

East African Coffee Market & Conference (EACMC) 2025

Brochure

Theme

Sustainable growth and market access: Empowering East African coffee producers in a global market

Date: February 5-7, 2025

Location: Safari Park, Nairobi, Kenya
Powered by: Smart Farmer Africa Limited



EACMC
East African Coffee
Markets & Conference



INTRODUCTION

The East African Coffee Market and Conference (EACMC) 2025 is a premier event aimed at empowering coffee producers in East Africa by connecting them directly with international buyers and industry stakeholders.

Organised by Smart Farmer Africa, the event will take place in Nairobi, Kenya, from February 5th to 7th, 2025.

The event is strategically positioned one week before the African Fine Coffee Conference & Exhibition (AFCA) in Rwanda, allowing participants to maximize their time in East Africa by attending both events.

This sector-specific event aims to address the challenges faced by coffee producers and provide a platform for market access, knowledge sharing, and networking opportunities.

BACKGROUND

East Africa is renowned for producing some of the finest coffees globally, with Kenya, Uganda, Tanzania, and Ethiopia being key players. Coffee farming is a vital economic activity in these countries, supporting millions of smallholder farmers. Despite the high quality of East African coffee, the sector faces significant challenges, including market access, logistical hurdles, and climate change impacts.



WHY EAST AFRICAN COFFEE?

1

Kenyan Coffee

Kenyan coffee is celebrated for its bright acidity, full body, and distinctive fruity flavors. Grown at high altitudes in volcanic soil, it benefits from ideal growing conditions and meticulous processing methods. The SL28 and SL34 varieties are particularly prized for their unique taste profiles, making Kenyan coffee highly sought after in specialty coffee markets.

2

Ethiopian Coffee

Ethiopia, the birthplace of coffee, is famous for its diverse range of coffee varieties and unique flavors. Ethiopian coffees are known for their floral and fruity notes, with regions like Sidamo, Yirgacheffe, and Harrar producing some of the most distinct and high-quality beans. The country's heirloom varieties offer a wide spectrum of tastes, appealing to a broad range of coffee enthusiasts.

3

Ugandan Coffee

Uganda is a significant coffee producer, primarily known for its robusta coffee, which has a rich, full-bodied flavor with chocolate and nutty undertones. The country also produces high-quality arabica coffee, especially from regions like Mount Elgon. Ugandan coffee's robust flavor profile makes it ideal for espresso blends and other strong coffee beverages.

4

Tanzanian Coffee

Tanzanian coffee, particularly from the Kilimanjaro and Mbeya regions, is noted for its bright acidity, medium body, and complex flavor profiles, often with hints of berry and citrus. The country's arabica coffee is highly regarded for its quality and unique taste characteristics, appealing to specialty coffee



Why Exhibit at EACMC 2025?

The East African Coffee Market & Conference (EACMC) 2025 is an exceptional platform for businesses to showcase their products, engage with key stakeholders, and explore opportunities in the thriving coffee market of East Africa. As an exhibitor, you have the chance to connect directly with coffee producers, exporters, importers, roasters, equipment manufacturers, input providers and other industry professionals.



Knowledge Sharing

Participate in knowledge exchange sessions, workshops, and discussions on the latest coffee market trends, innovations, and best practices.



Direct market access

Engage with top-tier coffee producers from Kenya, Uganda, Tanzania, Ethiopia, and more.



Networking opportunities

Connect with international buyers, regional decision-makers, and industry experts to form strategic partnerships.



Brand exposure

Showcase your brand to a targeted audience through booth displays, promotional opportunities, and exclusive event features.



Experience Kenya: Culture and Tourism

Kenya offers not only a thriving coffee industry but also a rich cultural heritage and stunning natural beauty. As an exhibitor or delegate, immerse yourself in the local culture and explore some of Kenya's most captivating attractions:

- 01 Diverse Landscapes:** From the bustling city of Nairobi to the majestic plains of the Maasai Mara, Kenya offers a range of breathtaking landscapes.
- 02 Rich Cultural Heritage:** Experience Kenya's unique blend of cultures, from the traditions of the Maasai and Kikuyu people to the vibrant arts and crafts of the coastal Swahili communities.
- 03 Wildlife Safari:** Take a safari in the Maasai Mara, home to the Great Migration and the Big Five – lion, elephant, buffalo, leopard, and rhinoceros.





