

Agro-Input Dealer Development in Africa, Arusha, Tanzania
*** December 8 – 12, 2008 ***

Expanding networks of agricultural input dealers and their linkages with importers, wholesale dealers, and extension services will help farmers gain better access to yield-enhancing inputs and farming technologies. These will help smallholder farmers to increase productivity and market their crop produce at competitive prices. This program will train trainers in agribusiness organizations to help staff and associates better expand the agro-input network and provide advisory services to farmers.

The training will aim at marketing staff of input manufacturers and importers, agribusiness service providers, government extension services, trade associations, agricultural development projects, NGOs, and others engaged in increasing private sector investment in agro-input marketing and expansion. The training program will include classroom-type presentations, field visits to manufacturers/producers of inputs, and agro- service centers. Presentation topics will include:

- Principles of marketing and business strategies in competitive markets.
- International and regional agro-input production, marketing, and use.
- Strategies of dealer selection, training, and management.
- Fertilizer procurement, handling, storage, and inventory management.
- Commercial approach to sales promotion, publicity, and advertisement.
- Demand-forecasting, market segmentation, and business planning.
- Facilitation and strengthening of trade associations at different levels.
- Public and private extension services in the promotion of input use.
- Micro-finance and credit management.
- Market information services.

The program fee for this training course is \$1,000.

(See below registration form)

Program Registration
International Training Program on
Agro- Input Dealer Development in Africa
Arusha, Tanzania

*** December 8 – 12, 2008 ***

Program Fee: US \$1,000

Late Fee: US \$1,200 (after November 8, 2008)

Please complete this registration form and return the form
with a \$200 deposit* to IFDC prior to November 8, 2008.

Please Print or Type

Surname Given Name (Mr., Ms., Mrs., Miss, Dr.)

Position

Work Mailing Address

City Country

Work Telephone No.: Home Telephone No.:

E-Mail: Fax No.:

Organization or Employer

Organization/Company Funding Your Participation

Arrival Date and Time: Flight Number:

Departure Date and Time: Flight Number:

Signature of Applicant Date

Signature of Employer/Funding Organization Date

*Precise Date to Be Confirmed *

*A non-refundable deposit of \$200 is required with each registration. The deposit will be credited towards the program fee which is due 4 weeks before the program is scheduled. Thereafter a *Late Fee* will apply. The program fee, less the deposit, will be refunded for cancellations made 2 weeks before the commencement of the program; thereafter, 90% of the paid fee will be returned and 10%, in addition to the deposit, will be charged to cover administrative costs.