



Europe-Nigeria Agri-Investment & Trade Forum 2024

Title

Breaking Stereotypes and Cultivating Growth.

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Brussels, Belgium– As September approaches, anticipation builds for the Europe-Nigeria Agri-Investment & Trade Forum 2024, an event poised to challenge the negative stereotypes that have long clouded Africa’s image in global media. This year’s forum, organized by Welcome2Africa International, is set to shine a light on the untapped potential of Nigeria’s agricultural sector and its growing synergy with Europe’s agri-food industry.

Turning the Tide on African Stereotypes

For years, mainstream media has painted Africa with a broad brush, often highlighting poverty, instability, and conflict while overlooking the continent’s strides in innovation and economic growth. This narrative not only undermines the progress made by African nations but also hinders potential investment opportunities that could accelerate development.

The Europe-Nigeria Agri-Investment & Trade Forum 2024 aims to counter these outdated perceptions. By focusing on agriculture—a sector that forms the backbone of many African economies—the forum is set to showcase Nigeria as a hub of innovation, sustainability, and growth. With over 92 million hectares of arable land and a youthful, dynamic workforce, Nigeria offers a compelling case for why Africa should be seen as a land of opportunity rather than a place of perpetual crisis.

The Numbers That Matter

The numbers tell a story of resilience and opportunity. In March 2024, European agri-food exports hit €20.1 billion, a 4% increase driven largely by demand for high-quality products like olives and olive oil. On the other side of the trade ledger, Nigeria’s agricultural sector is also thriving. The country’s agriculture has seen consistent growth, buoyed by government initiatives and increasing private-sector participation.

Belgium’s agriculture sector, a focal point of this forum, exemplifies how European nations are leading the charge in agricultural innovation. With an output value expected to reach EUR 9.5 billion by the end of 2024, Belgium’s success in agriculture underscores the potential for even greater achievements through strategic partnerships with African nations like Nigeria.

Adding Value Through Innovation and Collaboration



This year's forum, themed "Connecting Deals, Seeding Growth," will provide a unique platform for stakeholders from both continents to forge partnerships that transcend traditional trade relationships. The event is not just about signing deals; it's about fostering sustainable growth through innovation. European investors will have the chance to engage directly with Nigerian agribusinesses, gaining insights into a market ripe with opportunities.

By leveraging technologies such as precision agriculture, drones, and mobile applications, Nigerian farmers are not only increasing their productivity but also contributing to a global agricultural renaissance. This forum will highlight how these innovations can be scaled up through European investment, creating a win-win scenario for both regions.

Breaking New Ground

Welcome2Africa International, the driving force behind the forum, has made it their mission to rewrite the narrative surrounding Africa. By focusing on sectors like agribusiness, they are steadily carving out a new image for the continent—one where innovation, resilience, and opportunity take center stage.

"The agriculture industry is at a pivotal moment, where disruptive technologies are driving new possibilities for farmers in Europe and Nigeria," said Bamidele Seun-Owoola, Founder and CEO of Welcome2Africa International. "By embracing innovation and adopting new practices, farmers can enhance their operations, increase profitability, and contribute to sustainable agriculture practices."

The Europe-Nigeria Agri-Investment & Trade Forum 2024 is more than just an event—it's a movement. A movement that seeks to replace outdated stereotypes with a vision of Africa as a continent on the rise. For the attendees, it will be a chance to not only witness this transformation firsthand but to be a part of it.

Why Agro-business this year

As the world continues to grapple with the challenges of food security, climate change, and sustainable development, forums like this are crucial. They offer a space where ideas can be exchanged, partnerships can be forged, and stereotypes can be shattered. For Nigeria and Europe, this event represents an opportunity to lead the way in agricultural innovation and cooperation, proving that when continents come together, the possibilities are endless.