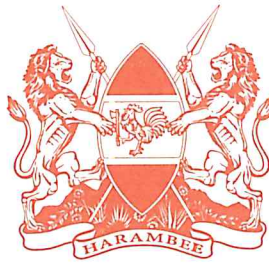


Telephone: +254-20-318888
Fax: +254-20-2240066/341935/344333
Email: communication@mfa.go.ke
Website: www.mfa.go.ke
When replying please quote Ref. No. and date



HARAMBEE AVENUE
P.O Box 30551-00100
NAIROBI, KENYA

**MINISTRY OF FOREIGN AND DIASPORA AFFAIRS
STATE DEPARTMENT FOR FOREIGN AFFAIRS**

Ref. No. **MFA/COM/1 VOL. 10 (26)**

Date:

The Ministry of Foreign and Diaspora Affairs of the Republic of Kenya presents its compliments to all Diplomatic Missions in Nairobi and has the honour to refer to the upcoming Nairobi International Trade Fair (NITF) scheduled to take place from Monday 23rd to Sunday 29th September, 2024 at the Jamhuri Park Showground in Nairobi. The Trade Fair is themed “Promoting Climate Smart Agriculture and Trade Initiatives for Sustainable Economic Growth”.

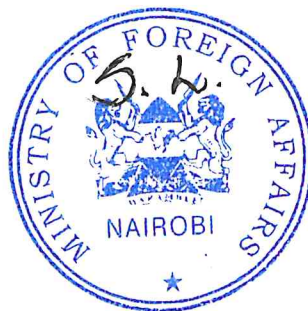
The Ministry wishes to extend invitation to Diplomatic Missions to actively participate in this upcoming Event. Forwarded for your information is the Trade Fair’s marketing material for your reference. Further information and guidance on the preparation for the Conference will be shared in due course.

The Ministry of Foreign and Diaspora Affairs of the Republic of Kenya avails itself of this opportunity to renew its compliments to all Diplomatic Missions in Nairobi the assurances of its highest consideration.

Nairobi, 24th May, 2024

All Diplomatic Missions
NAIROBI

Encl. (1)





THE AGRICULTURAL SOCIETY OF KENYA
"Your Leading Exhibition Partner"

CONTACT US



The Branch Manager,
Nairobi International Trade Fair, Jamhuri Park
P.O. Box 21340 – 00505, NAIROBI.



0724643701/0202641067



www.ask.co.ke



info@nitf.ask.co.ke

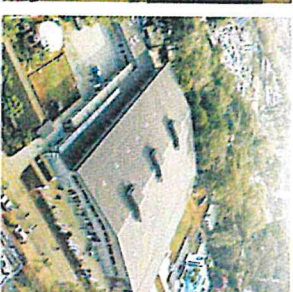
FOLLOW US ON

AgriSocietyOfKe Agricultural Society of Kenya

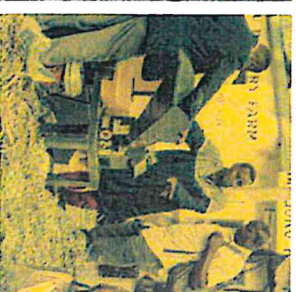
Agricultural Society of Kenya



THE AGRICULTURAL SOCIETY OF KENYA
"Your Leading Exhibition Partner"

