+254 114 679 955
www.gusiinnovationweek.com
hello@gusiiinnovationweek.com

Concept Note

THEME:

Resilient Agrifood Systems for Nutritional Security & Economic Sustainability

Background and Rationale

Farmers in the Gusii region of Kenya rely on a mix of crop farming and dairy production for their livelihoods. The region (encompassing Kisii and Nyamira counties) faces high levels of food insecurity and poverty. For example, **Kisii's food poverty rate is about 44.5%** (far above the 32% national average). Such challenges are not unique to Gusii; they reflect broader national and African concerns around food security, youth unemployment and climate vulnerability. At the same time, there are growing opportunities to transform agrifood systems through innovation, entrepreneurship, and policy support. The aim of the **Gusii Innovation Week 2025** is to bring together policy makers, researchers, practitioners and industry professionals from all around the world to talk about and exchange ideas about promoting sustainability and creation of green jobs. Additionally, it will offer a venue for the investigation of novel ideas, the encouragement of teamwork, and the dissemination of knowledge across a range of sustainable development-related domains.

+254 114 679 955
www.gusiinnovationweek.com
hello@gusiiinnovationweek.com

African and National Policy Context

Kenya is a signatory to the African Union's **Comprehensive Africa Agriculture Development Programme (CAADP)**, which is Africa's policy framework for agricultural transformation, food security, and economic growth. Under the CAADP *Malabo Declaration* (2014), African leaders pledged to end hunger, halve poverty, and triple intra-African agricultural trade by 2025. Progress has fallen short. As of 2023, **no country was on track to meet the 2025 Malabo targets** of eliminating hunger and reducing poverty. Recognizing this gap, the African Union in early 2025 endorsed a **new 10-year strategy (2026–2035)** to build resilient and sustainable agrifood systems across the continent. This strategy urges innovative approaches to achieve food security and economic sustainability in line with **Agenda 2063** goals.

Kenya's commitments under CAADP are articulated in its **National Agriculture Investment Plan (NAIP)** and related strategies. The NAIP (2019–2024) aims to "shift Kenyan agriculture towards a commercial and modern agricultural sector that sustainably supports Kenya's development and 100% food security aspiration". This aligns with **Kenya's Vision 2030** and the **Bottom-Up Economic Transformation Agenda (BETA Agenda)** focus on agriculture & food security. Kenya has made strides in creating an enabling environment: sound policies are in place, a multi-sectoral approach to agriculture is being pursued, and new technologies (e.g. greenhouses, incubators, hydroponics) are increasingly adopted by farmers. However, achieving national food security and nutrition goals still requires stronger innovation ecosystems and greater investment, especially at the county level where agriculture is now a devolved function.

Region Development Priorities

Both Kisii and Nyamira County Integrated Development Plans (CIDPs) emphasize agricultural development, value addition, and youth empowerment as keys to economic growth. Kisii County, for instance, notes a high dependency ratio and widespread rural poverty, and seeks to create sustainable employment for youth through investments in priority sectors. Agribusiness and agro-processing are identified as priority areas in these county plans. The Gusii region is blessed with fertile land and is known for its **bananas, tea, coffee, dairy, and horticultural produce**. Yet farmers and Micro, Small & Medium Enterprises (MSMEs) often struggle with low productivity, post-harvest losses, limited market access, and insufficient financing. These issues are now compounded by climate change impacts and price fluctuations.

Continental Market Opportunity

The advent of the African Continental Free Trade Area (AfCFTA) presents a huge opportunity for agrifood entrepreneurs in Gusii and Kenya at large. The AfCFTA's implementation could increase intra-African trade in agriculture by 574% by 2030, opening new markets for value-added products. Tapping into this potential requires local agrifood systems to become more competitive and resilient; from adopting climate-smart farming to meeting regional quality standards and embracing digital trade platforms.

In summary, Gusii Innovation Week (GIW) 2025 is conceived against this backdrop of urgent need and opportunity. The Week will serve as a catalyst for agrifood innovation, directly supporting Kenya's national goals and global commitments (CAADP/Malabo, SDGs) by focusing on **"Resilient Agrifood Systems for Nutritional Security & Economic Sustainability."** It aligns with the priorities of government agencies and international development partners working on agriculture, climate resilience and youth economic empowerment. GIW will demonstrate how a regional innovation ecosystem can contribute to **food & nutritional security, job creation and sustainable economic growth**; thereby attracting the interest of donors, policymakers and investors who share these goals.

