



SUGAR INDUSTRY
INNOVATION SYMPOSIUM

and **EXPO**

#TUSONGE EDITION

CONCEPT NOTE



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INNOVATING TODAY FOR A
SWEETER, STRONGER TOMORROW
#TUSONGE.. Pamoja



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MESSAGE FROM THE CHAIRMAN

Hon. Eng. Nicolas Gumbo, EGH
Chairman, Kenya Sugar Board

Kenya’s sugar sector is at a turning point. Years of systemic inefficiencies, market instability, and underinvestment have challenged the industry’s capacity to thrive. Yet, amidst these challenges lies a powerful opportunity: to reform, rebuild, and reimagine a modern sugar sector that is competitive, sustainable, and farmer-centered.

The Kenya Sugar Board, under the current reform mandate, is spearheading bold changes—anchored in improved governance, value chain transparency, institutional strengthening, and enhanced farmer participation. These reforms are not abstract policies; they are visible actions being implemented across the country with one goal: to restore the sugar industry’s contribution to national development.

The Sugar Industry Innovation Symposium & Expo 2025 is an extension of this reform journey. It is a platform to catalyze new thinking, embrace cutting-edge technologies, and unlock partnerships that can support our collective goal of transformation. From agronomic innovation and mechanization to smart finance and digital solutions, the event aims to position Kenya’s sugar sector as a model for resilience and reinvention.



As Chairman of the Board, I am proud to champion this vision. I call upon all stakeholders—millers, growers, researchers, entrepreneurs, financiers, and public institutions—to join us at the Symposium, not merely as participants but as active co-creators of a better future.

The reforms are ongoing. The vision is clear. The time for action is now. Let us move together—**#TUSONGE**—towards a globally competitive sugar industry.

**"THE BEST WAY TO
PREDICT THE FUTURE IS
TO CREATE IT."
— PETER DRUCKER**



FOREWORD

**Jude Chesire,
Chief Executive Officer, Kenya Sugar Board**



The Sugar Industry Innovation Symposium & Expo 2025 arrives at a defining moment for our sector. As we face complex challenges—from climate variability and fluctuating global markets to evolving consumer demands and the urgent call for sustainability—we are also presented with unprecedented opportunities to rethink, retool, and rise.

This year’s theme, “Towards a Globally Competitive Sugar Industry,” is both a call to action and a statement of intent. It reflects our shared ambition to position Kenya’s sugar sector not just as a resilient

one, but as a hub of innovation, youth-driven enterprise, and value-added transformation.

Through this platform, we aim to break silos and forge synergies—bringing together farmers, millers, researchers, entrepreneurs, policymakers, and development partners to engage meaningfully, share knowledge, and co-create solutions that are scalable, inclusive, and future-ready.

I invite all stakeholders to participate fully—whether by attending the plenary sessions, showcasing at the Trade Expo, submitting innovative papers, or partnering with us in this transformative journey. Let us seize this moment, align our energies, and walk forward—TUSONGE—together, unlocking sugar optimization for national growth and expansion.

We look forward to your presence, your ideas, and your partnership.

INTRODUCTION & BACKGROUND

Theme: Towards a Globally Competitive Sugar Industry

The Sugar Industry Innovation Symposium & Expo is an annual flagship event organized and hosted by the Kenya Sugar Board, serving as the premier platform for dialogue, innovation and collaboration within the sugar sector. The 2025 edition, themed “**Towards a Globally Competitive Sugar Industry,**” is scheduled to take place from December 2nd to 4th, 2025, at the Grand Royal Swiss Hotel in Kisumu.



This high-level gathering will convene a diverse mix of stakeholders from across the entire sugar value chain including farmers, millers, researchers, policymakers, financiers, technology providers and innovators to chart a transformative path toward global competitiveness.

As the global sugar market grows increasingly dynamic, driven by rapid technological advancements, the push for climate resilience, evolving consumer demands, sustainable production practices and value-added diversification, there is an urgent imperative for Kenya’s sugar sector to innovate and transform. To remain relevant and competitive, the industry must embrace bold ideas, foster inclusive partnerships and adopt scalable innovations that address the systemic challenges faced by farmers, processors, marketers and other actors along the sugar value chain.

