



4th Edition

Europe–Nigeria Agri Investment and Trade Forum

Advancing Agri-Industrial Economies
through Mutually Beneficial EU–Nigeria
Trade and Investment Partnerships

September 10th - 12th, 2025,
Bern, Switzerland



Overview

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Welcome2Africa International (W2A) is pleased to host the **4th edition of the Europe–Nigeria Agri-Investment and Trade Forum**, taking place from **September 10–12, 2025**, in **Bern, Switzerland**.

02

The Forum is a **strategic platform to foster mutually beneficial trade and investment partnerships** between Europe and Nigeria, focused on advancing **agri-industrial growth** and building **sustainable value chains**.

03

Nigeria offers a high-value opportunity for European stakeholders seeking to:

- Secure vetted and viable investment and trade opportunities
- **Diversify sourcing channels**
- Access **fast-growing agricultural markets** across West Africa With:
 - i. **A GDP of \$362.81 billion (2023)**
 - ii. **A consumer population of over 200 million**
 - iii. **Over 70 million hectares of arable land**

04

Nigeria offers both **scale and strategic relevance** for long-term agri-trade and industrial cooperation.

- The country's **growing agri-export base** and its push toward **agro-industrialization** position it as a **key partner** in Europe's agricultural and sourcing strategy.



Overview

05

W2A brings a strong track record in facilitating trade and investment between Europe and Africa, having:

Track record of facilitating investments and trade

- Curated over \$250 million in agribusiness investment and trade opportunities.
- Organized over 30+ high-level investment forums, deal rooms, and trade missions across Europe, Africa, and North America.
- Enabled concrete partnerships between exporters, importers, investors, and value chain actors

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EUNG2025 aims to facilitate over \$100 million in trade and investment commitments by convening:

- **Investors and investees**
- **Exporters and importers - Cocoa and cocoa derivatives, Sesame seeds, Cashew nuts, Ginger and turmeric, Hibiscus flower, Cassava starch and derivatives, Shea butter and allied cosmetic inputs**
- **European agro-processors** seeking sourcing and co-investment opportunities
- **Service providers** across logistics, financing, and agritech
- **Donors and development partners** committed to food security and green industrialization



Overview

07

The Forum comes at a time when Europe is actively looking to **secure reliable, sustainable agricultural supply chains and industrial inputs**. Nigeria offers:

- Ready access to **raw materials**
- **Competitive labor**
- A rising **agro-industrial ecosystem** backed by national and continental trade policies

08

W2A is uniquely positioned to facilitate these transactions, delivering:

- Tailored **deal origination and matchmaking**
- Sector-focused **market entry support**

A practical link between Europe's sourcing goals and **Nigeria's industrial transformation agenda**

The event will feature **20 of Nigeria's leading agribusinesses**, ready to engage in investment discussions, trade deals, and long-term partnership opportunities











Past Attendees and Stakeholders












Agenda

Day 1: 10th September 2025

Apparet Mercede	2032
08:30 - 09:30am	Registration & Welcome Address
09:30 - 10:30am	Opening Ceremony & Keynote Speeches
10:30am - 11:30pm	Panel 1: Advancing Agri-Industrial Growth through Europe Nigeria Investment and Trade Partnerships
Invited/confirmed speakers;	
	Stefan Scheiber, CEO, Bühler Group
	Wim Van Der Beek, Founding Partner, Goodwell Investments
	Guna Lasmane, Senior Underwriter, MIGA World Bank
	Chris Club, CEO, Convergence Blended Finance
	Wilfrid Korsaga, Managing Director, ARM
	Vincent Lehner, Head of Markets, Symbiotics
11:30 - 12:00pm	Tea Break & Networking
12:15 – 1:20pm	Panel 2: From Grants to Growth Capital: Unlocking Private Sector Finance in Agri-Industries
Invited/confirmed speakers:	
	Frank Nagal, Chairman, NABC
	Deji Adebuseye, Partner, Sahel Capital