+254 114 679 955
www.gusiinnovationweek.com
hello@gusiiinnovationweek.com

Objectives and Expected Outcomes

The primary objective of Gusii Innovation Week 2025 is **to accelerate the development of resilient, market-driven agrifood solutions that enhance food & nutritional security and livelihoods in the Gusii region and beyond.** The event's specific objectives include:

- Bring together stakeholders, professionals and experts working in the fields of TVET, University and Industry to Network, share challenges and experiences, provide technical updates and share latest research findings and interventions and propose/develop strategies for addressing the discourse of Sustainable Development in Kenya and beyond.
- Identification of innovative solutions and best practices in various fields related to sustainable development and green economy.
- Establishment of new and sustained collaborations and partnerships among participants
- **Spark Innovation in Agrifood Systems:** Encourage creative solutions (especially by youth) in sustainable agriculture, agri-tech, value addition and food distribution to address challenges like low productivity, climate shocks and food waste. The Week's hackathon and summit will incubate new ideas and showcase prototypes/innovations that can be scaled.
- **Strengthen Collaboration and Knowledge Sharing:** Provide a platform for **multi-stakeholder dialogue** including farmers, startups, researchers, investors, government, and development partners; to share knowledge and best practices on building resilient agrifood systems. Interactive sessions in the Summit will foster exchange of experiences on climate-smart agriculture, digital marketplaces and financing models among others.
- **Improve Market Access and Trade Opportunities:** Connect local agribusinesses and producers to new **market opportunities** by leveraging AfCFTA and regional trade frameworks. GIW will highlight pathways for Gusii entrepreneurs to reach national, regional and global markets through e-commerce, export readiness training, standards compliance; thus, contributing to increased intra-African trade in agricultural goods.
- **Mobilize Investments and Partnerships:** Attract **investment** into promising agrifood startups/MSMEs and projects in the region. Through pitching sessions and networking, GIW aims to link entrepreneurs with potential investors including impact investors, banks, microfinance institutions, government programs among others; and spark partnerships. An expected outcome is increased capital flow (both financial and in-kind support) into local agribusiness innovations.
- **Promote Food Security and Nutrition** (Local to Global): Champion the production and consumption of **local nutritious foods** and innovative cuisines. By running a local foods competition and related campaigns, the event will raise awareness of the value of indigenous crops and diets for nutrition and cultural heritage. This ties into broader food security efforts and is aligned with Kenya's 100% food and nutrition security aspiration.
- **Empower the Local Innovation Ecosystem:** Strengthen the capacity of local institutions including innovation hubs, tertiary & research institutions, community-based networks and local government agencies to support innovation. The thematic committees and collaborative planning of GIW will leave behind an empowered ecosystem with sustained linkages powered by ongoing mentorship for startups, new innovation programs and policy proposals for the county governments.

+254 114 679 955
www.gusiinnovationweek.com
hello@gusiiinnovationweek.com

- **Visibility and Policy Influence:** Position the Gusii region as a **hub for agrifood innovation**. By documenting and publicizing outcomes, GIW will inform policy makers and development partners of on-the-ground insights. Expected outcomes include policy briefs and recommendations (for county or national authorities) on supporting agritech and agri-entrepreneurship; as well as increased recognition of Gusii's innovators on national platforms.

Expected Outcomes and KPIs:

By the end of GIW 2025, we expect tangible results such as:

- **At least 20 new agrifood prototypes or innovative business ideas generated** from the Hackathon and Summit sessions, with the top 5 awarded for further incubation.
- **10+ startup/MSME pitches delivered to investors/policy-makers**, resulting in follow-up meetings or funding opportunities (targeting at least 10 ventures securing new partnerships and/or investment leads).
- **Increased stakeholder engagement: ~500 attendees** at the Summit (farmers, youth, academia, private sector, etc.); and **~1,000 community members engaged** through the open outdoor food competition and media outreach.
- **Knowledge products:** a post-event **report** and policy brief capturing key insights on resilient agrifood systems, to be shared with relevant ministries and partners.
- **Strengthened networks:** Formation of at least **5 thematic working groups or projects** (one per track) that will continue collaboration after the event; including but limited to a task force on agritech innovation and a new farmers' market linkages program in Gusii region.
- **Media exposure and public awareness:** local and national media coverage (TV, radio, press, social media) reaching an audience of over 1 million, thereby raising the profile of agrifood innovation as an enabler of nutritional security.

