

# KABUL

## INTERNATIONAL AGFAIR

# Fresh Fruit & Vegetable

The Ministry of Agriculture, Irrigation and Livestock and the U.S. Agency for International Development (USAID) invite U.S. companies to attend the Kabul Fresh Fruit and Vegetable International AgFair. This will be the fourth AgFair held in Kabul. The previous fair, which had 220 exhibitors, was attended by 70 international business representatives and had over 120,000 visitors.

Afghanistan is home to one of the fastest growing agricultural markets in Central Asia. Afghanistan is known worldwide for its rich agricultural heritage, including the famous Kishmish raisins, delicious almonds, fresh apricots, and beautiful roses!

Afghanistan's agriculture sector has grown dramatically over in recent years, with regional and global exports on the rise. Local Afghan firms are embracing modern agricultural equipment, methods and technologies to increase yields and improve product quality.

The Afghanistan Investment and Reconstruction Task Force (AIRTF) of the U.S. Department of Commerce is facilitating a USAID business mission visit to participate in the fair for business matchmaking and meetings with Afghan Government Officials.

There will be opportunities for U.S. participants in the following subsectors (but not limited to):

- Agro-business products and technology
- Machinery and Equipment
- Seeds and Inputs
- Livestock health
- Irrigation Technology
- Agricultural technology
- Cold-chain management
- Pesticides
- Cultivation Techniques

### AGFAIR OVERVIEW

At the Kabul International AgFair you will find the world's finest pomegranates, organic fresh fruits and vegetables, and dried fruits and nuts. See the impressive array of Afghanistan's world-renowned carpets and handmade crafts. Additional products that will be on display will include:

- Pomegranates, grapes, apricots, apples, melons
- Almonds, pine nuts, pistachio
- Dried figs, apricots, raisins
- Vegetables
- Wool, cashmere, skins
- Carpets, handicrafts



Events will be held at both the fairground and at the Intercontinental Hotel and will provide national and international businesses the opportunity to explore new business opportunities and create strategic partnerships. International guests may also consider reserving a display booth in order to showcase their products and services. The AgFair provides an excellent opportunity for international business to:

- Discover new investment opportunities in Afghanistan,
- Participate in business-to-business meetings, roundtable and business networking sessions with firms involved in the export, transport, processing, and packaging of fresh and dried fruit and vegetables, cashmere and other products, and
- Gain market share in the expanding Afghan retail market

### PROPOSED ITINERARY

Date	Activity
May 20	VIP Reception and Business to Business Dinner
May 21	Business to Business Matchmaking Day
May 22	Open to Public

The event is organized in cooperation with the Afghanistan Ministry of Agriculture, Irrigation, and Livestock (MAIL), Afghanistan Investment Support Agency (AISA), Export Promotion Agency of Afghanistan (EPAA) and the Afghan Chamber of Commerce and Industry (ACCI), with support provided by the U.S. Agency for International Development (USAID)-funded Accelerating Sustainable Agriculture Program (ASAP).

Contact the Afghanistan Investment and Reconstruction Task Force (AIRTF) of the U.S. Department of Commerce to learn more about this large and important trade fair.

Visit the official website <http://www.agfair.af/> for more information about the 2009 Kabul AgFair and Contact Noor Alam at the Afghanistan Investment and Reconstruction Task Force at (202) 482 - 1421 or reach her by e-mail at [Noor.Alam@mail.doc.gov](mailto:Noor.Alam@mail.doc.gov) for more information on the USAID business mission, or Mathew Anderson at or +93 (0) 796-300-569 or reach him at e-mail at [MAnderson@ASAP-AF.COM](mailto:MAnderson@ASAP-AF.COM).





# KABUL *Fresh Fruit & Vegetable* INTERNATIONAL AGFAIR

May 20-22, 2009 ▪ Badam Bagh Fairgrounds ▪ Kabul, Afghanistan



**A**fghanistan, home to one of the fastest growing agricultural markets in Central Asia, is your silk road to business opportunities.

Come to the Kabul International Fresh Fruit and Vegetable AgFair, one of the largest and most important trade events in the country, and gain a competitive advantage in this lucrative emerging market.

The Kabul AgFair will showcase Afghanistan's fresh fruits and vegetables, including apricots, melons, grapes, apples, peaches, cauliflower, broccoli, carrots, tomatoes, among others. The country sits at the crossroads of Asia, primed to benefit from the booming consumer markets of India and China and set to expand exports to the Gulf, Europe and North America.

Afghanistan's agricultural fairs draw thousands of businesspeople from across the country and the world. With its abundance of fresh produce, Afghanistan is ripe for foreign investment in infrastructure improvements ranging from cold-chain management to import/export brokerage services as well as modern farming inputs spanning environmentally safe pesticides and the latest cultivation techniques.

The Kabul International Fresh Fruit and Vegetable AgFair allows you to:

- Network with hundreds of leading business representatives
- Participate in business-to-business match-making meetings
- Learn the latest technology in wheat cultivation at the AgFair's Productivity Center

- Exhibit your products and new technologies
- Explore profitable markets and business sectors
- Gain valuable information from policymakers and business leaders
- Forge business deals in the country's expanding agricultural sector

Afghanistan is your silk road to business opportunities!