This year’s edition, aptly branded **TUSONGE** — ***Together, Unlocking Sugar Optimization for National Growth and Expansion,*** invites stakeholders from public and private sectors, research institutions, academia and development partners to explore groundbreaking strategies, emerging technologies and actionable policy pathways aimed at propelling Kenya’s sugar industry into a new era of competitiveness and sustainability.



ABOUT THE EVENT

Over the three-day event, the symposium will feature keynote addresses from distinguished leaders and dignitaries, including an anticipated official opening by **His Excellency Dr. Hon. William Samoei Ruto**, President of the Republic of Kenya.

The program will also include dynamic hands-on workshops, high-level panel discussions, innovation showcases and a competitive exhibition of cutting-edge products and services from across the sector.

THE EXPO

Complementing the symposium discussions, the event will feature a dedicated Trade Expo, offering businesses, service providers, and institutions a valuable opportunity to showcase their products, services, and solutions to a large and diverse audience.

Businesses will be able to leverage the high traffic and concentrated attention generated by the event to market their offerings, gather insights, and create lasting impressions among potential clients, partners, and beneficiaries. **Key Highlights will Include:**

- Exhibition booths for businesses to display their wares and services to event attendees.
- Open access for all sectors, for enterprises to connect with a high-volume audience.
- On-site promotional opportunities, allowing exhibitors to explore customer interest in real time.



THEMATIC AREAS

01 Revitalizing the Out-grower Institutions for Sustainable Farmer Support



The out-grower model has historically played a central role in the growth of Kenya’s sugar industry by integrating smallholder farmers into the value chain through contractual arrangements with milling companies. These arrangements, managed through out-grower institutions such as cooperatives, associations and farmer companies, were designed to ensure reliable cane supply to mills while providing farmers with access to essential services such as input financing, extension services, transport logistics and market access.

However, in recent decades, many out-grower institutions have become dysfunctional or defunct due to mismanagement, lack of transparency, political interference, inadequate financing and weak governance frameworks. This collapse has had far-reaching consequences: smallholder farmers are now exposed to exploitative middlemen, delayed payments, low bargaining power and limited access to quality inputs or extension services. Consequently, this has contributed to a decline in sugarcane productivity and farmer morale.

Revitalizing these institutions is not just about restoring the past, it is about reimagining and restructuring them to become dynamic, transparent and farmer-centered service hubs. This includes embracing digital tools for transparency and accountability, establishing inclusive governance models, leveraging public-

private partnerships for service delivery and aligning them with modern financial and insurance products.

The thematic area “Revitalizing Out-grower Institutions for Sustainable Farmer Support,” calls for bold and practical solutions to re-engineer how farmer support systems function. It is an invitation to explore policy reforms, digital transformation, and innovative business models that can empower out-growers to become productive, profitable and resilient players in the sugar value chain.

02

Lowering the Cost of Production through Precision Agriculture & Smart Farming



The cost of sugar production in Kenya remains significantly higher compared to global competitors, largely due to inefficient farming practices, low yields per hectare, high input costs and reliance on outdated agricultural methods. As a result, Kenyan sugar struggles to compete against cheaper imports from countries that have embraced advanced agricultural technologies and economies of scale.

In today’s global marketplace, precision agriculture and smart farming are transforming how agricultural production is optimized. Precision agriculture involves the use of data, technology and targeted interventions to manage variability within fields, resulting in higher yields, reduced input costs and minimized environmental impacts. Smart farming further integrates technologies such as GPS mapping, remote sensing, IoT (Internet of Things), AI-driven analytics, automated irrigation, drone-based monitoring and real-time decision support systems to improve every aspect of farm management.

For the Kenyan sugar industry, the adoption of precision agriculture and smart farming practices offers a pathway to significantly lower production costs, increase efficiency and enhance global competitiveness. Precision practices such as site-specific soil management, optimized fertilizer application, precision planting, real-time pest and disease monitoring and predictive yield modeling can help farmers produce more cane with fewer resources.

