



8<sup>th</sup> African Agribusiness and Science week (AASW 8)

### Side event

## Boosting intra-African Trade: The agricultural midstream in the value chain

6<sup>th</sup> June 2023, 16:30-18:30 SAST  
Durban, South Africa

### Biodata

#### David Foli AYIVOR, Founder and CEO, Agromyx – Ghana



David is the founder and CEO of Agromyx Company and has been working in the food industry for the past 15 years. He specializes in food & beverage management, research & development, big-picture operations and supply chain management and contract negotiation between food companies and contract manufacturers, as well as forecasting and production planning, strategic sourcing, lean manufacturing and streamlining supply chains to maximize profits. David's main objective is to contribute immensely to the food system with focus on healthy diet so that he founded, in 2017, the AGROMYX, an agro-food manufacturer and distributor of natural, healthy and sugar free food products. David studied business administration and management at the Ashley's business college Accra, Ghana and holds a Bachelor's degree in hospitality administration and management.

#### Isolina BOTO, Head of the Networks & Alliances Department, COLEAD – Belgium



Isolina Boto is the Head of Networks and Alliances at COLEAD, a non-profit Association of private sector operators in the agrifood sector active in the EU, Africa, the Caribbean and the Pacific (ACP) regions. Isolina has more than 25 years of experience in agricultural development. She started her career with the European Commission and has also worked with various ACP embassies and NGOs in areas related to food security, rural development and trade. Before joining COLEAD, she was the Manager of the Technical Centre for Agricultural and Rural Cooperation ACP-EU (CTA) Brussels Office (2004-2020) implementing policy initiatives related to the ACP-EU cooperation in the field of agricultural and rural development. She has led agribusiness projects in support of capacity development of SMEs, entrepreneurs and farmers organisations across Africa, the Caribbean and the Pacific.

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**Fannie GONDWE, Executive Director, Perisha Agro and Packaging Enterprise – Malawi**



Fannie Perisha Gondwe is the Founder and Executive Director of Perisha Agro and Packaging Enterprise, an eco-inclusive agri-business enterprise aiming at improving the nutritional status of women and children under-five. The company promotes the growing and consumption of biofortified foods including orange fleshed sweet potato, orange maize, Nua Beans and cassava products. Fannie holds an MBA from Eastern and Southern Africa Institute of Management (ESAMI), Tanzania. She worked as the Regional Finance and Administration Manager at World Agroforestry Centre (ICRAF), Southern Africa Region for 11 years before founding Perisha Agro in 2015. As an entrepreneur, Fannie has won several awards in agribusiness including HIVOS Most Impactful Business, Graca Marcel Outstanding business and the Female Biosciences Business Acceleration award. Perisha Agro is among the 2022 Top 50 African Business Heroes under Jack Ma ABH competition. Fannie has won 3 matching grants through investor pitch competitions and also secured bank loans for her business.

**Jane MAINA, Managing Director, Vert Ltd – Kenya**



Jane Maina is the Managing Director of Vert Limited since 2006, a company involved in processing and export of horticultural produce. With 17 years' experience in the horticultural industry, her role is to ensure that the business is focused on achieving its strategic objectives. The social enterprise depends 100% on the produce sourced from the small holder farmers. Despite social-cultural norms, Jane ensures that Vert Ltd consciously strives to engage women. She has a Bachelor's Degree in Business Administration. In addition, she holds a diploma in Business Management from the Strathmore University and has undergone the Strathmore University Entrepreneurial Development programme as well as Business Growth training programme by the Kenya Association of Manufacturers.

Vert Ltd is a member of COLEAD and has received support from the COLEAD programmes NeXT Kenya and Fit For Market.

**Prof. Thomas REARDON, Michigan University – USA**

Tom Reardon is a University Distinguished Professor at Michigan State University (MSU), United States (USA). His MS is from Columbia University, USA, in 1979 and Ph.D. from University of California at Berkeley, USA, in 1984. Between receiving his Ph.D. in 1984 and starting at MSU in 1992, Thomas was Research Fellow at the International Food Policy Research Institute (IFPRI), and Rockefeller Post-Doctoral Fellow in Burkina Faso attached to the University of Ouagadougou and ICRISAT. His research focus is on the links between international development and the agribusiness/food industry. He researches the transformation of agrifood systems (supermarkets, processing firms, wholesale and logistics, and agricultural support services) and their effects on farmer incomes, technology, and rural employment, and agrifood business strategies implementation of innovations via design of supply chains. He has researched value chains in Africa, Asia, and Latin America covering horticulture, fish, dairy, poultry, and grains.



**Sara SAVASTANO, Director, Research & Impact Assessment Division IFAD – Italy**

Sara Savastano is the Director of Research and Impact Assessment (RIA) Division of the Strategy and Knowledge Department at the International Fund for Agricultural Development (IFAD). Before joining IFAD, she was Senior Economist with the World Bank's Development Economic Research Group and was professor of economics at the University of Rome Tor Vergata, Italy. She also served as economist at the Italian Ministry of Economy and Finance. She is Board member of the International Association on Applied Bioeconomy Research and the Italian Association of Development Economists. She has published in peer reviewed journals on issues related to land markets and agricultural productivity, as well as the intensification of farming systems, investment and technology for rural and structural transformation. Savastano holds a PhD in economics from the University of Rome Tor Vergata.



**Affiong WILLIAMS, Founder & CEO, Reelfruit – Nigeria**

Affiong Williams is the Founder and of ReelFruit the largest fruit processing, packaging and marketing company in Nigeria and an award-winning brand. The company, founded in 2012, retails a range of dried fruit and nut snacks through a variety of channels including over 450 supermarkets, airlines, schools, hotels, and concluding export sales via Amazon.com.



Affiong is passionate about agribusiness and looking at innovative, market-driven solutions to add value to local produce and to seize opportunities for wealth creation of agribusiness and global trade. In 2015, she has been recognised by Forbes Magazine as one of the most promising '30 under 30' entrepreneurs. In 2022, she was the winner of the first-ever Veuve Clicquot

Bold Woman Award in Nigeria.

Affiong holds a post graduate diploma in Business Administration from Wits Business School, Johannesburg, South Africa. In 2018, she participated in the Stanford SEED Transformation Program-Stanford Institute for Innovation in Developing Economies. She worked for 4 years for Endeavor Global, a global non-profit which catalyses economic development by supporting small to medium enterprises in developing markets.



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