2026

SUGAR INDUSTRY INNOVATION SYMPOSIUM & EXPO 2026

Concept Note

#TUJENGE EDITION

TOWARDS UNDERTAKING THE JOURNEY TO ENTRENCH AND NURTURE GROWTH AND EFFICIENCY

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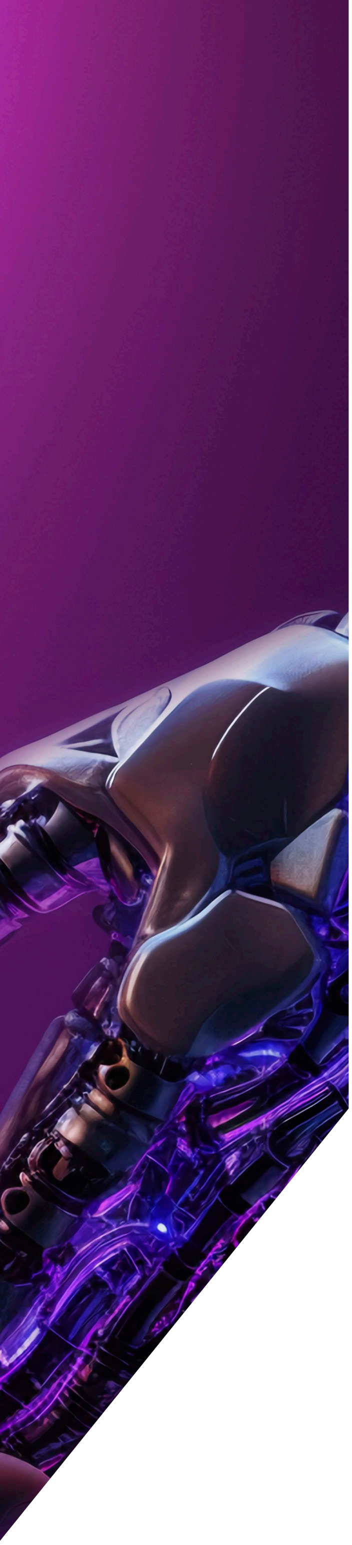
#TUJENGE

Towards Undertaking the Journey to Entrench and Nurture Growth and Efficiency

Rebuilding today for a resilient, efficient and sustainable tomorrow.

2026



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An overview of the sections within this concept note, outlining the purpose, structure, and key components of the SIIS & Expo 2026.

MESSAGE FROM THE CHAIRMAN

Hon. Eng. Nicolas Gumbo

Kenya's sugar industry is entering a period of deliberate renewal. The establishment of the Kenya Sugar Board under the Sugar Act No. 11 of 2024 has created an opportunity to strengthen sector governance, restore confidence, improve farmer participation and reposition the industry for sustainable growth.

However, rebounding must mean more than returning to previous production levels. It must mean building an industry that is more efficient, more accountable and better prepared for future challenges. It must mean strengthening the relationship between farmers and millers, improving productivity, protecting consumers, diversifying products, attracting investment and using technology to make the entire sugar value chain more competitive.

The Sugar Industry Innovation Symposium & Expo 2026 provides a platform for advancing this transformation. It will bring together farmers, millers, researchers, innovators, financial institutions, development partners, policymakers, technology providers and investors to identify practical solutions and build partnerships capable of accelerating sector recovery.

This year's TUJENGE Edition is a call for collective responsibility. TUJENGE means that every stakeholder has a role in rebuilding the industry. Government must provide effective policy and oversight. Millers must improve efficiency and strengthen farmer relations. Researchers and innovators must develop practical solutions. Financial institutions must design products that respond to the realities of the value chain. Farmers must be supported to become productive, organized and commercially sustainable.

The future of Kenya's sugar industry will not be shaped by one institution or one intervention. It will be built through shared purpose, coordinated action and long-term commitment.

I therefore invite all stakeholders to participate in SIIS & Expo 2026 not simply as delegates, but as partners and co-builders of a resilient, sustainable and globally competitive sugar industry.

Together, **TUJENGE**.

FOREWORD

Jude Chesire, CEO

The Sugar Industry Innovation Symposium & Expo 2026 comes at a defining moment for Kenya's sugar sector.

The industry continues to face interconnected challenges, including high production costs, climate-related risks, inadequate cane supply, limited access to finance, weak farmer institutions, slow technology adoption, market volatility and insufficient investment in value addition. At the same time, opportunities are emerging in regional trade, digital agriculture, renewable energy, industrial automation, biotechnology, alternative products and innovative financing.

The challenge before us is therefore not a lack of ideas. It is our ability to connect ideas to institutions, investment and implementation.

SIIS & Expo 2026 has been designed to help close this gap. The event will provide a structured platform where research can meet industry, innovators can meet investors, farmers can engage policymakers and solution providers can demonstrate technologies capable of addressing real value-chain challenges.

Under the theme "Rebounding Towards a Resilient and Sustainable Sugar Industry," the 2026 edition will shift the conversation from diagnosing the sector's problems to building implementable pathways for recovery, resilience and growth.

The **TUJENGE** concept reinforces this commitment. As a Kiswahili call to build together, TUJENGE captures the spirit of collective action required to transform the industry. It emphasizes that sustainable recovery must be built on sound governance, productive farms, efficient factories, credible farmer institutions, diversified markets, responsible consumer practices and locally relevant innovation.

We invite stakeholders from Kenya, the region and the international community to join us in Kisumu for three days of dialogue, exhibitions, investment engagement, knowledge exchange and partnership building.

Our ambition is that the ideas shared at SIIS 2026 will not remain within the conference halls. They should translate into commercial partnerships, policy actions, technology adoption, financing opportunities and measurable improvements across the sugar value chain.

INTRODUCTION AND BACKGROUND

The Kenya Sugar Board is a state corporation established under the Sugar Act No. 11 of 2024 to develop, regulate and promote Kenya's sugar industry. Operating under the Ministry of Agriculture and Livestock Development, the Board is responsible for implementing policies and strategies that support efficient and sustainable sugar production, processing, marketing and value addition.

The Board works in collaboration with national and county governments, farmers, out-grower institutions, millers, researchers, universities, technology providers, financial institutions, development partners, private-sector actors and other stakeholders to address challenges affecting the industry.