03

Decentralizing & Facilitating Access to Clean & High Quality Planting Material



Access to clean, disease-free and high-quality planting material is fundamental to achieving high yields, better crop resilience and consistent cane quality in the sugar industry. In Kenya, one of the persistent challenges undermining sugarcane productivity is the widespread use of poor-quality seed cane, often recycled from old plantations, infected with pests and diseases, or genetically degenerated due to continuous vegetative propagation.

Current systems for producing and distributing certified seed cane are centralized, limited in scale and often unable to meet the large and growing demand among farmers. The long distances farmers must travel to access seed, coupled with high costs, logistical hurdles and delays, discourage many from sourcing clean material. As a result, the majority of farmers continue to plant uncertified or low-quality cane, leading to sub-optimal germination rates, low cane yields and susceptibility to diseases such as smut, leaf scald and ratoon stunting.

Decentralizing seed cane production and distribution by empowering local farmer groups, cooperatives, private nurseries and regional research centers, presents an opportunity to revolutionize access to clean planting material. Technologies such as tissue culture, rapid multiplication techniques and mini-sett propagation offer modern methods to scale up the production of certified planting material quickly and cost-effectively.

Under the symposium’s main theme “Towards a Globally Competitive Sugar Industry,” the sub-theme, “Decentralizing and Facilitating Access to Clean and High-Quality Planting Material,” recognizes that a competitive industry must start with strong, healthy crops. Addressing this issue requires innovations not only in plant science but also in how planting material supply chains are organized, financed and supported.



Enhancing Efficiency in Sugarcane Transportation & Logistics



Transportation and logistics are critical components of the sugarcane value chain, significantly influencing both the quality of harvested cane and the overall cost of production. In Kenya’s sugar industry, inefficiencies in cane transportation from field to mill have been a persistent bottleneck, resulting in high post-harvest losses, increased operational costs, delayed milling and reduced sugar recovery rates.

Currently, most cane transportation systems are characterized by outdated and poorly maintained vehicles, lack of proper scheduling, congestion during peak harvesting seasons and reliance on manual

coordination processes. These inefficiencies often lead to long waiting times between harvesting and crushing, causing a drop in cane sucrose content (also known as “cane staling”), which directly affects the quantity and quality of sugar produced.

Additionally, the absence of integrated logistics management systems, poor rural road infrastructure, high fuel costs and lack of farmer–miller coordination further exacerbate the challenges. The cumulative effect is a more expensive and less competitive sugar industry when compared to global standards where highly mechanized, well-coordinated and digitally managed logistics systems are the norm.

This thematic area emphasizes the urgent need to modernize and streamline how cane is moved from farms to mills. Solutions may involve adopting digital logistics platforms for scheduling and tracking, investing in specialized cane transport equipment, improving road networks, introducing cooperative-based transport models, or leveraging data analytics to optimize haulage operations.

05

Consumer Trends, Product Diversification & Market Competitiveness



The sugar industry globally is undergoing a major transformation driven by shifting consumer preferences, changing dietary trends, increasing health consciousness and the demand for more diversified, value-added products. Traditional raw sugar production alone is no longer sufficient to guarantee market sustainability or profitability. To remain competitive, sugar producers must not only improve operational efficiency but also strategically diversify their product portfolios and align with evolving consumer needs.

In Kenya and across the region, consumption patterns are being influenced by factors such as urbanization, rising middle-class incomes, increasing demand for healthier and organic products, and a growing preference for products with sustainability certifications. At the same time, global competition from low-cost producers requires Kenyan sugar to differentiate itself, not just in price but also in quality, branding, product innovation and value-added offerings.

Product diversification into areas such as specialty sugars (brown sugar, organic sugar), ethanol production, cogeneration of electricity, specialty syrups, molasses-based products and bioplastics from bagasse can open new revenue streams and reduce overreliance on raw sugar sales. Moreover, innovations in packaging, branding and marketing are crucial to position these products competitively both in domestic and export markets.