FOR MORE INFORMATION OR TO RESERVE A BOOTH:

**Email:** [agfair@asap-af.com](mailto:agfair@asap-af.com)

**Website:** [www.agfair.af](http://www.agfair.af)

**Phone:** +93 (0) 797-649-815  
+93 (0) 799-337-862



**AFGHANISTAN AGFAIRS:**  
Your Silk Road to Business Opportunities

# Kabul International AgFair 2009



May 20<sup>th</sup> – 22<sup>nd</sup>

## **Accommodations & Logistics**

As an international participant your presence plays a key role in making AgFair a successful event. As such, our project will arrange and pay for your flight to Kabul. We will also provide you with the necessary support to obtain a visa to Afghanistan.

All international participants will be staying at the secure Intercontinental Hotel in Kabul City, which is located close to the Badam Bagh Farm AgFair site. The Kabul AgFair has negotiated discounted hotel rates, ranging from \$50(USD) night for a standard single room to \$70 (USD) night for a single super deluxe room. The Kabul AgFair will cover half of the hotel costs for all international participants.

Our Kabul AgFair staff will greet you upon your arrival to the Kabul International Airport and transport you to the Intercontinental Hotel, where you will receive a welcome package and brief orientation. We will be providing a free shuttle service to and from the hotel to the AgFair site during the days of the AgFair.

## **Security**

A safe and secure AgFair is extremely important and is considered from the initial planning to the implementation of the event. We work closely with a private security firm (Global Security) to provide operational control of the site. Our project also has a full time Security Director in Afghanistan who oversees the operation. The fair site is secure weeks in advance and access to the fairgrounds during the fair is controlled by security checkpoints and vehicle search bays. We have held over 10 AgFair in 5 different cities throughout Afghanistan. We take security very seriously as it is a vital part to the success of these events

## **Booth Registration**

International guests may also consider reserving a display booth in order to showcase their products and services. The prices for the booths are:

CIRCLE BOOTHS		
LOCATION	METERS	FEE
Standard	3 X 4	\$150.00
Prime	3 X 4	\$250.00

BUILDING BOOTHS		
LOCATION	METERS	FEE
Standard	3 X 4	\$150.00
Prime	3 X 4	\$250.00
Standard	4 X 1 & 1 X 6	\$125.00

**Kabul International AgFair 2009**  
**Program of Events and Activities**  
**May 20 - 22, 2009**

**Wednesday, May 20, 2009**

- 2:30 PM - 5:30 PM      VIP Opening Ceremony. Badam Bagh Fairgrounds, BY INVITATION ONLY.
- 7:00 PM – 9:00 PM      International Business Welcome Reception. Intercontinental Hotel, BY INVITATION ONLY,

**Thursday, May 21, 2009**

**8:30 AM – 4:30 PM      Business-2-Business Day, Badam Bagh Fairgrounds**

- 8:00 AM - 9:00 AM      "Investment Climate: The Silk Road to Opportunities in Afghanistan,"  
Intercontinental Hotel, BY INVITATION ONLY
- 9:00 AM – 4:30 PM      Knowledge Center Open. Seminars on agricultural technologies & techniques,  
demonstrations, and farm tours. Agenda is still TBA.
- 9:00 AM – 4:30 PM      Business Services Center Open. Computers, internet, and printing services  
available, sponsored by NetZone, Tolo & Lemar Business Forums Center,  
Building 1, Badam Bagh fairgrounds.
- 10:00 AM – 12 Noon      Business Sector Roundtable Meetings. Business-2-Business Center, Building 3,  
Badam Bagh, BY INVITATION ONLY fairgrounds.
- 1:00 PM – 4:30 PM      Business-2-Business Match-making Sessions. Business-2-Business Center,  
Building 3, Badam Bagh, BY INVITATION ONLY fairgrounds.
- 7:00 PM – 7:30 PM      International Business Networking Barbecue. Intercontinental Hotel, BY  
INVITATION ONLY.

**Friday, May 22, 2009**

**8:30 AM – 4:30 PM      Public Day, Badam Bagh Fairgrounds**

- 9:00 AM – 4:30 PM      Knowledge Center Open. Seminars on agricultural technologies & techniques,  
demonstrations, and farm tours. Agenda is still TBA Knowledge Center,  
sponsored by MAIL, EC, and USAID.

- . :00 AM – 4:30 PM Business Services Center Open. Computers, internet, and printing services available, sponsored by NetZone, Tolo & Lemar Business Forums Center, Building 1, Badam Bagh fairgrounds.
- 10:00 AM – 12 Noon Business Sector Roundtable Meetings. Business-2-Business Center, Building 3, Badam Bagh, BY INVITATION ONLY fairgrounds.
- 7:00 PM – 7:30 PM International Business Networking Barbecue. Intercontinental Hotel, BY INVITATION ONLY.