

The image features a lush green rice field in the background, partially obscured by large, semi-transparent geometric shapes. A large orange triangle points downwards from the top left, and a large green triangle points upwards from the bottom left. The text is overlaid on the green triangle.

# **EAST AFRICA RICE CONFERENCE (EARC) 2021**

**18-20 MAY 2021**

**PRIMER**



## THEME

# Inclusive and Sustainable Rice System Development: Opportunities and Challenges

As rice has become a potentially strategic commodity in Africa contributing to poverty reduction, boosting local economy, and ensuring import substitution, many countries have embarked on different programmes to boost domestic rice production along with continental initiatives including those of Africa Rice Center (AfricaRice), the Coalition for African Rice Development (CARD), International Rice Research Institute (IRRI), and regional and/or country-specific initiatives, such as those supported by the Japan International Cooperation Agency (JICA) and other donors. Through CARD facilitation, CARD member countries have developed and executed their national rice development strategies (NRDS) for doubling rice production in Africa by 2018. This target was mostly achieved and led to the identification of another target of further doubling rice production by 2030.

Considering the increasing importance of rice in Africa in general and in East Africa in particular, it will be important to discuss and share experiences among countries in relation to the existing challenges and emerging opportunities, in the effort to ensure adequate domestic production to fulfill the ever-increasing demand, thus the inception of the East Africa Rice Conference (EARC).

## Why be a part of EARC 2021?

- Capture the right audience for your research initiative or pitch from both regional and continental levels in rice research
- Discover and take part in public, private and donor-supported initiatives and contribute to policy practice and action;
- Collaborate with participants toward helping Africa reach 90% rice self-sufficiency by 2025
- Engage some of the region's most influential actors in rice research, production, and commercialization

## Key Conference Themes

- Agriculture and trade policies
- Inclusive commercialization: women and youth employment and empowerment
- Private sector engagement
- Food security and nutrition
- Sustainability and resilience of food systems

# Thematic concurrent sessions

- Deep-dive speaking sessions and Q&A on the realities of the rice sector, beyond the labs

**Rice Research  
& Development**

**Inclusive  
Markets &  
Value Chains**

**Land, Labour,  
and Livelihood  
Security**

**Integrated  
Rice Sector  
Development**

**Inclusive  
Finance &  
Investment**

**Food & Nutrition  
Security**



**PROGRAM  
AT A GLANCE**

# Program at a Glance

## DAY 1 18 MAY IN-COUNTRY WORKSHOPS

(By invitation only)

0830-0900

Arrivals and Registration

### OPENING SESSION

WELCOME, OBJECTIVES, PROGRAM, AND EXPECTED OUTCOMES  
OPENING REMARKS  
KEYNOTE SPEECH

0900-1030

1030-1100

Break

### TECHNICAL PARALLEL SESSIONS 1

(SMALL GROUP DISCUSSIONS)

STREAM A - RICE RESEARCH AND DEVELOPMENT  
STREAM B - INCLUSIVE MARKETS AND VALUE CHAINS  
STREAM C - RICE-BASED LIVELIHOODS; GENDER AND YOUTH INTEGRATION

1100-1200

1200-1300

Lunch break

### TECHNICAL PARALLEL SESSIONS 1

(CONTINUATION - SMALL GROUP DISCUSSIONS)

1300-1400

1400-1430

### PRESENTATION OF SUMMARIES

1430-1445

Break

1445-1545

### TECHNICAL PARALLEL SESSIONS 2

(SMALL GROUP DISCUSSIONS)

STREAM D - INTEGRATED RICE SECTOR DEVELOPMENT IN A CHANGING CLIMATE  
STREAM E - INCLUSIVE FINANCE AND INVESTMENT  
STREAM F - AGRICULTURAL POLICY REFORMS

1545-1600

Break

1600-1630

### TECHNICAL PARALLEL SESSIONS 2

(CONTINUATION - SMALL GROUP DISCUSSIONS)