Kenya's sugar sector remains an important contributor to rural livelihoods, agricultural production, manufacturing, trade and national development. However, its potential has been constrained by persistent structural and operational challenges. These include high production costs, low cane productivity, unreliable cane supply, limited value addition, climate variability, inadequate access to affordable finance,

governance weaknesses, inefficient logistics, market instability and slow adoption of modern technologies.

Across the country and internationally, researchers, innovators and industry actors continue to develop solutions capable of responding to these challenges. Many of these solutions, however, remain fragmented, underutilized or insufficiently connected to the institutions, markets and investment required for adoption at scale.

The Kenya Sugar Board established the Sugar Industry Innovation Symposium & Expo as a strategic platform for scouting, showcasing and promoting practical innovations across the sugar value chain. The event provides an opportunity for stakeholders to exchange knowledge, demonstrate technologies, explore investment opportunities, strengthen policy-industry linkages and build partnerships that support the commercialization of viable solutions.

The Sugar Industry Innovation Symposium & Expo 2026 will be held from **8 to 10 December 2026** at the **Grand Royal Swiss Hotel** in **Kisumu**. The event will be anchored on the theme:

"Rebounding Towards a Resilient and Sustainable Sugar Industry."

The theme reflects the sector's movement from disruption and stagnation towards recovery, institutional reform, climate resilience, investment, market competitiveness and long-term sustainability.

The 2026 edition will be branded the **TUJENGE** Edition — Towards Undertaking the Journey to Entrench and Nurture Growth and Efficiency. It will place particular emphasis on regional and international engagement, technology transfer, commercialization, trade opportunities, investment partnerships and the development of locally relevant capabilities across the sugar value chain.

WHY TUJENGE?

Towards Undertaking the Journey to Entrench and Nurture Growth and Efficiency

TUJENGE is a Kiswahili call to build together.
For Kenya's sugar industry, it represents more than an event identity. It is a statement of intent and a framework for collective action.

Towards

The industry must move towards a clearly defined future: one that is productive, farmer-centred, market-responsive, technologically capable and environmentally sustainable.

Undertaking

Transformation requires action. Stakeholders must move beyond identifying problems and take responsibility for implementing practical solutions.

The Journey

Reforming the sugar sector is not a single intervention or a three-day event. It is a sustained journey requiring consistency, institutional commitment, investment and accountability.

Entrench and Nurture

Good practices must become permanent features of the industry. Effective governance, innovation, transparency, research, farmer support and technology adoption must be institutionalized and continuously strengthened.

Growth and Efficiency

The ultimate measure of transformation will be visible results: higher productivity, lower costs, reliable cane supply, stronger farmer incomes, efficient mills, diversified products, expanded markets and increased investment.

TUJENGE therefore brings together the central message of SIIS 2026:

The sugar industry must be rebuilt collaboratively, strengthened institutionally and positioned for efficient, inclusive and sustainable growth.

THE TUJENGE ACTION FRAMEWORK

1

Pillar One: Rebuild Institutions and Trust

This pillar focuses on governance, farmer representation, out-grower institutions, transparency, consumer confidence and effective relationships between farmers, millers, regulators and markets.

2

Pillar Two: Strengthen Resilience and Productivity

This pillar addresses climate-smart agronomy, reliable cane supply, farmer support, risk management, mechanization, efficient resource use and adaptation to climate-related shocks.

3

Pillar Three: Unlock Markets, Finance and Investment

This pillar focuses on regional competitiveness, market diversification, access to capital, public-private partnerships, value-chain financing, insurance and investment-ready opportunities.

4

Pillar Four: Accelerate Innovation and Value Addition

This pillar covers digital technologies, artificial intelligence, industrial automation, product diversification, by-product utilization, research commercialization and the development of local technical capacity.

Together, the four pillars create a direct pathway from industry challenges to implementable outcomes:

Rebuild. Strengthen. Unlock. Accelerate.

ABOUT THE EVENT

The Sugar Industry Innovation Symposium & Expo 2026 will be a three-day hybrid event combining high-level dialogue, technical knowledge exchange, innovation showcasing, trade promotion, investment engagement and strategic networking.

The event will convene stakeholders from across the sugar value chain and the broader innovation ecosystem. Participants will include farmers, out-grower institutions, millers, researchers, universities, technology companies, investors, financial institutions, government agencies, development partners, consumer organizations, standards bodies, health agencies and regional and international stakeholders.s. This year's edition also includes an anticipated official opening by ***His Excellency Dr. Hon. William Samoei Ruto***, President of the Republic of Kenya.

The programme will include:

- Keynote addresses from industry and policy leaders.
- High-level plenary and panel discussions.
- Technical and thematic sessions.
- Research and innovation presentations.
- Product and technology demonstrations.
- Investment and financing conversations.
- Business-to-business and business-to-farmer engagements.
- Elevated exhibitor pitch sessions.
- Executive and stakeholder networking forums.
- A parallel Trade Expo.
- A networking cocktail and exhibitor recognition ceremony.

The 2026 edition will place particular emphasis on moving from discussion to implementation. Sessions will therefore be framed around clearly defined industry challenges, proposed interventions, responsible actors and expected outcomes.

SIIS 2026 will also strengthen regional and international engagement by creating opportunities for technology transfer, market linkages, research collaboration and investment partnerships that can enhance the competitiveness and visibility of Kenya's sugar industry.

THE TRADE EXPO

Complementing the symposium programme will be a dedicated Trade Expo running concurrently with the plenary and technical sessions.

The Expo will serve as an active marketplace for innovations, technologies, products and services relevant to the sugar value chain. It will provide businesses, research institutions, equipment manufacturers, financial institutions, service providers and technology companies with direct access to potential clients, partners, policymakers, investors and end users.

Exhibitors will be able to:

- Showcase products, services and technologies.
- Demonstrate solutions in a practical setting.
- Engage directly with farmers, millers and institutional buyers.
- Generate business and investment leads.
- Gather user feedback and market intelligence.
- Build brand visibility within the sugar industry.
- Participate in curated business-to-business and business-to-farmer engagements.
- Present their solutions through elevated pitch sessions.
- Compete for recognition as the Best Exhibitor.

