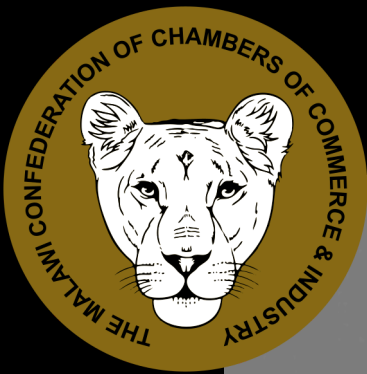




THE 22ND NATIONAL AGRICULTURE FAIR

CONCEPT NOTE

THEME:
**“TRANSFORMING AGRICULTURE
THROUGH INNOVATION, VALUE
ADDITION, AND MARKET
LINKAGES”**



About The National Agriculture Fair

The Malawi Confederation of Chambers of Commerce and Industry has been holding annual National Agriculture Fairs (NAF) since 2003.

The aim of the NAF is to provide a forum for different stakeholders in the agricultural sector to share experiences and expertise on agricultural activities in order to promote linkages generated within the value chain.

NAF therefore promotes discussion and conclusion of business deals which will lead to improved performance of the sector.

The fair is also meant to expose farmers/farmer groups to new developments in technologies, markets, and financial arrangements, and other services.



1.0 BACKGROUND

Agriculture remains the key driver of Malawi's economy, employing over 80 percent of the population and contributing nearly 30 percent of the Gross Domestic Product (GDP). Yet, despite its central role, the sector continues to face persistent structural challenges including low productivity and limited access to modern technologies, inadequate value addition and weak market connections. It is against this backdrop that the 22nd National Agriculture Fair (NAF) takes on renewed importance. The 22nd NAF will bring together farmers, agribusinesses, financial institutions, development partners, researchers, policymakers, and equipment suppliers to showcase innovations, foster dialogue, and build partnerships that directly address these challenges. The three-day exhibition will be a platform for solutions, designed to modernize Agricultural practices and strengthen market linkages for a more resilient agricultural sector.

Theme: “Transforming Agriculture through Innovation, Value Addition and Market Linkages”

2.0 OBJECTIVES

The event aims to promote innovation, investment, and collaboration across the agricultural sector by bringing together key stakeholders to explore opportunities for enhancing productivity, competitiveness, and sustainability. It seeks to support the modernization of agriculture, strengthen value chains, and create an enabling environment for inclusive agribusiness growth.

2.1 SPECIFIC OBJECTIVES

- 2.1.1 Promote adoption of modern agricultural technologies and mechanization.
- 2.1.2 Showcase innovations that increase productivity and climate resilience.
- 2.1.3 Strengthen value addition and agro-processing opportunities.
- 2.1.4 Facilitate market linkages between producers, buyers, and service providers.
- 2.1.5 Encourage youth and women participation in agribusiness.

3.0 TARGET AUDIENCE

The initiative is designed to engage a broad range of stakeholders across the agricultural value chain and supporting ecosystem. These stakeholders play critical roles in agricultural production, input supply, financing, research, policy development, value addition, market access, and investment. Their participation will facilitate knowledge sharing, foster partnerships, promote innovation, and support the development of sustainable and competitive agricultural systems.

- 3.1 Farmers and farmer organizations
- 3.2 Agricultural equipment suppliers
- 3.3 Agro-dealers
- 3.4 Financial institutions
- 3.5 Government departments
- 3.6 Development partners
- 3.7 Researchers and universities
- 3.8 Agribusiness companies
- 3.9 Entrepreneurs
- 3.10 Buyers and processors



4.0 EVENT PROGRAMME

DAY 1:

THURSDAY 27TH AUGUST, 2026

CHICHIRI TRADE FAIR GROUNDS

- OFFICIAL OPENING CEREMONY
- PAVILION VISITS
- SPEECHES

AGRICULTURAL MECHANIZATION AND SMART FARMING TECHNOLOGIES:
HOW TO PRODUCE MORE EFFICIENTLY

Key Activities	Expected Outcomes	Stakeholders
• Exhibition of tractors, planters, harvesters, sowers • Demonstration of irrigation systems (solar, drip, sprinkler) • Digital farming tools • Climate-smart agriculture technologies • Farmer testimonials on benefits of mechanization • Live field demonstrations of equipment operation	• Increased awareness of mechanization options • Improved understanding of productivity-enhancing technologies • Linkages between farmers and equipment suppliers	• Farmers and farmer organizations • Agricultural equipment suppliers • Financial institutions • Government departments • Development partners • Researchers and universities