Ultimately, GIW 2025 will contribute to longer-term outcomes such as improved agricultural productivity in the region, adoption of climate-resilient practices, increased youth employment in agribusiness and progress toward the CAADP/Malabo goals on ending hunger and reducing poverty. These outcomes resonate with the priorities of development partners focused on agriculture in thematic areas of resilience, sustainability and inclusive growth; hence making GIW a strategic intervention for collective impact.

Event Structure and Program

Gusii Innovation Week 2025 is a **five-day event** (**October 27–31, 2025**) with three main components:

- AgriTech AI Hackathon
- Gusii Innovation Summit 2025 (GIS 2025) - with five thematic tracks
- Innovation Ecosystem Tour

The program is designed to be **highly engaging and interactive**, moving beyond traditional conferences to include hands-on problem solving, competitions, and experiential learning.

- **Dates:** Monday, Oct 27 – Friday, Oct 31, 2025
- **Venues:**

- **Agri-Tech AI Hackathon** – Kisii National Polytechnic, Kisii Town (27th – 28th Oct 2025: Mon – Tue)
- **Gusii Innovation Summit** – Kisii University main campus (proposed venue), Kisii (29th – 30th Oct 2025: Wed–Thu)
- **Innovation Ecosystem Tour** – Various innovation sites across Kisii/Nyamira counties (31st Oct 2025: Fri)

- **Theme: "Resilient Agrifood Systems for Nutritional Security & Economic Sustainability."** Each aspect of the program ties back to this overarching theme, ensuring a cohesive narrative throughout the week.
- **Participants:** Anticipated 300 – 500 participants at the Summit including innovators, students, farmers' representatives, academia, industry experts, investors, government officials and development partners. The Hackathon will involve ~50 young developers/entrepreneurs. The Friday innovation ecosystem tour will accommodate ~50 key participants including investors, partners, innovators, media among others, due to logistics. The local food street competition (Track 5) will be open to the public, expecting hundreds of community members to drop by over two days.
- **Organizers and Partners:** Gusii Innovation Week and all its programmes are a ecosystem initiative by the innovation ecosystem across the Gusii region. Fie_Labs Innovation Hub is taking the lead host role, in collaboration with Kisii National Polytechnic, Nyamira National Polytechnic, Google Developers Group (GDG) Kisii, the Association of Countrywide Innovation Hubs (ACIH), Africa Federation of Business Angel Networks (AFBAN), Kisii County, Nyamira County, Kisii University and aligned national government agencies. Each partner brings unique strengths in line with the quadruple helix model of innovation through collaboration among four major societal sectors to drive research, development and economic growth. A regional planning committee with these stakeholders is in place to coordinate the event.

  The concept also aligns with interests of national bodies including the Kenya National Innovation Agency (KeNIA), Ministry of Agriculture and Livestock Development, as well as international organizations focused on agriculture and innovation whose participation is integral to the GIW in advisory or sponsorship roles.

Agri-Tech AI Hackathon - (Mon–Tue, Oct 27–28, 2025)

The event kicks off with a 2-day **Agri-Tech AI Hackathon** at Fie_Labs Innovation Hub, focusing on tech and data-driven solutions for agrifood challenges. This hackathon will bring together **100 young programmers, engineers and agripreneurs** in teams to develop prototypes under guidance from mentors. Key details:

- **Theme & Challenges:** The hackathon challenges will be aligned to the Summit tracks, for example: digital tools for climate-smart agriculture (Track 1), farm-to-market information platforms (Track 3), fintech solutions for smallholder credit (Track 4), etc. Challenges will be co-defined with input from experts (e.g. local farmers' pain points or data from county agriculture offices).
- **Structure:** Day 1 will include an opening briefing, team formation and ideation sessions. Teams then work intensively on their solutions (with internet, workspace, and resources provided at Fie_Labs). GDG Kisii, university and polytechnics' faculty will serve as mentors, conducting checkpoints to

refine ideas. Day 2 involves prototype completion, pitch coaching and final presentations to a judging panel.