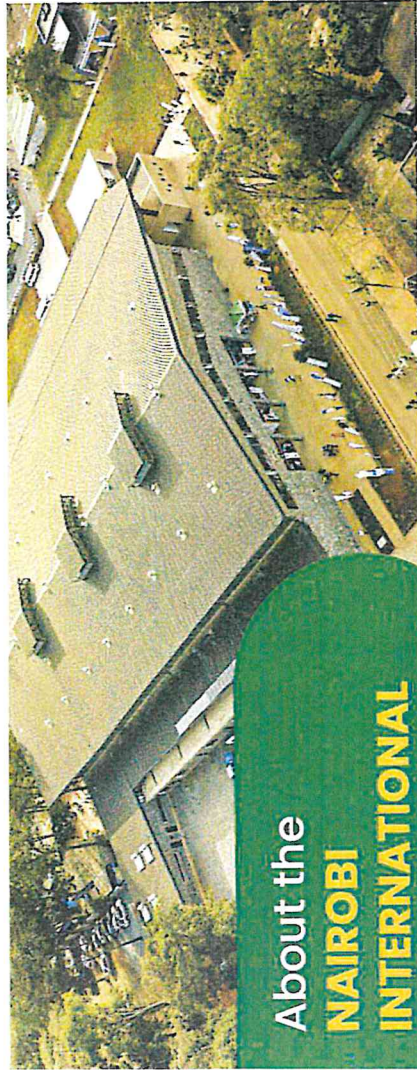


**NAIROBI
INTERNATIONAL
TRADE FAIR**



23rd – 29th September 2024

www.ask.co.ke



About the NAIROBI INTERNATIONAL TRADE FAIR

The Agricultural Society of Kenya (A.S.K.), in collaboration with the Government of Kenya and various agencies, including the Ministry of Agriculture and other government departments, proudly presents the Nairobi International Trade Fair (NITF). This seven-day annual exhibition serves as a vital convergence point for trade, commerce, and the exchange of knowledge within the agricultural sector.

NITF draws the participation of over 500 exhibitors engaged in agri-business and interdependent services, ranging from insurance, finance, regulators, and innovators to logistics, energy, security, and research. The event garners an impressive average attendance of 500,000 visitors.

The President of Kenya has consistently honoured the role of Patron for the Agricultural Society of Kenya (ASK), acknowledging its significant socio-economic contributions.

Hosted at the Jamhuri Park Show grounds, a mere 10km from the Nairobi Central Business District and surrounded by the scenic Ngong Forest and major shopping malls, NITF provides a strategically located venue. Accessibility is seamless, with over five entrances (gates) accessible by both public and private transport.

Our exhibition space caters to diverse needs, offering both permanent and semi-permanent structures as well as open spaces. The venue features well-manicured open lawns, providing a serene environment ideal for outdoor exhibitions.

To enhance the exhibitors' experience, we have forged partnerships with both government and private agencies. Through these collaborations, we offer facilitation for various services, including:

- ✦ Work permits and migration assistance, available upon request through the Ministry of Foreign Affairs.
- ✦ Logistics services, including courier services, customs clearance, and forwarding, facilitated by the Postal Corporation of Kenya (PCK).

TESTIMONIALS

“ Visit the Nairobi International Trade Fair, you will be amazed with what our nation has to offer

”
Mercy Rukia (show visitor)

“ The Nairobi Show is an exposure for business and also for locals as they see what the country has to offer them

”
Technoserve (exhibitor)



SHOW TICKETS CHARGES

Description	Charges
Pre-Show ticket for Saturday and Sunday	200/- per person per day
Pre-Show delivery car sticker for Saturday and Sunday (6am - 8am)	3,500/- per vehicle per day
Daily Entry Show Tickets for adults from Monday to Sunday	300/- per person per day
Daily Entry Show Tickets for children from Monday to Sunday	250/- per person per day
Vehicles Park at public parking Monday to Sunday	200/- per vehicle per day
Trade Attendant ticket for Monday to Sunday	1,900/- per person for 7 days
Delivery Car Sticker for Monday to Sunday (6am - 8am)	20,000/= per vehicle for 7 days

MEMBERSHIP CHARGES

Category	No. of Badges	Car Sticker	Charge in Kes
Full Membership Badge	2 badges (one member and one guest)	One	3000/-
Single Member Badge	1 badge	One	2000/-
Executive Member Badge	2 badges (one member and one guest)	One	8500/-
VFCK (Young Farmers Clubs of Kenya)	One Badge	One	400/-
K.P.O (Kenya Ploughing Organisation) Full member	Two members, one guest	One	3000/-
K.P.O (Kenya Ploughing Organisation) Single member	One Member	One	2000/-
Armed Forces	One Member, one guest	One	800/-

BRANDING AND ADVERTISING OPPORTUNITIES

At the Nairobi International Trade Fair, we prioritize the success and visibility of our exhibitors. Recognizing the importance of effective branding and advertising, we offer a range of opportunities to amplify your presence at our esteemed event.

From strategic sponsorships to branding of key locations such as walls and gates, as well as inclusion in our event catalogues, we provide tailored solutions to suit your branding needs. These opportunities are designed to help you stand out and make a lasting impression on our diverse audience.

For detailed information on our branding rates and sponsorship packages, please visit our website at www.ask.co.ke. There, you'll find comprehensive details on available opportunities and how they can benefit your brand.

At the Nairobi International Trade Fair, we're dedicated to supporting our exhibitors every step of the way. Partner with us to unlock new avenues for brand visibility, engagement, and success in the marketplace.

WHY EXHIBIT WITH US

Tailored Exhibition Center

Our exhibition center is designed to cater to your specific needs, offering customizable spaces ranging from structural setups to open spaces allocated based on your demands and specifications. This flexibility allows for outdoor displays and events, giving you the freedom to create a setup that aligns with your preferences, including the option to erect tents.

