 – 14.30	Introduction “Engage with or as private sector partners as driver of inclusive business development” by Ruth Kinoti, Managing Director Shalem Investments, Meru, Kenya	
14.30 – 16.00	4 Break out session, working on the Lead role as business champion and deliver impact based on impact pathways	Adodo Abalo Ruth Kamunya Judith Chabari Janet Macharia
16.00 – 16.30	Coffee & tea break and networking	
16.30 – 17.30	Plenary re-cap break out sessions	Facilitator
17.30 – 18.00	Wrap up	Henk van Duijn
Wednesday, February 26 th		
07.00 – 09.00	Travel to Meru country	
09.00 – 09.30	stop over for coffee and group picture at slopes of Mount Kenya	
09.30 – 11.30	Travel to Meru county	
11.30 – 12.30	Welcome by Ruth Kinoti one of 2SCALE partners focusing on BoP consumer	
12.30 – 13.30	Lunch	
13.30 – 16.30	Field visit and workshop with Shalem team on BoP marketing (learnings: consumer market insights, product development, marketing and activation and distribution)	Janet Macharia Judith Chabari
16.30 – 17.30	Travel to Shalem’s new factory	
17.30 – 19.00	Opening ceremony (tbc) drinks & snacks	
19.00 – 19.30	Travel to hotel	
19.30	Check in hotel Meru and overnight stay	
Thursday, February 27 th		
07.30 – 08.00	Check out hotel	
08.00 - 12.00	Field visit and workshop with some Agri Business Cluster and BSS-ers (learnings: ABC building, internal governance, trust building, need for BSS-ers, cost share with partners, financial inclusion)	Judith Chabari Peter Kirimi
12.00 – 12.30	Travel to lunch	
12.30 – 13.30	Lunch and networking	
13.30 – 18.30	Travel back to Nairobi, with stop over for coffee and lunch	
18.30 -	Check in hotel and dinner (own convenience)	
Friday, February 28 th		
09.00 – 12.00	Closure plenary meeting and lesson learnt	Bridget Okumu Henk van Duijn
12.00 – 12.30	Wrap up program and farewell participants	
12.30 – 13.30	Lunch and networking	
(afternoon)	Departure participants Optional: Game Drive Nairobi National Park, Shopping Masai Market	