The discussion invites stakeholders to rethink the future of the sugar industry beyond traditional models. It calls for new product development, better market intelligence systems, robust branding strategies, and bold investments in innovation and sustainability.

06

Decarbonizing & Green Innovations in Sugar Production Facilities



As the global economy moves rapidly towards low-carbon and sustainable production systems, industries worldwide are under increasing pressure to reduce their carbon footprints and adopt environmentally responsible practices. The sugar industry, traditionally associated with high energy consumption,

significant greenhouse gas (GHG) emissions and waste generation, is no exception.

In Kenya, many sugar production facilities still rely heavily on inefficient and carbon-intensive processes, including the burning of fossil fuels, inefficient boilers and poor waste management systems. These practices not only contribute to environmental degradation but also undermine the industry’s long-term viability by increasing operational costs, limiting access to “green” markets and exposing mills to stricter regulatory frameworks both locally and internationally.

Decarbonizing sugar production facilities involves adopting cleaner, energy-efficient technologies, improving waste-to-energy systems, utilizing bagasse for cogeneration, investing in carbon capture solutions and transitioning towards renewable energy sources. Furthermore, embracing green innovations such as zero-liquid discharge systems, sustainable water use technologies, bio-based fertilizers and eco-friendly packaging materials can position the Kenyan sugar industry as a leader in sustainable agribusiness.



EVENT STRUCTURE

The Sugar Industry Innovation Symposium & Expo is structured as a three-day high-level engagement combining thought leadership, knowledge exchange and stakeholder interaction. The event follows a two-pronged format consisting of a Plenary Conference and a Parallel Trade Expo, designed to deliver maximum value to all participants.



Plenary Conference

The conference forms the core of the symposium, running for three consecutive days. It is open to all stakeholders and features a rich blend of keynote addresses, panel discussions, special presentations, and innovation showcases.

Each day follows a structured agenda curated to address emerging issues and opportunities within the sugar industry, with participation from experts, practitioners, innovators and policymakers.

The plenary sessions are designed to:

- Facilitate in-depth conversations on transformative strategies and innovations in the sugar sector.
- Spotlight groundbreaking research and practical solutions through curated innovation presentations.
- Create opportunities for meaningful dialogue between youth, private sector actors, researchers, and government representatives.

The format includes:

- Morning and afternoon plenary sessions organized under thematic areas.
- Innovation spotlight sessions interspersed throughout the day.
- Daily health breaks, lunch sessions, and networking opportunities.
- An evening networking cocktail to foster informal interaction and strategic relationship-building.

Parallel Trade Expo



Running concurrently with the plenary sessions, the Trade Expo remains open throughout the event duration. It serves as a dynamic space where businesses, organizations, and service providers from across sectors can engage directly with attendees. Exhibitors benefit from constant foot traffic and high visibility, while participants are free to explore the Expo at any time between sessions.

The Expo provides:

- Exhibition booths for showcasing products, services, and solutions relevant to agriculture, agribusiness, technology, finance, logistics, and beyond.
- A strategic platform for businesses to promote their offerings, attract potential clients, and gather feedback.
- A marketplace atmosphere that enhances participant engagement and knowledge of available innovations and services.

This integrated event structure ensures a balance between formal deliberations and hands-on exposure, enriching the overall experience for all attendees and reinforcing the event’s commitment to practical, inclusive, and forward-looking transformation within the sugar sector.



STRATEGIC PARTNERSHIPS

Position your brand at the epicenter of innovation, influence, and opportunity.

The Sugar Industry Innovation Symposium & Expo 2025 offers a high-impact platform for brands to align with transformation, visibility, and industry leadership. As East Africa’s premier sugar sector convening, the event attracts key players across government, industry, research, finance, and development—creating unmatched exposure and engagement opportunities for forward-thinking partners.

By partnering with us, your organization secures front-row access to decision-makers, participation in high-level forums, tailored branding visibility, and curated opportunities to connect with buyers, policy-makers, funders, and innovators across the sugar value chain

Partnership Packages

We offer four customizable partnership tiers, each designed to deliver maximum value, strategic exposure, and lasting impact.