The Expo will cover areas such as agricultural inputs, mechanization, irrigation, transport and logistics, digital agriculture, financial services, insurance, industrial equipment, automation, renewable energy, research, biotechnology, value-added products, packaging, consumer protection and environmental technologies.

The Best Exhibitor Award will be presented during the Day Two networking cocktail to enhance the visibility and prestige of the recognition.

STRATEGIC OBJECTIVES

Strengthen resilience and sustainability

Promote transparency, accountability, farmer participation and more effective linkages between out-grower institutions, millers, regulators and other actors across the sugar value chain.

Improve competitiveness and market access

Support the adoption of market-driven solutions, product diversification, improved quality systems, trade linkages and strategies that position Kenya's sugar industry more competitively within regional and international markets.

Accelerate innovation adoption and commercialization

Connect researchers, innovators and technology providers with farmers, millers, investors, public institutions and markets to facilitate the testing, adoption and scaling of practical solutions.

OUR MAIN OBJECTIVE:

To provide a strategic platform for knowledge exchange, innovation showcasing, investment engagement and stakeholder collaboration in support of a resilient, competitive and sustainable sugar industry.

Unlock finance and investment

Explore public-private partnerships, blended finance, value-chain financing, insurance, investment instruments and other mechanisms capable of mobilizing capital for farmers, millers, service providers and innovators.

Strengthen governance and industry institutions

Promote transparency, accountability, farmer participation and more effective linkages between out-grower institutions, millers, regulators and other actors across the sugar value chain.

Enhance visibility, trust and stakeholder confidence

Use exhibitions, policy dialogue, media engagement, consumer protection initiatives and evidence-based communication to highlight sector progress, opportunities and investment potential.

THEMATIC AREAS

1. Consumer Protection, Market Diversification and a Health-Responsive Sugar Industry

A sustainable sugar industry must respond to the needs of both producers and consumers. As reforms improve production and market competitiveness, equal attention must be given to product quality, consumer safety, transparency, traceability and changing public expectations.

Consumers increasingly expect products that are safe, accurately labelled, consistently produced and traceable from the factory to the retail shelf. Weak traceability systems, inconsistent enforcement of standards and limited access to reliable product information can undermine confidence in the sugar market.

A health-responsive sugar industry must also recognize changing consumer preferences and the growing demand for responsible labelling, evidence-based communication, high-quality products and greater product choice. This requires collaboration among millers, health agencies, standards organizations, consumer-protection bodies, researchers and market actors.

At the same time, Kenya's sugar sector remains heavily dependent on conventional sugar sales. There is considerable potential to diversify into specialty sugars, organic products, molasses-based products, ethanol, electricity cogeneration, animal feeds, biofertilizers, bioplastics and other value-added products.

Discussions under this thematic area will explore:

- Product-quality monitoring and enforcement.
- Factory-to-shelf traceability.
- Digital product-verification systems.
- Responsible labelling and consumer information.
- Specialty and differentiated sugar products.
- Value addition from molasses, bagasse and other by-products.
- Branding, packaging and market positioning.
- Consumer confidence and public communication.
- Research and investment in health-responsive product innovation.

The objective is to reposition sugar from a largely undifferentiated bulk commodity into a well-regulated, diversified and consumer-focused product ecosystem.

2. Adapting to Changing Market Dynamics and Building Regional Competitiveness

The sugar industry is operating in an increasingly dynamic market environment shaped by regional integration, evolving trade policies, changing consumer preferences, price volatility, import competition, new technologies and shifting investment patterns.

Kenya's producers and processors must become more efficient, market-responsive and innovation-driven to compete effectively. Continued reliance on traditional markets, limited product differentiation, high production costs and weak market intelligence restrict the industry's ability to respond to emerging opportunities.

Regional and international markets offer significant potential, but accessing these markets will require improved quality, reliable production, competitive pricing, stronger branding, efficient supply chains and a clearer understanding of trade requirements.

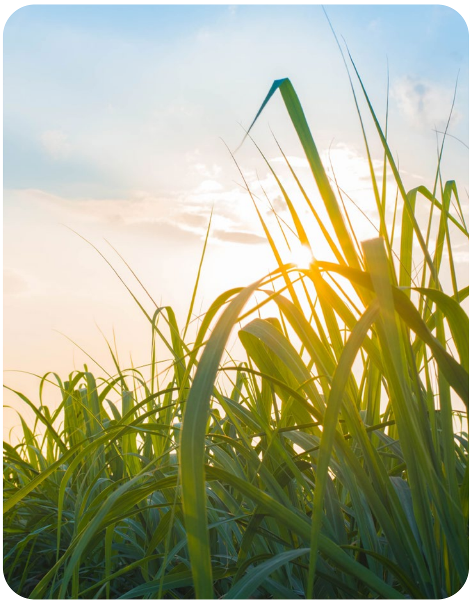
This thematic area will provide a platform for policymakers, producers, traders, researchers, investors and regional institutions to examine:

- Regional and international market opportunities.
- Trade policies, tariffs and non-tariff barriers.
- Market intelligence and demand forecasting.
- Export readiness and quality compliance.
- Product branding and differentiation.
- Supply-chain efficiency.
- Import competition and domestic market stability.
- Investment in value addition.
- Strategic partnerships for regional distribution and trade.

The discussions will seek to identify practical pathways through which Kenya can diversify its markets, strengthen domestic competitiveness, increase exports and position its sugar industry as a credible participant in regional and international trade.

3. Climate-Smart Agronomy for Sustainable and Reliable Cane Supply

A reliable supply of quality sugarcane is the foundation of a sustainable sugar industry. Without adequate cane, factories cannot operate efficiently, farmers cannot secure stable incomes and the industry cannot meet domestic or export demand.



Climate variability, prolonged droughts, flooding, changing pest and disease patterns, soil degradation and increasing input costs are placing growing pressure on sugarcane production. These challenges threaten farmer livelihoods and increase uncertainty throughout the value chain.

The industry must therefore adopt climate-smart agronomic practices that increase productivity while conserving soil, water and other natural resources.