Recreational Facilities

For a family-friendly atmosphere, we provide space for recreational facilities, ensuring an enjoyable experience for both exhibitors and visitors. From children's play areas to entertainment options like horse riding and swings, we create an environment that appeals to all.

Diverse Eateries

Our exhibition venue features eateries with attractive cost structures, accommodating everyone from small to medium and high-end hotels. These facilities are available for hire, ensuring that a variety of dining options are accessible to both exhibitors and attendees.

A Platform for All Sector Players

The exhibition ground is a convergence point for all sector players, from farm input to processing. This unique setup provides an excellent opportunity for collaboration in agri-business. It's a space where industry stakeholders can showcase their offerings and establish valuable connections.

Learning Institutions Engagement

We welcome learning institutions to participate, facilitating the sharing and borrowing of expertise, knowledge, new technologies, and exposure. This collaborative environment fosters educational exchanges and promotes the latest advancements in the industry.

Dedicated Livestock Exhibition Area

A designated area is reserved for both local and international livestock farmers/breeders to exhibit. The conducive environment supports feeding and other essential activities. This creates opportunities for agro-veterinary manufacturers, dealers, and learning institutions to interact directly with their target market.

SECTIONS OF THE
NAIROBI INTERNATIONAL TRADE FAIR

Agri-Tech and Innovation Hub:

This section serves as a nexus for agricultural technology and innovation, showcasing cutting-edge solutions transforming farming practices. Exhibitors present precision farming tools, biotech breakthroughs, and sustainable agriculture innovations, fostering a dynamic environment for technological advancement in agriculture.

Business Nexus and Technology Showcase:

This segment is a vibrant hub for trade, B2B interactions, and the unveiling of disruptive technologies across industries. Companies exhibit groundbreaking products and services, forging strategic partnerships and driving innovation forward in the global marketplace.

Culinary Delights and Family Entertainment Zone:

Explore a world of flavor and fun in this lively area, featuring an array of culinary delights, engaging activities, and entertainment for the whole family. From tantalizing food and beverage offerings to interactive games and entertainment performances, there's something for everyone to enjoy.

Farmers' Oasis and Livestock Pavilion:

Step into the heart of agriculture in this dedicated space, where farmers and livestock enthusiasts converge to celebrate the richness of farm and dairy produce, as well as the diversity of livestock breeds. From farm-fresh delights to prized livestock showcases, discover the essence of rural life and agricultural excellence.

SPACE BOOKINGS & UTILITY CHARGES

Central Business District: Spaces along the main highway

Area Measurement	Amount
10 Feet x 10 Feet	Ksh. 115,000
15 Feet x 15 Feet	Ksh. 202,500
25 Feet x 25 Feet	Ksh. 265,000
50 Feet x 50 Feet	Ksh. 327,500
75 Feet x 75 Feet	Ksh. 390,000
90 Feet x 90 Feet	Ksh. 452,500

Off Central Business District: Spaces off the main highway

Area Measurement	Amount
10 Feet x 10 Feet	Ksh. 85,000
15 Feet x 15 Feet	Ksh. 165,000
25 Feet x 25 Feet	Ksh. 215,000
50 Feet x 50 Feet	Ksh. 265,000
75 Feet x 75 Feet	Ksh. 315,000
90 Feet x 90 Feet	Ksh. 365,000

N/B. All charges are exclusive of VAT

Outdoor open space package includes:

- Open ground space with minimal grass ground cover
- General cleaning of the show ground.
- General security during the trade fair
- Entry to the exhibition catalogue and website
- Entry to the exhibition for 2 company delegates

JAMHURI EXPO CENTRE RATES AND PROVISION

(a) For Foreign Exhibitors

\$ 2000 per 9 sq. m- 3mx3m booths (VAT inclusive)

(b) For Local Exhibitors

Kshs. 174,000 per 9sq.m - 3mx3m booths (VAT inclusive)

Standard Exhibition Booth Package includes:

- Floor space fitted in standard booth system frame of 3mx3m.
- Fascia board with company name
- 1 table and 2 chairs
- Waste basket.
- Electric supply plug point
- General cleaning of aisles
- General pavilion security during the exhibition
- Company delegates entry to the exhibition
- Entry to the exhibition catalogue and website

A non-refundable booking fee of 50% will be required upon confirmation of participation.

Air Travel, Accommodation, and Local transportation are not included in the above costings.