



Association of Irrigation Acceleration Platform

Introducing the Irrigation Market-Place, Kenya



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About us



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★ What is the Irrigation Market-Place, Kenya?

The Irrigation Market-Place, Kenya (IMPK), is a national event organized by the Association of Irrigation Acceleration Platform (AIAP), the “Platform” that promotes irrigation (includes drainage) for knowledge sharing, interaction, actions and building of synergies to support and upscale irrigation best practices for sector growth to achieve improved agricultural production, productivity and profitability in Kenya. The IMPK is conducted in the virtual space, where companies and individuals show-case their products, services or technologies to an invited audience.



★ What happens during the Irrigation Market-Place, Kenya?

During the IMPK, short documentary/ promotional videos or PowerPoint presentations (about 2 to 5 minutes), will be screened. The videos will have undergone vetting and approval by AIAP. Then the audience can ask questions or seek clarifications regarding the product or service. Buying and selling will not be done during the event.

However, the exposure provides free advertising to the company or individual that makes the presentation and thus linkages to potential customers or consumers of the product and/or service. It also informs and educates the audience helping them gain insight and linkages between marketers, producers, farmers, consumers and users of new technologies, products and services.

★ How long does the Irrigation Market-Place, Kenya last?

The total time for the IMPK event is two (2) hours, but this may change based on stakeholder demands. The time per presenter including question and answer sessions is 10 minutes.

★ Who can participate in the Irrigation Market-Place, Kenya?

The IMPK is open to all who make things happen in matters irrigation in Kenya (generally referred to as stakeholders). They comprise individuals, institutions and organizations active in one or more aspects of the irrigation value chain.

These include: farmers, policy makers, manufacturers, suppliers, traders, trainers, technology developers, financial and marketing service providers, professionals, consumers, NGOs, CBOs, the media, real and hopeful investors, as well as those simply interested in irrigation and its diverse services and products.

All Kenyans are Stakeholders: Indeed, all of us are buyers of something coming out of the products and/or services of irrigation. However, a select number are sellers of something grown through irrigation, or associated with the irrigated agriculture value chain. It is therefore quite in order to say that all Kenyans are stakeholders of irrigation, and thus potential buyers and sellers. You are most likely one of the few who makes things happen in some aspect of irrigation. You can participate in the IMPK.



★ **How does one Participate in the Irrigation Market-Place, Kenya?**

There are two categories of participation, all by invitation, to IMPK events. These are; as a Presenter or as a member of the Audience.

Participation as a Presenter

- (i) A presenter must first be a member of AIAP- visit www.aiap.or.ke/index.php/registration/
- (ii) The presenter prepares a 2 to 5 minute promotional video or PowerPoint presentation and sends it to AIAP (admin@aiap.or.ke) at least two weeks before the event;
- (iii) The video/presentation is vetted for content, clarity and relevance by AIAP;
- (iv) After vetting of the video or PPT presentation at AIAP and if found acceptable, the Presenter is informed and invited to the up-coming IMPK.
- (v) The presenter should be available on the day of the IMPK to answer questions and meet the audience.

Participation as a Member of the Audience

There are two sub-categories for audience participation in the IMPK

- (i) All *bona fide* (paid up) members of AIAP will automatically be invited to all IMPK events.
- (ii) Other irrigation stakeholders who may not be members of AIAP will be invited as the Steering Committee may deem necessary.

All IMPK events will be organized with due consideration for inclusivity and wide representation of sectors of society and the holistic irrigation value chain.



★ What happens after the Irrigation Market-Place, Kenya?

- (i) Participants are encouraged to seek each other out and transact business outside the Platform. With the permission of the presenters, their content will be uploaded to the AIAP website, to be information to others and to accord them further visibility.
- (ii) The contact information for presenters or audience members wishing to link up with each other can be shared by AIAP (after due diligence and based on mutual recognition). However, such a service will only be accorded *bona fide* members of AIAP (non-members cannot be served after the IMPK).
- (iii) Follow up by AIAP will be done to identify areas of improvements to guide future IMPK events.



For more information, contact info@aiap.or.ke
Also visit: www.aiap.or.ke