This thematic area will explore:

- Drought-tolerant, disease-resistant and high-yielding varieties.
- Access to clean and certified planting material.
- Soil testing and integrated nutrient management.
- Integrated pest and disease management.
- Water harvesting and efficient irrigation.
- Mechanization appropriate for smallholder and commercial production.
- Digital agronomic advisory tools.
- Remote sensing and data-supported decision-making.
- Improved ratoon management.
- Farmer training and extension services.
- Climate information and early-warning systems.
- Sustainable land and water management.

The discussions will also examine how research institutions, counties, millers, farmer organizations and private service providers can strengthen extension support and ensure that farmers have access to timely, practical and locally relevant information.

The desired outcome is a more productive, climate-resilient farming system capable of maintaining a reliable cane supply, reducing production risks and strengthening farmer livelihoods.

4. Financing Models, Investment and Risk Management

Access to affordable and appropriately structured finance remains one of the most significant barriers affecting the sugar value chain.

Smallholder farmers require financing for land preparation, planting material, inputs, irrigation, mechanization and harvesting. Out-grower institutions require working capital and investment in service-delivery systems. Millers require long-term financing for modernization, energy efficiency, automation, factory rehabilitation and value addition. Innovators and service providers require capital to test, commercialize and scale their solutions.

Traditional lending models often fail to reflect the production cycles, cash flows and risk profile of the sugar industry. At the same time, climate shocks, market volatility, delayed payments and operational uncertainty reduce confidence among lenders and investors.

This thematic area will examine:

- Value-chain financing.
- Blended-finance structures.
- Public-private partnerships.
- Concessional and development financing.

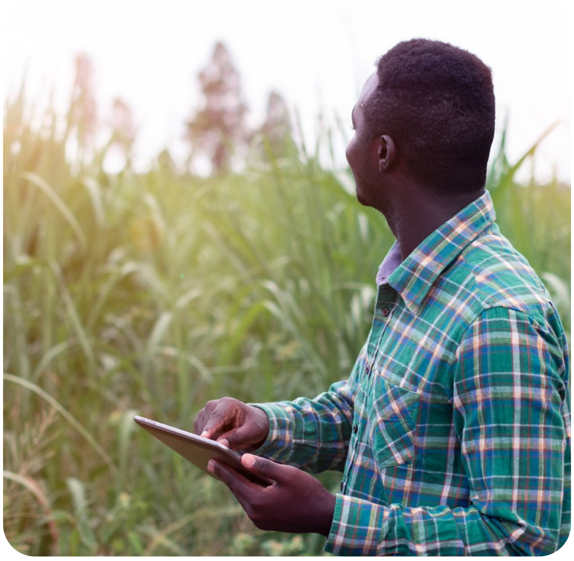
- Warehouse, receivables and contract-based financing.
- Digital lending platforms.
- Farmer and out-grower credit models.
- Crop and weather-index insurance.
- Risk-sharing and credit-guarantee mechanisms.
- Investment instruments for factory modernization.
- Financing for research commercialization and startups.
- Climate, market and operational risk management.

The role of commercial banks, development-finance institutions, insurers, impact investors, county governments, technology companies and development partners will be central to the discussions.

The objective is to identify financing and risk-management models capable of improving access to capital, protecting stakeholders from shocks, attracting responsible private-sector investment and supporting the adoption of innovation across the value chain.

5. Making Out-grower Institutions Work: From Representation to Reliable Service Delivery

Out-grower institutions were established to organize smallholder farmers, strengthen their bargaining position, coordinate cane production and delivery and improve access to inputs, credit, extension services and markets.



Historically, these institutions played a critical role in supporting cane development and maintaining structured relationships between farmers and mills. Over time, however, many out-grower institutions have weakened due to governance failures, inadequate financing, political interference, poor financial management, limited accountability and declining member confidence.

Revitalizing out-grower institutions is therefore essential to rebuilding a farmer-centred sugar industry.

The discussion must go beyond restoring previous structures. It should examine how out-grower institutions can be redesigned as transparent, professionally managed and financially sustainable service organizations.

The thematic area will focus on:

- Transparent and accountable governance.
- Effective regulatory oversight.
- Member participation and representation.
- Professional financial management.
- Sustainable out-grower business models.
- Access to finance and insurance.
- Timely and transparent farmer payments.
- Performance-based service delivery.
- Coordination between farmers and millers.
- Digital farmer registration.
- Cane development and delivery tracking.
- Digital service records and payment systems.
- Lessons from successful out-grower and cooperative models.
- Mechanisms for rebuilding farmer confidence.

The intended outcome is to reposition out-grower institutions as credible, farmer-focused organizations that improve productivity, safeguard farmer interests, strengthen service delivery and contribute to a stable and efficient cane supply system.

SPECIAL FEATURE

ARTIFICIAL INTELLIGENCE AND INDUSTRIAL AUTOMATION IN SUGAR AND BY-PRODUCT PROCESSING

Building Local Industrial Intelligence

Kenya's sugar-processing and by-product sector is entering a period of technological modernization. Advanced machinery, automated control systems, data platforms and artificial intelligence offer opportunities to improve production efficiency, product quality, energy use, preventive maintenance and factory reliability.

However, technology investment alone does not guarantee productivity.

Many modern industrial systems are introduced with proprietary software, automated controls and AI-supported modules that local engineers and technicians may not be adequately trained to operate, maintain or optimize. This can create long-term dependence on external vendors,

increase maintenance costs and limit the industry's ability to adapt technology to local operating conditions.

The expansion of ethanol production, electricity cogeneration, molasses processing, water recovery and other by-product activities will also require new capabilities in industrial automation, process integration, data analysis and intelligent production management.

The special feature will explore:

- Automated process-control systems.
- Industrial Internet of Things technologies.
- Predictive and condition-based maintenance.
- AI-supported production planning.
- Energy and steam optimization.
- Digital quality-control systems.
- Machine monitoring and fault detection.
- Automation in ethanol and cogeneration facilities.
- Data-driven by-product processing.
- Industrial cybersecurity and responsible data governance.
- Local software and algorithm development.
- Technology-transfer and knowledge-transfer obligations.
- Certification and continuous training for engineers and technicians.

Particular attention will be given to partnerships involving universities, Technical and Vocational Education and Training institutions, technology companies, equipment manufacturers and sugar mills.

The goal is to develop a pipeline of locally trained automation, data and AI professionals capable of operating, maintaining and improving modern sugar-processing systems.