Platinum Package

Position: *Main Event Co-Host*

Investment: *Kes. 5,000,000*

Headline Perks (Exclusive to Platinum)

- **Co-Branding Rights** – “The Sugar Industry Innovation Symposium in partnership with Your Brand”
- **30-sec Brand Video** before every keynote session
- **On-Site VIP Branding Takeover** – banners, media backdrop, delegate lanyards
- **Exclusive C-Level Roundtable Access** with policy, donor, and industry leaders
- **Headline Partner of Gala Dinner & Cocktail Night** – logo on invites, signage, and toast moment
- **Opening & Closing Keynote Addresses** + 2 panel slots (brand selects own keynote theme)

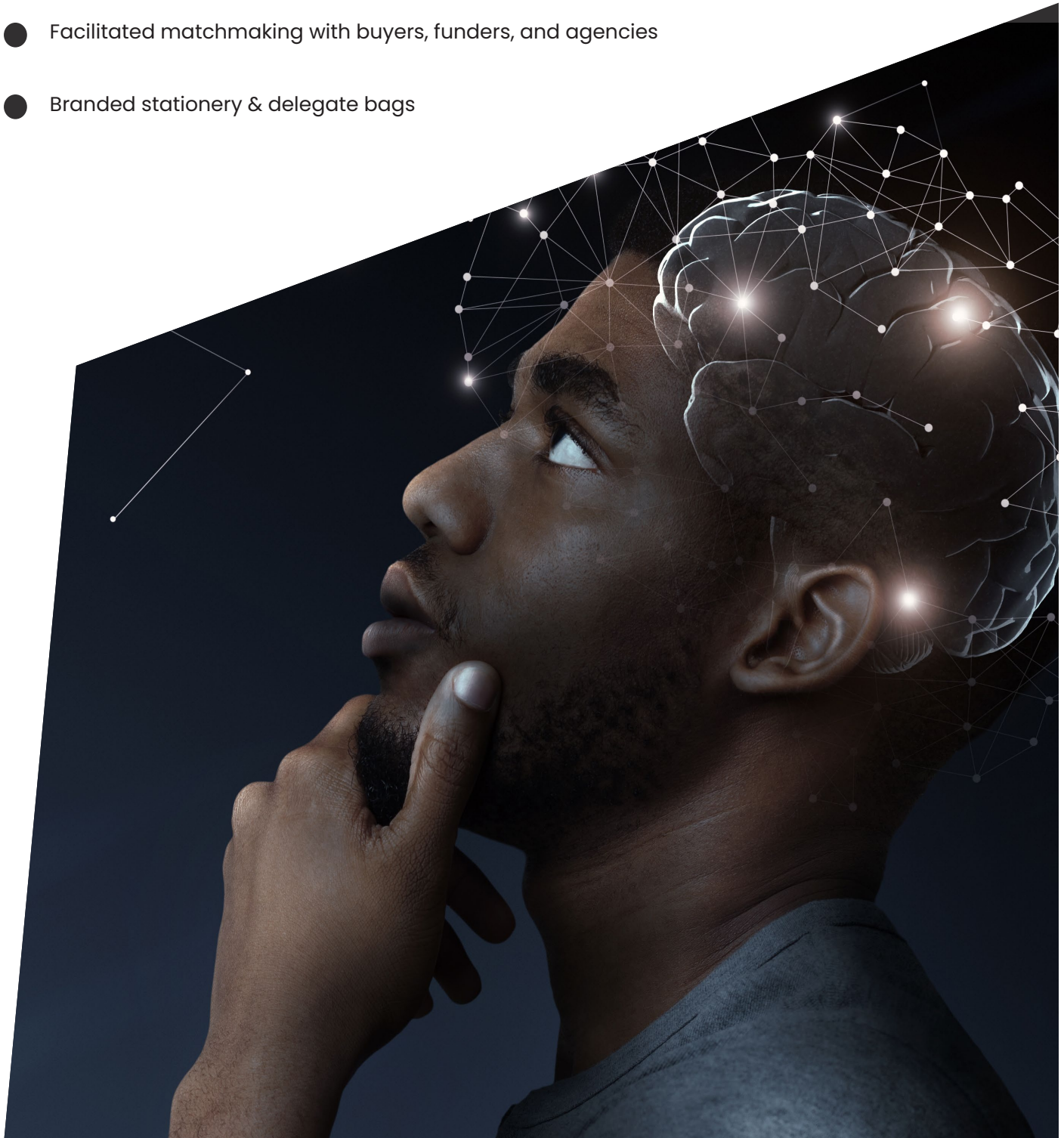
Visibility and Prestige

- Feature in National TV Segment (e.g., KTN/Citizen/NTV)
- Full-screen logo in the event’s official mobile app – Miwa Bora

- Double-page spread in the post-event report
- Social Media Interview Series: "Spotlight Partner: Your Brand"

Business Value

- 8 VIP Passes + 20 Regular Passes
- 27m² Premium Booth (9m x 3m) + showcase screen + dedicated support team
- Facilitated matchmaking with buyers, funders, and agencies
- Branded stationery & delegate bags





Gold Package

Position: *Strategic Partner*

Investment: *Kes. 3,000,000*

Prestige Upgrades

- Prime 1-hour Speaking Slot on Day 1
- 18m² Premium Booth (6m x 3m)
- 2 Panel Slots on any thematic area
- 1-Page Feature in Event Report + Logo on Website & All Signage
- Invitation to Cocktail & Executive Lunch with Speakers
- Social Media Spotlight Feature and Access to Event Photos and Videos

Business Value

- 5 VIP Passes + 10 Regular Passes + Promotional Material in Delegate Bags
- Sponsor Page in Mobile App (Miwa Bora) & Logo in Footer of All Event Communications
- Branded stationery & delegate bags



Bronze Package

Position: *Official Partner*

Investment: *Kes. 1,500,000*

Smart Value Pack

- 1 Panel Speaking Slot
- Daily 10-Minute Advertisement Slots
- 9m² Booth (3m x 3m)
- Logo and Half Page Mention in Symposium Report
- App Listing in Sponsors Section
- Recognition Certificate & Official Social Media Post