Join the Smart Tours

Exhibitors and delegates can participate in the Smart Tours, which offer a unique blend of adventure and learning:

1. **The Maasai Mara:** Experience a world-renowned wildlife safari and witness the incredible landscapes and wildlife of Kenya.
2. **Maguta Farm in Nyeri:** Spend a day learning about innovative coffee processing techniques like carbonic maceration, directly from local experts.
3. **Sirwo Farm in Kitale:** Visit Sirwo Farm to explore sustainable coffee farming practices and understand the farm-to-cup journey in East Africa.



Event Demographics

Expected Attendees

Over 1,000 coffee industry professionals.

Target Audience:

Coffee producers, exporters, importers, roasters, equipment manufacturers, financial institutions, and more.

Geographical Reach

Africa, Europe, North America, Asia.

Exhibitor profile

1. Coffee Producers and Cooperatives
2. Coffee Exporters and Traders
3. Specialty Coffee Roasters
4. Coffee Equipment Manufacturers and Suppliers
5. Agricultural Input Suppliers
6. Sustainability and Certification Organisations
7. Logistics and Shipping Companies
8. Financial Institutions and Microfinance Providers
9. Packaging and Labeling Companies
10. Technology Providers
11. Research and Development Institutions
12. Coffee Associations and Industry Bodies
13. Consumer Brands and Retailers
14. Hospitality and Tourism Companies
15. Media and Publishing Companies
16. NGOs and Non-Profit Organizations
17. Consumer Product Companies
18. Government Agencies and Trade Promotion Bodies





Local Exhibitor

Booths (9 sq.m)
Extra Manpower
meals for 3 days X 1 @
ksh19,500
Conference

KSh100,000



Oversees Exhibitor

Booths (9 sq.m)
4 Nights accomodation
Gala Dinner B to B
Conference entry
Extra Manpower
meals for 3 days X 1 @
ksh19,500

Ksh295,000



Overseas Exhibitor with Smart Tour

Booths (9 sq.m)
4 Nights accomodation
Gala Dinner B to B
Conference entry
Extra Manpower
meals for 3 days X 1 @
ksh19,500

Ksh350,000



4-Day Smart Tour Only

1 day trip to Maguta
Farm Nyeri @**ksh15000**
3 day round trip to Sir-
wo Kitale and Maasai
Mara @**Ksh75,000**