By building local industrial intelligence, Kenya can reduce vendor dependence, improve the return on technology investments and support the transformation of conventional mills into efficient, multi-product, automation-enabled biorefineries.

The feature will align with the broader objectives of the Kenya National AI Strategy 2025–2030 while ensuring that emerging technologies respond to the practical needs of Kenya's sugar industry.

EVENT STRUCTURE

SIIS & Expo 2026 will be structured as a three-day hybrid engagement combining thought leadership, technical exchange, exhibitions, investment conversations and stakeholder networking.

1. Plenary Conference

The Plenary Conference will form the core of the symposium and will run throughout the three days.

It will feature:

- Keynote addresses.
- High-level panel discussions.
- Technical presentations.
- Moderated stakeholder conversations.
- Research and innovation spotlights.
- Policy and investment roundtables.
- Question-and-answer sessions.
- Closing commitments and recommendations.

The plenary sessions will be designed to facilitate in-depth discussion, highlight practical solutions and create meaningful engagement between government, farmers, the private sector, researchers, innovators, youth and development partners.

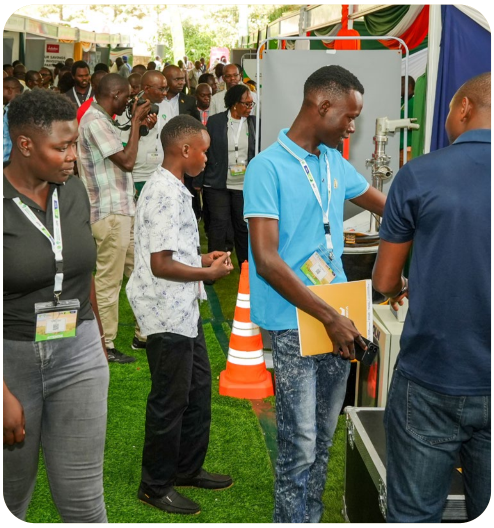
2. Innovation and Research Spotlights

Selected researchers, startups, institutions and innovators will be provided with curated opportunities to present solutions addressing clearly identified challenges within the sugar value chain.

Presentations will emphasize:

- The problem being addressed.
- The proposed solution.
- Evidence of effectiveness.
- Readiness for adoption.
- Commercial or institutional requirements.
- Opportunities for partnership and scaling.

3. Parallel Trade Expo



The Expo will remain open throughout the event, allowing participants to engage with exhibitors during breaks and between sessions.

It will provide:

- Exhibition booths.
- Product and technology demonstrations.
- Direct interaction with potential users and buyers.
- Market feedback.
- Brand and institutional visibility.
- Business-development opportunities.

4. Elevated Pitch Sessions

Exhibitors may apply for an elevated pitch session of approximately 15 minutes.

The sessions will allow exhibitors to present their solutions to a targeted symposium audience and will be scheduled to complement the main programme.

5. Networking Cocktail and Recognition Ceremony

An evening networking cocktail will be held on Day Two from 5:00 p.m. to 7:30 p.m.

The event will bring together sponsors, mill managing directors, out-grower representatives, exhibitors, investors, speakers and other key stakeholders.

It will provide an informal setting for relationship building, partnership conversations and industry networking.

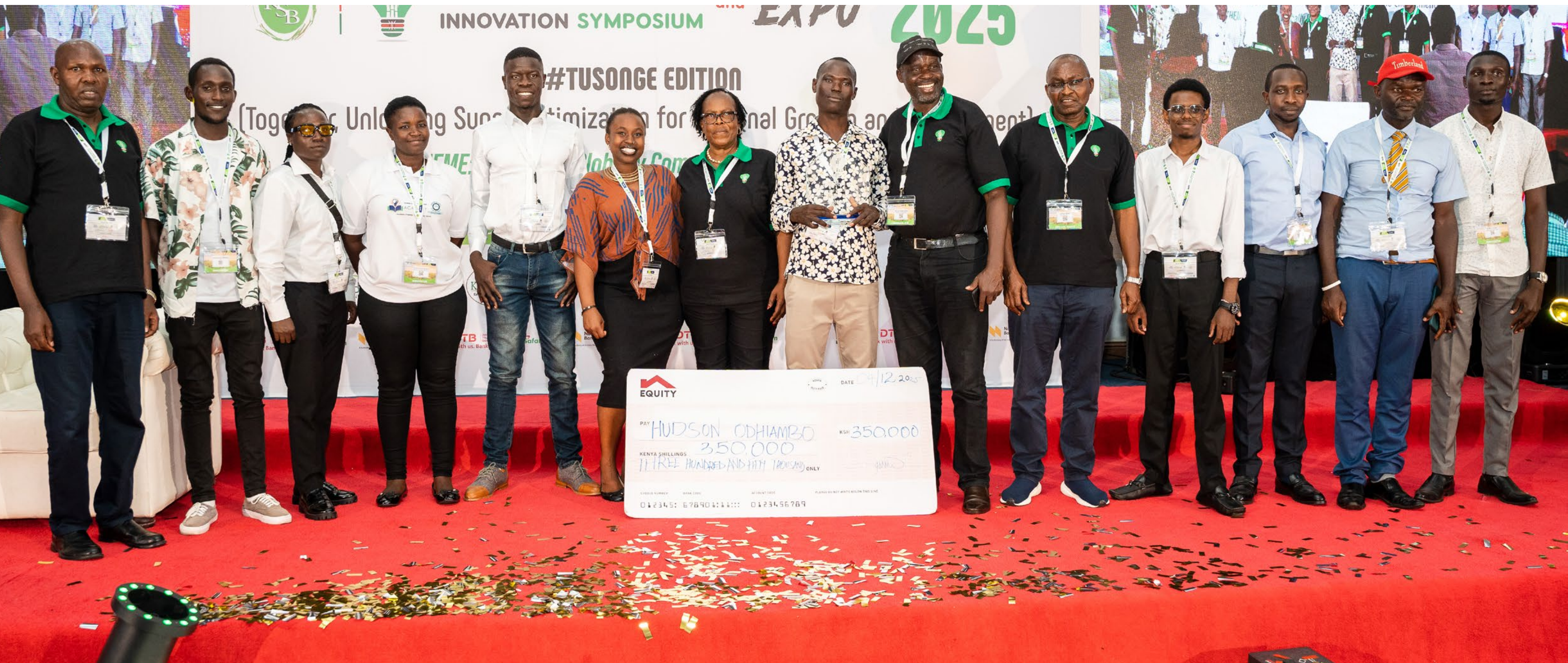
The Best Exhibitor Award will be presented during the cocktail ceremony.

