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Empowering Rural Africa

**DIG  
4  
RAF**



**DIGITIZING RURAL &  
AGRICULTURAL FINANCE  
(DIG4RAF) IN AFRICA 2022**

CONFERENCE, TRAINING & EXHIBITION



## Overview

The Rural and Agricultural Finance (RAF) landscape in Africa in recent times has seen a proliferation of promising innovations aimed at promoting inclusive agricultural finance. Financial Innovation, driven by ICT has managed to overcome many of the infrastructural challenges that were perennially inherent in rural and agricultural finance. Several financial institutions and private sector actors have deployed digital financial services, particularly those enabled by mobile phones, to overcome specific challenges of serving rural communities. This new development has allowed lending institutions to identify new opportunities for low-cost outreach and service delivery. Majority of lending institutions are now embracing multi-channel distribution strategies by establishing new units/departments to drive technological innovations through mobile phone, agency banking and internet banking among others.

A wide range of digital financial innovations have since been deployed in the RAF sector over the years, ranging from core banking solutions, financial products, credit scoring tools, and agricultural risk mitigation tools. Other instruments are digital insurance and commodity exchange platforms as well as other non-financial innovations on the demand side of financial services, especially in agriculture.

The covid-19 Pandemic had an influence on the pace of digital financial service providers which resulted to disruptions in businesses including Agri-SMEs. This led to realization by financial service providers on the need digitize their services i.e digitizing part of their lending processes or strategizing for a complete digital transformation.

The African Rural and Agricultural Credit Association (AFRACA) will host the Digitizing Rural & Agricultural Finance (DIG4RAF) in Africa Conference which will run from **23rd – 27 May 2022** including a Practitioner-led training Programme on successful digital transformation from **25th–27th May 2022**.

The conference will be conducted in English and French.

## Objectives

The DIG4RAF Conference is expected to discuss opportunities and challenges facing digitalization of rural and agricultural financial services in the context of rapid technological innovation. Specifically, DIG4RAF aims to provide a platform for different stakeholders to discuss and learn:

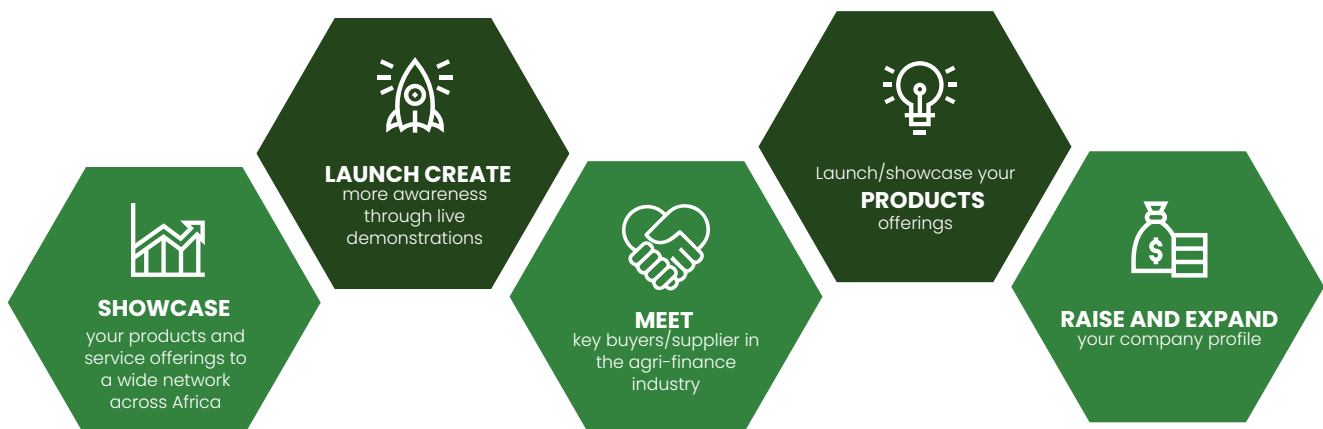
- 1) Innovative technological innovations in RAF shared through a good understanding of the key issues affecting the development of Digital Financial Services (DFS) in Africa.
- 2) Critical success factors for deploying financial and non-financial technological Innovations in RAF identified.
- 3) Capacity of financial & agriculture sector players, Fintechs, Agripreneurs and other non-financial sector players enhanced on new technological trends and options for RAF