Ksh90,000



Local Delegates

Meals and conference per
person for 3 Days

KSh45,000

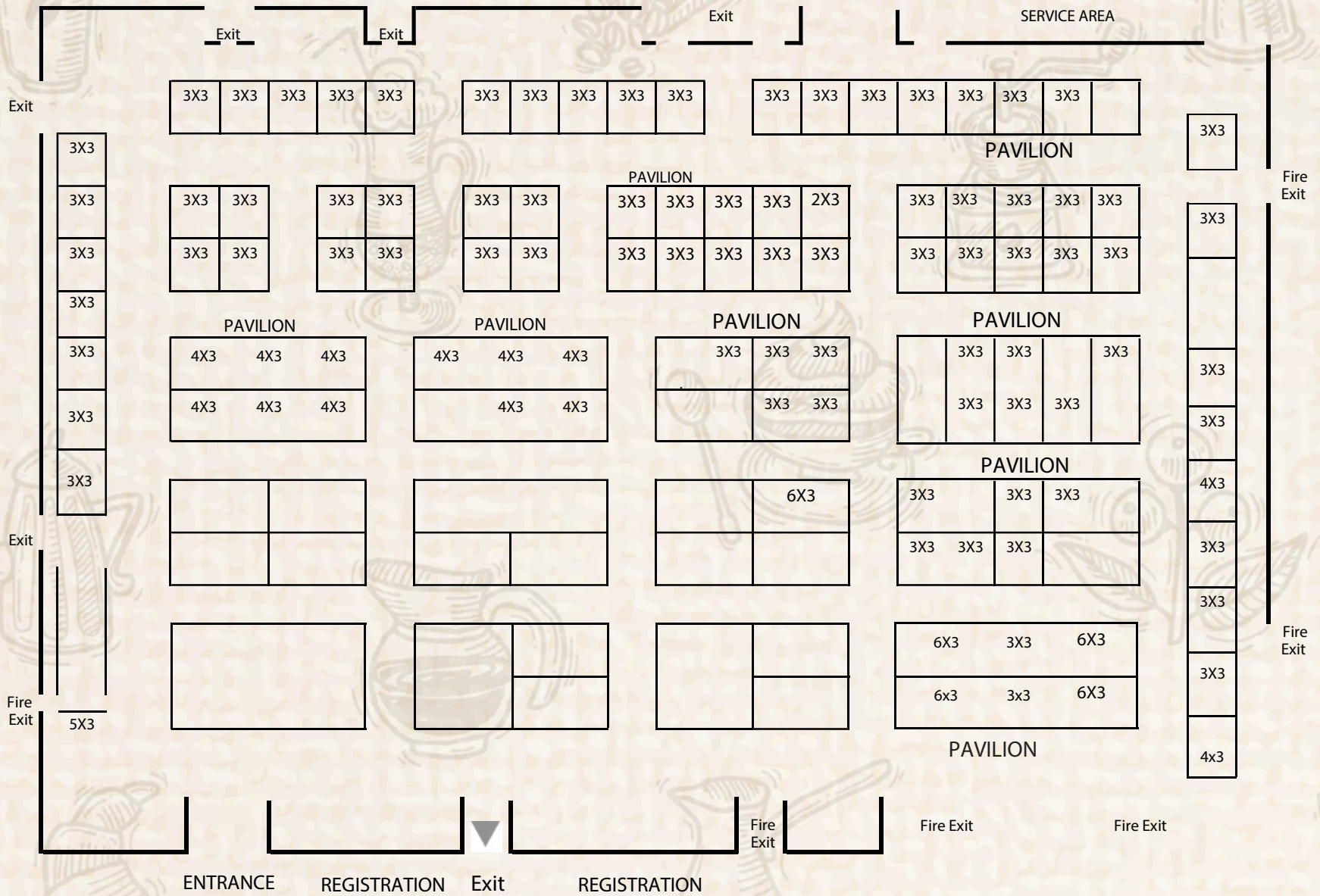


Overseas Delegates

Accomodation + Conference

KSh145,000

Floor Plan





General Setup and Logistics

1

Setup Times:

February 4, 2025, 8:00 AM - 6:00 PM

2

Breakdown Times:

February 7, 2025, 5:00 PM - 9:00 PM

3

Additional Services

Wi-Fi, electrical outlets, furniture rental, and audio-visual equipment are available upon request.:

Basic Shell Scheme (minimum 9 sq.m)

- Structure and Frame
- 1X Round White Table
- 3 X Spotlights
- 2 X Chairs
- 1 X Dustbin
- 1 X 13 amp Electrical Socket
- 1X 0.24m Fascia Board

Participation Charges

Booths (minimum 9sq), power cables, table and 2 seats : ksh. 100,000



Logistical support for international exhibitors

- 01 Customs and import assistance: Guidance on navigating customs regulations and import procedures for exhibition materials.
- 02 Travel and accommodation: Assistance with booking travel and securing accommodations near the venue, with special rates negotiated for exhibitors.
- 03 Language support: Translation services available for exhibitors who require assistance in local languages during the event.
- 04 Freight and shipping services: Recommendations for reliable freight forwarding and shipping services to ensure your materials arrive on time and in good condition.

Exhibition opportunities for international companies

Meet local partners

Access to a matchmaking service that pairs international exhibitors with potential local partners, distributors, or customers.

Brand visibility

Enhanced branding opportunities, such as sponsorship of key event features like coffee cupping sessions, keynote addresses, or networking events, to increase your brand's visibility in the region.

Tailored booth packages

Premium booth locations are available to ensure maximum visibility for international exhibitors. Options include custom-built stands to meet specific branding requirements.



Visa assistance

Visa Facilitation: The organising team offers assistance with visa applications to ensure a smooth entry process for all international participants.

Cultural and business etiquette

Understanding local markets: Insights into East African business culture and consumer preferences, helping you tailor your approach to this dynamic market.

Additional sponsorship opportunities

International recognition: Sponsorship packages that position your brand as a leader in the global coffee industry, with options to sponsor key sessions, workshops, or networking events.







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