1630-1700

1700-1730

Presentation of summaries

# Program at a Glance

DAY 2 19 MAY VIRTUAL

0830-1000

## OPENING PROGRAM

OPENING REMARKS  
KEYNOTE SPEECHES  
PARTNERS' STATEMENT  
TECHNICAL PARALLEL SESSIONS TEASERS

1030-1230

## PLENARY SESSION 1

CHALLENGES AND OPPORTUNITIES FOR  
ACCELERATING AND SUSTAINING RICE SELF-  
SUFFICIENCY IN EASTERN AFRICA

ACCELERATING AND SUSTAINING RICE SELF-  
SUFFICIENCY IN EASTERN AFRICA: CHALLENGES AND  
OPPORTUNITIES  
ALIGNING RICE SECTOR DEVELOPMENT POLICY AND  
NATIONAL AGRICULTURE INVESTMENT PLAN

1230-1330

## SIDE EVENT (PLATINUM SPONSOR)

1330-1500

## TECHNICAL PARALLEL SESSIONS (STREAMS A1-C1)

STREAM A1 - INNOVATIONS IN RICE MECHANIZATION  
AND POSTHARVEST: ADAPTING TO AFRICAN  
CONDITIONS  
STREAM B1 - RICE COMMERCIALIZATION AND  
LIVELIHOOD OUTCOMES: LESSONS FROM APRA  
STREAM C1 - ACCESS AND CONTROL OF LAND AND  
NATURAL RESOURCES: GENDER INTEGRATION

1500-1630

## TECHNICAL PARALLEL SESSIONS (STREAMS A2-C2)

STREAM A2 - ESTABLISHING REGIONAL CENTERS OF  
EXCELLENCE FOR RICE R&D  
STREAM B2 - MARKETING AND VALUE ADDITION: THE  
EXPERIENCE OF RICE PROCESSORS  
STREAM C2 - JOBS AND EMPLOYMENT OPPORTUNITIES  
IN THE RICE SECTOR: OPPORTUNITIES FOR  
ENTREPRENEURSHIPS FOR YOUTH

1630-1800

Poster presentations (Early Career Researchers,  
Contributing Partners, Key Nat'l/Reg'l Orgs) and  
Sponsor promotions segment



# Program at a Glance

DAY 3 20 MAY VIRTUAL

0830-1015

## PLENARY SESSION 2

SUPPORTING POLICY AND INVESTMENT IN NATIONAL AND REGIONAL RICE SECTOR DEVELOPMENT: EXPERIENCES OF JICA  
EAST AFRICA RICE DEVELOPMENT STRATEGY (EARDS)  
OPERATIONALIZATION OF EARDS

1015-1100

## DESIGN CHALLENGE PITCH

1100-1230

## TECHNICAL PARALLEL SESSIONS (STREAMS D1-F1)

STREAM D1 - INTEGRATED RICE SEED SECTOR DEVELOPMENT: COUNTRY EXPERIENCES  
STREAM E1 - IMPROVING ACCESS TO CREDIT & FINANCE FOR SMALL PRODUCERS AND PROCESSORS  
STREAM F1 - AGRICULTURE POLICY REFORMS AND FORESIGHT - PRODUCTION, VALUE CHAINS, & MARKET

1230-1330

**Lunch break - Rice-based recipes cooking videos**

1330-1430

## SIMULTANEOUS SIDE EVENTS

(PLATINUM/GOLD/SILVER)

1430-1600

## TECHNICAL PARALLEL SESSIONS (STREAMS D2-F2)

STREAM D2 - ENHANCING SUSTAINABILITY AND RESILIENCE IN LOCAL & NATIONAL RICE SYSTEMS TO COPE WITH CLIMATE CHANGE  
STREAM E2 - RICE SECTOR FINANCING & PUBLIC-PRIVATE PARTNERSHIPS  
STREAM F2 - RICE, DIETARY CHANGES AND HOUSEHOLD FOOD & NUTRITION SECURITY

1600-1700

## PLENARY SESSION 3

FINAL REFLECTIONS AND NEXT STEPS & CLOSING

# EARC 2021 Organizers and Partners



A person with long, thick black braids is seen from the back, looking at a computer monitor. The monitor displays a website with the text "Trello" and "Trello is a collaboration tool that organizes your projects into boards." The background is a bright, modern office space with a desk, a chair, and a window. The entire image is overlaid with a green geometric pattern. A large orange banner is positioned in the center, containing the text "SPONSORSHIP OPPORTUNITIES".