## Who should Attend DIG4RAF?

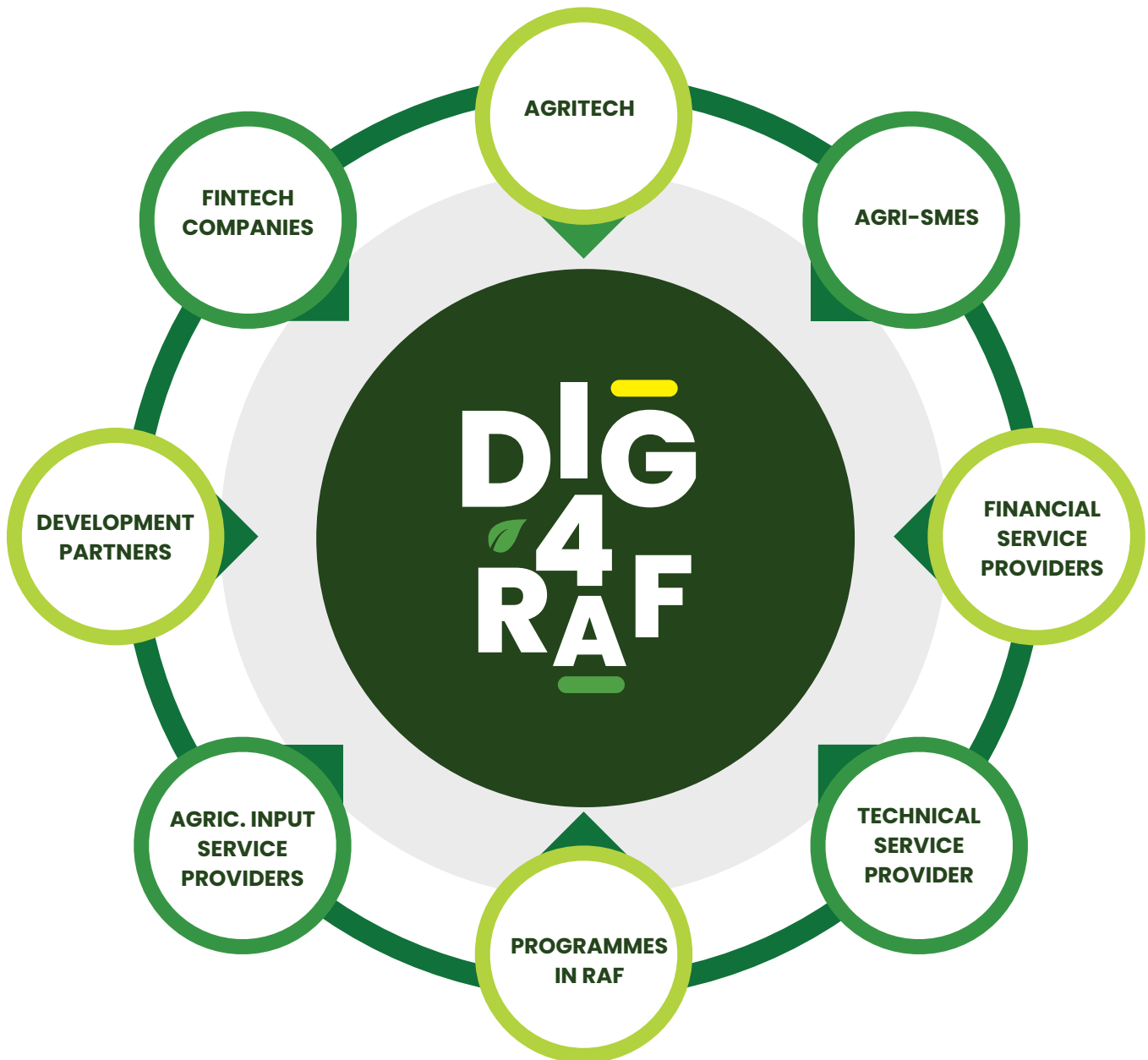
This event will be attended by a highly diversified audience to include financial service providers deploying digital finance, policy makers, implementers and investors in the field of digital finance solutions, development partners, academicians, public and private funders, representatives from Fintech and AgTech companies as well as Agri SMEs.

## Exhibitor & Sponsors

### Why Exhibit/Sponsor?



## Exhibitor Categories



## Exhibition Packages

Booth size	Costs	Privileges
3x3 m	\$600/ EURO 550/KES 70,000	1 conference pass & access to side events
6x6 m	\$1000/EUR 900/KES 115,000	1 conference pass & access to side events
12x12 m	\$1500/EURO 1400/ KES 172,000	2 conference pass & access to side events

## Sponsorship packages

Sponsors will be recognized according to the level of package purchased and will receive the benefits and opportunities detailed in the table below.

	PLATINUM USD 25,000	GOLD USD 20,000	SILVER USD 10,000	BRONZE USD 5,000
Conference passes	4	3	2	2
Slot in the plenary or panel discussion	✓	✓	✓	✓
Exhibit booth	(3x3)	(3x3)	(3x3)	(3x3)
Additional Exhibition Booth for AgriSMEs/Fintechs	2 (3* 3)	1(3*3)		
Logo, link, and blurb on the sponsor page	✓	✓	✓	✓
Logo on AFRACA website footer	✓	✓	✓	✓
Company logo in the conference main banner	✓	✓	✓	✓
Acknowledgement on AFRACA social media pages	✓	✓	✓	✓
Acknowledgement and your logo listed on conference signage	✓	✓	✓	✓
Company named in pre-conference attendee email	✓	✓	✓	✓
Institution Profiled in the Conference booklet	✓	✓	✓	
Verbal recognition at event	✓	✓	✓	✓

## Conference Participation Fee

AFRACA Member institutions

\$400/EURO 370 /KSH46,000

Non-Members

\$550/EURO 500 /KSH 63,000

## Training Workshop Fee

\$300/ Euro 280/ KES 35,000

## Payment method

### **AFRACA Bank Details (Dollar Account)**

Account Holder: African Rural and Agricultural Credit Association

Bank: Equity Bank Limited

Branch: Equity Centre Branch

Swift Code: EQBLKENA

Account No: 0810297232884

### **AFRACA Bank Details (KENYA Shillings Account)**

Account Holder: African Rural and Agricultural Credit Association

Bank: Cooperative Bank of Kenya

Branch: Upperhill

Swift Code: KCOOKENA

Account No: 01120004564300

### **AFRACA Bank Details (EURO Account)**

Account Holder: African Rural and Agricultural Credit Association

Bank: Commercial Bank of Africa

Branch: UpperHill

Account Number: 6666400078

Swift Code: CBAFKENX