Agenda

Day 1: 10th September 2025

Apparet Mercede	2032
12:15 – 1:20pm	Panel 2: From Grants to Growth Capital: Unlocking Private Sector Finance in Agri-Industries
Invited/confirmed speakers:	
	Hans Bogaard, <i>Director Agribusiness, Food & Forestry at FMO</i>
	Lionel Dieu, <i>AgriFI Facility Manager, EDFI</i>
	Edward Rowson, <i>Managing Partner, Lundy Investors</i>
	Michiel Hendeiks, <i>CEO, Farmstrong Foundation</i>
12:15 – 1:20pm	Panel 3: Navigating Trade Barriers: Optimizing Agri-Exports between Europe and Nigeria
Invited/confirmed speakers:	
	Daniel Enesi, <i>Founder/CEO, Noma Service</i>
	Judith Arends, <i>Managing Director, Centre for the Promotion of Imports from Developing Countries (CPI)</i>
	Lorenzo Galanti, <i>CEO and Managing Director, Italian Trade Agency (ITA)</i>
	Dr. Julia Bellinghausen, <i>Head of Import Promotion Desk</i>
	Jenny Melia, <i>Executive Director, Enterprise Ireland</i>
12:15 – 1:20pm	Lunch Break & Networking
3:00pm	Deal Room

Day 2-3: Tour and B2B Meetings

Participation Fee

Package		Price
Delegates Fees		
Super Early Bird	SOLD OUT	€300.00
Early Bird		€500.00
Standard		€700.00
Late Reg		€1,000.00
Deal Room		€500.00
10 Slot Exhibition Space Available		€2,500.00
Presentation		€1,000.00
Business Study Tour		€2,500



Sponsorship Packagers

Platinum Sponsors € 50,000

Headline Sponsor title and recognition on all promotional material

10 Vip delegate registration

1 keynote speech

Onsite VIP exhibition booth

Airtime with our media partners

Opportunity to engage in panel session

Spotlight as sponsor on Welcome2Africa International (W2A) website, email and social media campaigns

Full post statistics and report

1 personalized message with website link from sponsors will be sent to attendees after the event

Distribution of promotional materials to attendees

Full package- Advertisement in the program booklet

Full page Half page Quarter page

Opportunity to advertise product or service

Exclusive after program event (if any)

1 free space from Welcome2Africa International (W2A) co-work space for a corporate engagement

Access to attendee's database

3 client Stakeholder engagement

Opportunity to enter into an exclusive partnership with beneficiaries of our acceleration programs

Onsite brand publicity on backdrop and souvenirs

Opportunity to advertise product or service via video ad

2 slot- Opportunity to advertise in our monthly newsletter

Acknowledgement of sponsorship across all levels

1 signature program execution from Welcome2Africa International (W2A) within the year



Sponsorship Packagers

Gold Sponsors € 30,000

Headline Sponsor title and recognition on all promotional material

5 Vip delegate registration

On site Vip Exhibition Booth

Airtime with our media partners

Opportunity to engage in panel session

Spotlight as sponsor on Welcome2Africa International (W2A) website, email and social media campaigns

1 personalized message with website link from sponsors will be sent to attendees after the event

Distribution of promotional materials to attendees

Onsite brand publicity on backdrop and souvenirs

Half page- Advertisement in the program booklet Full page Half page Quarter page

Opportunity to advertise product or service via video ad

1 slot- Opportunity to advertise in our monthly newsletter

Acknowledgement of sponsorship across all levels
1 free space from Welcome2Africa International

Access to attendee's database

Opportunity to enter into an exclusive partnership with beneficiaries of our acceleration programs

Silver Sponsors € 15,000

Headline Sponsor title and recognition on all promotional material

3 VIP delegate registration

Onsite exhibition booth

Airtime with our media partners

Opportunity to engage in panel sessions

Spotlight as sponsor on Welcome2Africa International (W2A) website, email and social media campaigns

Distribution of promotional materials to attendees

Onsite brand publicity on backdrop and souvenirs

Quarter page- Advertisement in the program booklet

1 slot- Opportunity to advertise in our monthly newsletter

Acknowledgement of sponsorship across all levels

Opportunity to enter into an exclusive partnership with beneficiaries of our acceleration programs



Sponsorship Packagers

Lunch Break Sponsor € 7000

Headline sponsor title and recognition on all promotional materials

B2B networking

Allowed to disseminate promotional materials such as flyers (inserted in to our brochure)

Company's merchandise can be included in the conference bag for attendees

Social media feature on our Instagram page with a Tag

Company's logo would be listed as a sponsor on all promotional materials

Company logo would be listed amongst our partners in the event brochure

Allowed to bring 1 rollup banner to be mounted

Airtime with our media partners

Standard exhibition booth

2 staff access

Tea Break Sponsor € 5000

Headline sponsor title and recognition on all promotional materials

Allowed to disseminate promotional materials such as flyers (inserted in to our brochure)

Company's merchandise can be included in the conference bag for attendees

Social media feature on our Instagram page with a tag

Company's logo would be listed as a sponsor on all promotional materials

Allowed to bring 1 rollup banner to be mounted

One standard exhibition booth

1 staff access