Business Value

- 2 VIP Passes + 5 Regular Passes
- Brand Mention in 2 Email Campaigns
- Branded Stationery & Delegate Bags



Cocktail Partner

Position: *Evening Experience Partner*

Investment: *Kes. 1,000,000*

Exclusive Lounge Perks

- Host of Cocktail Night – bar branding, napkin logos, signage
- Keynote Toast & Award Presentation
- Logo on Photo Backdrop & Stage Screens
- 2 VIP Invites to Main Event

Business Value

- Social Media Appreciation Posts
- Professionally Produced Interview Video
- Branded stationery & delegate bags



Partnering Through Strategic Support

As a public institution, the Kenya Sugar Board recognizes the importance of maintaining transparency, trust, and accountability in all collaborations.

We understand that some partners—especially in the private and donor sectors—may prefer contributing to the success of the Symposium through in-kind support or joint implementation rather than direct financial transfers.

To accommodate this, we offer flexible and transparent partnership pathways that allow organizations to align with the event in ways that reflect their internal policies and standards.

Forms of support may include:

- In-kind contributions: such as media production, event branding, delegate kits, or sponsored services
- Jointly implemented segments: including co-hosted sessions, innovation prizes, or evening experiences
- Direct procurement: where partners engage vendors for mutually agreed needs
- Visibility-focused collaborations: including brand features, speaking opportunities, and curated content

All partnerships are formalized through Memoranda of Understanding (MoUs) or Event Collaboration Agreements, outlining clear deliverables and recognition mechanisms to ensure transparency and mutual value.

We welcome both financial and non-financial contributions that align with the spirit of collaboration and the shared vision of transforming Kenya’s sugar industry.

Get Involved

To explore partnership opportunities or request a tailored package, please contact us via the information on the closing cover page:



FINALLY...