6. Innovation Awards Ceremony

The Innovation Awards Ceremony will be held on Day Three as the penultimate activity of the Symposium, immediately before the official closing session.

The ceremony will recognize outstanding innovations, technologies, research solutions and business models with demonstrated potential to improve productivity, efficiency, resilience, value addition and sustainability across the sugar value chain. Awards will celebrate innovators whose solutions are practical, scalable and responsive to the needs of farmers, millers, consumers and other industry stakeholders.

Award categories, eligibility requirements and evaluation criteria will be communicated through the official Call for Innovations. Beyond recognition, the awards will provide winning innovators with greater visibility and opportunities to connect with investors, industry partners, policymakers and institutions capable of supporting commercialization and scale.



WHO SHOULD ATTEND?

SIIS & Expo 2026 is intended for stakeholders across the sugar value chain and the wider innovation, investment and development ecosystem.

Farmers and Out-grower Institutions
Sugarcane growers, farmer organizations, cooperatives and out-grower institutions representing producers across the sugar value chain.

Sugar Millers and Value-Addition Enterprises
Sugar factories, ethanol producers, cogeneration enterprises, by-product processors, packaging companies, traders and distributors.

Government and Public Institutions
National and county governments, regulators and state corporations involved in agriculture, trade, industry, energy, health, environment, infrastructure and investment.

Research, Academic and Training Institutions
Universities, research institutes, Technical and Vocational Education and Training institutions, centres of excellence, laboratories and extension organizations.

Innovators and Technology Providers
Startups, agricultural-technology firms, software companies, equipment manufacturers, engineering firms, digital-platform providers and automation specialists.

Financial Institutions and Investors
Commercial banks, development-finance institutions, impact investors, insurers, fund managers, credit-guarantee organizations and funding agencies.

Development and International Partners
Development agencies, civil-society organizations, foundations, regional bodies, international institutions and organizations supporting sector reform, trade, climate resilience and rural development.

Consumer, Standards, Health and Media Organizations
Consumer-protection bodies, standards agencies, health institutions, communication professionals and media organizations supporting transparency, public information and accountability.

STRATEGIC PARTNERSHIPS

Position Your Brand at the Centre of Innovation, Influence, Trade and Opportunity

The Sugar Industry Innovation Symposium & Expo 2026 offers organizations a high-impact platform to align with the transformation of Kenya's sugar industry.

As a flagship sugar-sector convening in East Africa, the event will attract decision-makers and stakeholders from government, industry, agriculture, research, finance, technology and development.

A partnership with SIIS 2026 will provide access to:

- Senior policy and industry leaders.
- Farmers and out-grower organizations.
- Millers and institutional buyers.
- Researchers and innovators.
- Financial institutions and investors.
- Development and international partners.
- Technology providers and service companies.
- Regional market actors.

Partnership is not simply an opportunity for logo placement. It is an opportunity to demonstrate industry leadership, participate in strategic conversations, develop commercial relationships and contribute to the long-term transformation of the sugar value chain.

Platinum Package

Position: *Main Event Co-Host*

Investment: *Kes. 5,000,000*

Brand Leadership

- Event co-branding rights: "***The Sugar Industry Innovation Symposium & Expo in partnership with (Partner Brand)***."
- Thirty-second brand video before keynote sessions.
- Priority branding across the main venue, media backdrop and delegate lanyards.
- Headline partnership of the networking cocktail and recognition ceremony.
- Logo placement on invitations, event signage and stage screens.

Thought Leadership and Executive Access

- Opportunity to deliver an opening and closing address, subject to programme curation.
- Two panel-speaking opportunities.
- Opportunity to propose a keynote topic aligned with the approved symposium programme.
- Access to an exclusive executive roundtable involving policy, industry, donor and investment leaders.
- Facilitated engagement with selected buyers, funders, agencies and industry stakeholders.

Visibility and Prestige

- Priority inclusion in agreed national-media features, subject to media-partner confirmation.
- Full-screen brand visibility within the official Miwa Bora event app.
- Double-page feature in the post-event symposium report.
- Dedicated social-media interview feature under the series: "**Spotlight Partner: (Partner Brand)**."

Delegate and Exhibition Benefits

- Eight VIP Meal passes.
- 27m² premium exhibition booth measuring 9m × 3m.
- Showcase screen and dedicated exhibition support.
- Inclusion of approved promotional material in delegate packs.
- Co-branded stationery and 8 delegate bags.