# SPONSORSHIP OPPORTUNITIES



# MAKING EARC 2021 A HYBRID EXPERIENCE

A combination of on and offline engagements offers limitless showcase opportunities for your brand or advocacy.

Let's help each other bridge your products, services, or initiatives with your target publics.

Explore our flexible sponsorship packages.

Contact:

**Ryan Celis**

[r.celis@irri.org](mailto:r.celis@irri.org)

## SPONSORSHIP OPTIONS

| PLATINUM PACKAGE   | GOLD PACKAGE  | SILVER PACKAGE   | ENABLER PACKAGE   |
|--|---|--|---|
| <b>10,000 USD</b>  | <b>7,000 USD</b>  | <b>2,000 USD</b>   | <b>1,000 USD</b><br>(SPONSORS 10 STUDENTS)  |
| <ul style="list-style-type: none"> <li>• 2 side event slots (customized)</li> <li>• 15 complimentary event passes</li> </ul> | <ul style="list-style-type: none"> <li>• 1 side event slot (customized)</li> <li>• 10 complimentary event passes</li> </ul> | <ul style="list-style-type: none"> <li>• 1 side event slot (customized)</li> <li>• 5 complimentary event passes</li> </ul> | <ul style="list-style-type: none"> <li>• Speaking slot at the Youth Design segment</li> </ul> |

| ENTITLEMENTS   | PLATINUM PACKAGE                                | GOLD PACKAGE                                   | SILVER PACKAGE                        |
|--|---|--|---------------------------------------|
| Logo placements on all e-conference materials                        | <b>x</b>  | <b>x</b>                                       | <b>x</b>                              |
| Conference passes  | <b>x</b>  | <b>x</b>                                       | <b>x</b>                              |
| Pre-event video promos   | <b>x</b>  |  |                                       |
| Press release  | <b>x</b>  | <b>x</b>                                       | <b>x</b>                              |
| Special feature (IRRI Rice Today)                                    | <b>x</b>  |  |                                       |
| Social media company spotlight/side event promotion (pre-post event) | <b>x</b><br><b>(2 weeks pre and post event)</b> | <b>x</b><br><b>(1 week pre and post event)</b> | <b>x</b><br><b>(1 week pre event)</b> |
| Dedicated side event support   | <b>x</b>  |  |                                       |
| Conference database  | <b>x</b>  | <b>x</b>                                       |                                       |

### Event Design Options:

- Panel discussion
- Showcase/demo session
- Networking session



# THE TEAM

## THE TEAM

# Organizing and Logistics Committee



**Abdelbagi M. Ismail**  
IRRI REGIONAL REPRESENTATIVE  
FOR AFRICA, NAIROBI  
CHAIR



**Hannington Odame**  
REGIONAL COORDINATOR,  
APRA, NAIROBI  
CO-CHAIR



**Yusuke Haneishi**  
GENERAL COORDINATOR,  
CARD SECRETARIAT, NAIROBI  
MEMBER



**John Thompson**  
CEO, APRA UK  
MEMBER



**Aida Isinika**  
COUNTRY LEAD,  
APRA TANZANIA  
MEMBER



**Dawit Alemu**  
COUNTRY LEAD,  
APRA ETHIOPIA  
MEMBER



**Temina Lalani-Shariff**  
DIRECTOR,  
ADVOCACY AND BRAND, IRRI  
MEMBER

## THE TEAM

# Program Committee



**John Thompson**  
CEO, APRA, UK  
CHAIR



**Hannington Odame**  
REGIONAL COORDINATOR,  
CABE/APRA, NAIROBI  
CO-CHAIR



**Rosemary Murori**  
BREEDER, RRI REGIONAL  
OFFICE, NAIROBI  
MEMBER



**Yusuke Haneishi**  
GENERAL COORDINATOR, CARD  
SECRETARIAT, NAIROBI  
MEMBER



**Dawit Alemu**  
COUNTRY LEAD,  
APRA ETHIOPIA  
MEMBER



**Kiyoshi Shiratori**  
CHIEF ADVISOR, ETHIORICE  
MEMBER





# Learn more about EARC 2021

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