The Sugar Industry Innovation Symposium & Expo 2025 represents a timely and bold step toward unlocking the full potential of Kenya's sugar sector. In an era defined by climate challenges, shifting markets, and technological disruption, the industry cannot afford to operate as usual. This convening offers a unique moment to reflect, reimagine, and reengineer the future of sugar through collaboration, youth empowerment, and innovation.

We invite you to join us as a knowledge partner, contributor, exhibitor, or strategic supporter in delivering an impactful and transformative event. Your involvement—whether through thought leadership, in-kind support, or brand alignment—will help catalyze change that goes far beyond the three days of the symposium.

Together, let us reframe the narrative, reignite growth, and retool the sugar industry for inclusive and sustainable development.

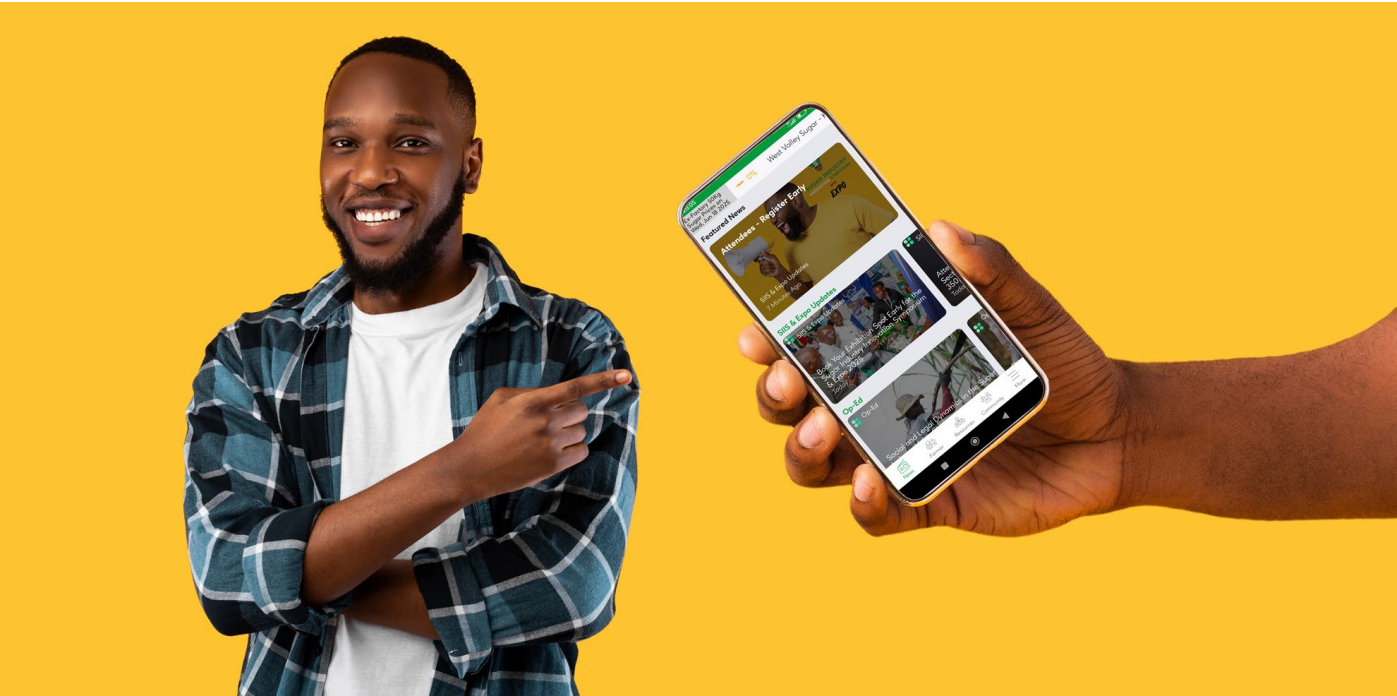
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STAY UPDATED ON MIWA BORA

Stay informed and engaged through Miwa Bora, the official mobile app for the Sugar Industry Innovation Symposium & Expo 2025.

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

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



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