Gold Package

Position: *Strategic Partner*

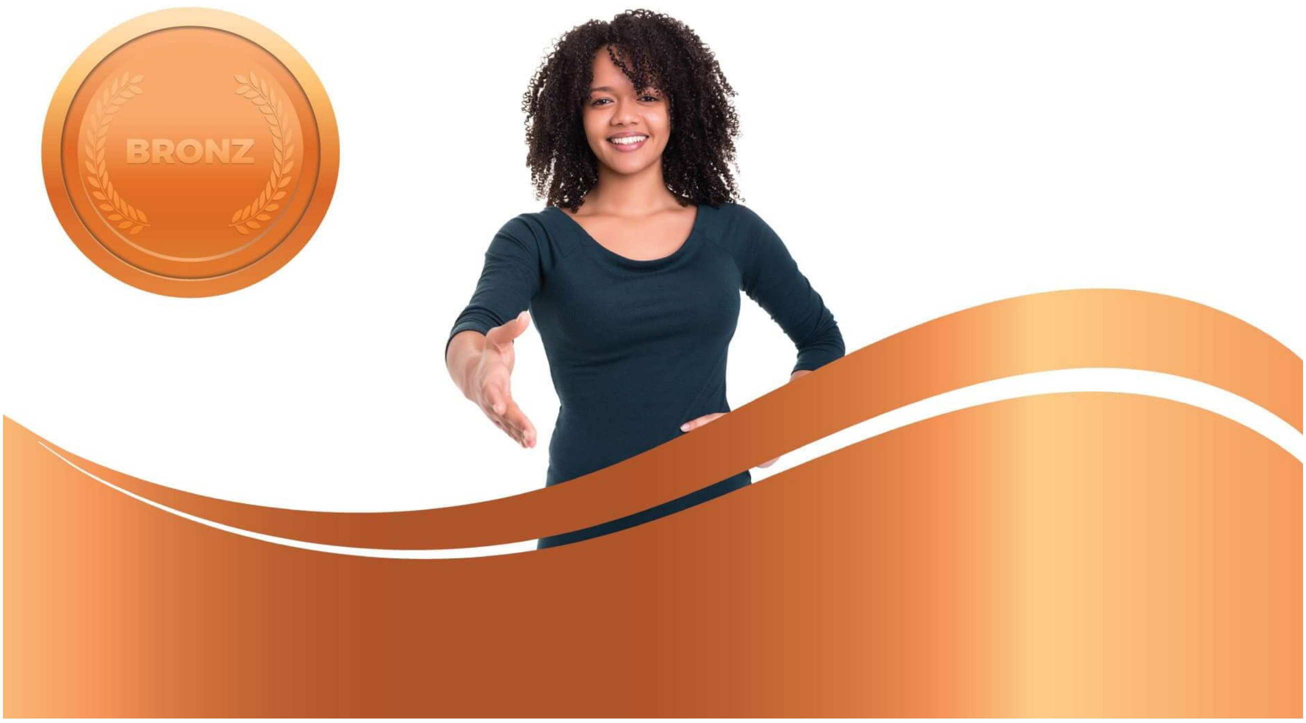
Investment: *Kes. 3,000,000*

Thought Leadership and Visibility

- Prime speaking session on Day One, subject to programme approval.
- Two panel-speaking opportunities aligned with relevant thematic areas.
- One-page feature in the symposium report.
- Logo placement on the event website and official signage.
- Social-media spotlight feature.
- Access to approved event photographs and video material.
- Invitation to the networking cocktail and an executive engagement with speakers.

Delegate and Exhibition Benefits

- Five VIP event and meal passes.
- $18m^2$ premium exhibition booth measuring 6m × 3m.
- Inclusion of approved promotional material in delegate packs.
- Dedicated sponsor page in the Miwa Bora app.
- Logo placement in the footer of official event communication.
- Co-branded stationery and five delegate bags.



Bronze Package

Position: *Official Partner*

Investment: *Kes. 1,500,000*

Visibility and Engagement

- One panel-speaking opportunity, subject to programme approval.
- Daily ten-minute advertising or promotional slots.
- Logo and half-page acknowledgement in the symposium report.
- Sponsor listing in the Miwa Bora app.
- Official recognition certificate.
- Dedicated social-media appreciation post.
- Brand acknowledgement in two official email campaigns.

Delegate and Exhibition Benefits

- Two VIP Event and Meal passes.
- $9m^2$ exhibition booth measuring 3m × 3m.
- Co-branded stationery and two delegate bags.

Cocktail Partner

Position: *Evening Experience Partner*

Investment: *Kes. 2,000,000*

Event Branding

- Recognition as the official host of the networking cocktail.
- Branding within the cocktail venue, subject to approved event guidelines.
- Logo placement on the cocktail photo backdrop and stage screens.
- Opportunity to deliver the official toast.
- Opportunity to participate in the Best Exhibitor Award presentation.

Visibility and Delegate Benefits

- Two VIP invitations to the main symposium.
- $9m^2$ premium exhibition booth measuring 3m × 3m.
- Official social-media appreciation posts.
- Professionally produced partner interview video.
- Co-branded stationery and 2 delegate bags.

Note

"All speaking opportunities, presentations and partner content will be curated by the Kenya Sugar Board. They must align with the symposium theme, deliver educational or strategic value and comply with the approved event programme and public-sector partnership requirements."

EXHIBITION OPPORTUNITIES

Exhibition Fee

KSh 45,000, inclusive of VAT Or 750 USD for International Organisations

The exhibition fee provides participating organisations with a platform to showcase products, services, technologies and institutional programmes to symposium delegates and Expo visitors.
Exhibitors will benefit from:

- Visibility throughout the three-day event.
- Direct engagement with farmers, millers and industry stakeholders.
- Business-to-business and business-to-farmer interaction.
- Opportunities to demonstrate products and services.
- Inclusion in the official exhibitor listing.
- Eligibility for the Best Exhibitor Award.
- Access to event networking opportunities.

Detailed booth provisions, installation requirements and exhibitor guidelines will be communicated through the official exhibitor information pack.

Elevated Pitch Fee

KSh 35,000 or 250 USD for International Organisations

An elevated pitch provides an exhibitor with an approximately 15-minute opportunity to present a product, technology, service or innovation to a targeted event audience.

Each pitch must:

- Address a clearly defined industry challenge or opportunity.
- Demonstrate the relevance of the proposed solution.
- Avoid purely promotional content.
- Comply with the approved programme format and time allocation.

FLEXIBLE PARTNERSHIP PATHWAYS

As a public institution, the Kenya Sugar Board recognizes the importance of transparency, accountability and mutual value in all event partnerships.

Some organizations, particularly development partners and private-sector institutions, may prefer to support the Symposium through in-kind contributions, joint implementation or direct procurement rather than direct financial transfers.

SIIS 2026 will therefore offer flexible partnership pathways that accommodate different institutional policies and compliance requirements.

Forms of Strategic Support

In-kind Contributions

Support may include event branding, media production, delegate materials, technical equipment, transport, digital services, sponsored professional services or other agreed inputs.

Jointly Implemented Activities

Partners may co-host thematic sessions, innovation competitions, research showcases, networking experiences, training activities or stakeholder roundtables.

Direct Procurement

Partners may directly engage approved vendors to provide mutually agreed goods or services required for the event.

Knowledge and Technical Partnerships

Universities, research institutions, professional bodies and technology organizations may support programme development, speakers, technical content, research dissemination and capacity-building activities.

Visibility-Focused Collaborations

Organizations may support specific event components in exchange for approved brand visibility, thought-leadership opportunities or curated engagement with relevant stakeholders.