DAY 2

FRIDAY 28TH AUGUST, 2026

MALAWI SUN HOTEL

MARKETS, FINANCING AND INVESTMENT OPPORTUNITIES: HOW TO SELL PROFITABLY AND GROW THE BUSINESS

Key Activities	Expected Outcomes	Stakeholders
• Buyer-seller business meetings • Financial institutions exhibition • Access to credit and agricultural insurance sessions • Digital agriculture and e-commerce platforms showcase (MCCCI portal on-boarding) • Export market opportunities presentation – Ministry of Industrialization, Business, Trade and Tourism. • Cooperatives and farmer organization networking session • Awards ceremony recognizing innovative farmers and exhibitors	• Strengthened market linkages • Increased awareness of financing opportunities • New partnerships and business agreements	• Ministry of Agriculture, Irrigation and Water Development • Ministry of Industrialization, Business Trade and Touris • Farmers and farmer organizations • Agricultural equipment suppliers • Agro-dealers • Financial institutions • Insurance Companies • Government departments • Development partners • Researchers and universities • Agribusiness companies • Entrepreneurs • Buyers and processors

DAY 3

SATURDAY 29TH AUGUST, 2026

CHICHIRI TRADE FAIR GROUNDS

VALUE ADDITION, AGRO-PROCESSING AND AGRIBUSINESS DEVELOPMENT: HOW TO EARN MORE FROM WHAT IS PRODUCED

Key Activities	Expected Outcomes	Stakeholders
• Demonstrations of small and medium-scale processing equipment • Exhibitions of processed agricultural products • Training on packaging, branding, and quality standards • Food safety and certification awareness sessions • Agribusiness entrepreneurship workshops • Success stories from agro-processors and entrepreneurs Featured Value and Addition Areas • Information on Grain milling and fortification • Fruit and vegetable processing - tomato sauce, juices, jam • Dairy processing • Honey processing • Oil extraction • Poultry and livestock product processing	• Increased awareness of value addition opportunities • Improved business skills among farmers and entrepreneurs • Promotion of agro-processing investments	• Ministry of Agriculture, Irrigation and Water Development • Ministry of Industrialization, Business Trade and Tourism • Malawi Bureau of Standards • Farmers and farmer organizations • Agricultural equipment suppliers • Development partners • Researchers and universities • Agribusiness companies • Entrepreneurs • Buyers and processors

CROSS-CUTTING ACTIVITIES THROUGHOUT THE THREE DAYS OF THE FAIR

- Agriculture Exhibition within the pavilions
- Veterinary and livestock health services - Poultry Producers Association of Malawi, Central Poultry, Farmers World Ltd
- Seed and input demonstrations - SeedCo Malawi, Bayer Malawi etc on Maize, soya, legume seed demos.
- Climate-smart agriculture showcase – CISANET, One Acre Fund Malawi, Concern Universal, World Vision Malawi, Pyxus Agriculture Malawi.
- Farmer advisory services - Agricultural Research and Extension Trust (ARET), National Smallholder Farmers' Association (NASFAM), Total Land Care.
- Training workshops on animal feed production, organic fertilizer production, packaging, certification readiness – ARET; Malawi Bureau of Standards.
- Cultural performances and entertainment.
- Media coverage and live broadcasts.

5.0 EXPECTED RESULTS

- 5.1 Increased adoption of modern agricultural technologies.
- 5.2 Improved farmer knowledge on value addition and agribusiness.
- 5.3 Enhanced access to markets and financial services.
- 5.4 Stronger partnerships among agricultural stakeholders.
- 5.5 Increased investment in agricultural enterprises.

6.0 CONCLUSION

The 22nd National Agriculture Fair will provide a unique platform for learning, technology transfer, networking, and business development. By focusing on mechanization, value addition, commercialization, and market access, the event will equip Malawian farmers, SMEs, and agribusinesses with practical tools and partnerships to increase yields and move from subsistence to profit-driven farming. This will contribute to building a more productive, competitive, and resilient agricultural sector in Malawi, supporting food security, job creation, and inclusive economic growth.

APPENDIX 1

PROGRAMME FOR THE AGRIBUSINESS FORUM TO BE HELD ALONGSIDE THE NATIONAL AGRICULTURE FAIR

FRIDAY, 28TH AUGUST 2026 – MALAWI SUN HOTEL

TIME	ACTIVITY
08:30–08:40	Arrival and Registration
08:45	Arrival of Guest of Honour, received by President of MCCCCI and MCCCCI CEO
08:50–09:00	Welcome Remarks, Introduction of delegates
09:00–09:10	Opening Remarks by President of MCCCCI
09:10–09:20	Sponsor Video Presentation / Sponsor Presentation-mirrored to the theme: Transforming Agriculture through Innovation, Value Addition and Market Linkages
09:20–09:30	Remarks by Honourable Minister of Agriculture, Irrigation and Water Development, the Guest of Honour
09:30–09:45	Presentation of NAF Exhibitor Trophies
09:45–10:15	Group Photo and Health Break
10:15–10:45	Unlocking Finance for Agri-Growth & Trade - How farmers, SMEs, and exhibitors can access affordable capital to scale production - Access Agri -loans, alternative collateral, and digital banking solutions built for rural SMEs.
10:45 –11.20	De-risking Farming & Trade with Insurance Focus: protecting farmers, inputs dealers, and exporters against climate shocks, and market losses.
11:20 – 12:00	Tax and Non-Tax incentives available within agricultural value chains – Malawi Revenue Authority
12:00 – 13:00	Lunch