All partnerships will be formalized through Memoranda of Understanding, event-collaboration agreements or other approved instruments setting out:

- Partner contributions.
- Kenya Sugar Board responsibilities.
- Agreed deliverables.
- Recognition and visibility arrangements.
- Reporting requirements.
- Compliance and accountability provisions.

Both financial and non-financial contributions will be welcomed where they align with the objectives, integrity and public-interest purpose of SIIS & Expo 2026.

EXPECTED OUTCOMES

SIIS & Expo 2026 will be designed to generate results extending beyond the three-day event.

Expected outcomes include:

1

A Symposium Communiqué and Action Matrix

A consolidated record of priority recommendations, proposed actions, responsible stakeholders and areas requiring policy or institutional follow-up.

2

Strengthened Policy and Industry Dialogue

Improved engagement among government, farmers, millers, investors, researchers and other stakeholders on the reforms required to strengthen the industry.

3

New Investment and Financing Leads

Identification of viable financing opportunities, public-private partnerships and investment-ready projects across the sugar value chain.

4

Commercialization and Technology-Adoption Partnerships

Connections between innovators, researchers, millers, farmer organizations, investors and technology providers capable of supporting the adoption and scaling of practical solutions.

5

Recommendations for Revitalizing Out-grower Institutions

Actionable proposals for strengthening governance, service delivery, financial sustainability, digital systems and farmer participation.

6

Stronger Regional and International Linkages

New relationships supporting trade, technology transfer, market access, technical cooperation and investment.

7

Improved Research and Skills Partnerships

Collaboration among universities, research institutions, TVETs, mills and technology companies in areas such as climate-smart agriculture, automation, artificial intelligence and value addition.

8

Greater Visibility for Sector Innovations

Expanded exposure for promising products, technologies, research findings and business models relevant to the sugar industry.

9

Improved Consumer and Stakeholder Confidence

Greater awareness of quality standards, traceability, product diversification, reforms and the opportunities available within the sector.

10

A Post-Event Follow-up Mechanism

A structured mechanism for monitoring commitments, advancing partnerships and reporting progress on key symposium outcomes.

JOIN US...

Rebounding is not a return to business as usual.

It is a decision to rebuild the sugar industry differently: with stronger institutions, more productive farmers, efficient mills, diversified markets, responsible investment and technology that responds to Kenya's needs.

The Sugar Industry Innovation Symposium & Expo 2026 provides a strategic platform for turning this ambition into collective action.

The Kenya Sugar Board invites government institutions, farmers, out-grower organizations, millers, researchers, innovators, financial institutions, investors, development partners, technology providers and regional stakeholders to participate in shaping the next chapter of Kenya's sugar industry.

Join us as a: Delegate, Exhibitor, Strategic partner, Investor, Knowledge partner, Research contributor, Technology provider, Industry speaker, Development partner.

Together, we can build a sugar industry that is resilient in the face of shocks, efficient in its operations, competitive in its markets and sustainable for future generations.

#TUJENGE

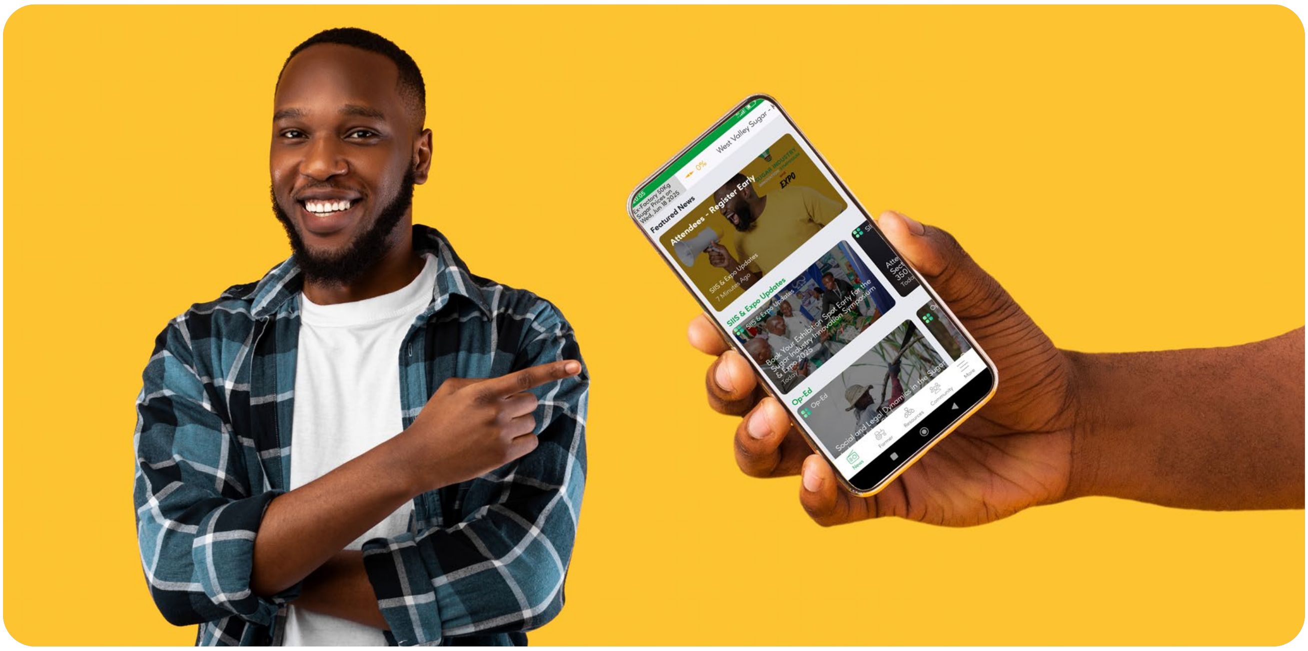
LET US BUILD A RESILIENT, EFFICIENT AND SUSTAINABLE SUGAR INDUSTRY TOGETHER.

STAY UPDATED ON MIWA BORA

Stay informed and engaged through Miwa Bora, the official mobile app for the Sugar Industry Innovation Symposium & Expo 2026.

All key updates will be posted on the app, including:

- Speaker announcements
- Chief guest confirmations
- Programme releases
- Call for papers & accepted submissions
- Event alerts & live updates



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