- **Judging & Prizes:** A panel of judges (tech leaders, agronomists and investors) will evaluate solutions on criteria like innovation, feasibility, impact on food & nutritional security, and scalability. Top teams will be awarded prizes including cash awards, startup support packages and incubation at Fie_Labs. Winning solutions will also be showcased at the Summit.
- **Outcomes Integration:** The hackathon winners will pitch their innovations to the broader Summit audience during the opening plenary or relevant track sessions. This ensures continuity by having ideas generated feed directly into Summit discussions. Additionally, all hackathon participants gain skills and inspiration to continue working on agritech solutions, supported by the network formed at GIW.

Overall, the hackathon sets an energetic tone for GIW 2025, underlining the message that **youth-driven tech innovation can tackle agrifood system problems**. It will generate real prototypes and give participants exposure to potential investors and partners early in the week.

Gusii Innovation Summit 2025 (GIS 2025) - (Wed–Thu, Oct 29–30, 2025)

The Gusii Innovation Summit 2025 is a two-day conference featuring **seven thematic tracks** that explore different dimensions of resilient agrifood systems. The Summit will be held at Kisii National Polytechnic auditorium and breakout spaces, providing a professional yet accessible environment.

Each track is curated by a **thematic committee** composed of experts and partner organizations to ensure depth and relevance. Importantly, each track's session is designed in an **innovative format** to maximize engagement and move away from long lectures to more participatory models including panels with audience interaction, roundtables, workshops and competitions among others.

Summit Tracks:

The Summit will feature seven tracks, aligned to the theme, as follows:

1. **Sustainable Agrifood Systems** – "*Building Climate-Resilient and Sustainable Agriculture*".

   This track addresses regenerative agriculture, climate-smart practices, agroecology and circular economy approaches in food systems. It will open with a **startup/MSME pitch** from a local agribusiness exemplifying sustainability (e.g. a startup producing organic fertilizer or solar irrigation kits).

   The proposed session format will be a moderated **roundtable dialogue**: farmers, extension officers, and researchers discuss real cases of adapting to climate change (for instance, success stories of drought-resistant crops or waste-to-compost initiatives). Audience members will participate through Q&A and live polling on solutions. The thematic committee (including agricultural experts from the County, NGOs and climate networks) ensures the discussion yields practical recommendations.

   Expected outcome: a list of actionable strategies for farmers and counties to enhance resilience (contributing to CAADP goals on sustainability).

2. **Innovation & Technology in Agrifood Systems** – "*Leveraging Agri-Tech and Digital Solutions*".

This track showcases cutting-edge innovations (ICT, mechanization, biotech etc) that can transform agriculture. It begins with a brief **demo and/or pitch** by one of the Hackathon winning teams and a local agri-tech startup.

Instead of a traditional panel, the session will use a **"tech expo + expert critique" format**: several innovators will give 5-minute lightning demos of their solutions (e.g. a mobile app for market prices, a sensor for soil health, a drone mapping service). After each demo, a panel of experts (agronomist, tech investor, farmer) will provide feedback and discuss its relevance. This dynamic format engages the audience and gives innovators immediate insights. The session also includes an interactive segment where attendees can rotate through small demo stations **("innovation bazaar")** to try out technologies firsthand. The GDG Kisii and tech partners on the committee will manage this track, ensuring alignment with global tech trends.

Outcome: increased awareness and adoption of agri-tech tools and potential tech-business linkages formed.

3. **Diaspora Engagement: Bridging Continents, Building Resilience** – "*Harnessing Global Expertise and Capital for Local Innovation*"

This track builds structured partnerships between the East African diaspora and the local innovation ecosystem. It activates the potential of diaspora remittances, mentorship, and investment beyond informal channels; creating intentional linkages with startups, youth, academia and local governments.

Proposed Session Formats & Activities:

- **Diaspora Dialogues Panel**
  Fireside chats with diaspora entrepreneurs and experts sharing reintegration journeys, innovations, and impact. Includes cases from Kenya, Ghana, Nigeria and Ethiopia.
- **Investor Matchmaking Roundtable**
  Pre-selected local startups pitch to diaspora investors in a closed-door format. Legal structuring, IP protection, and funding channels are addressed.
- **Diaspora Innovation Showcase**
  Exhibition booths featuring diaspora-founded/funded startups in agri-tech, AI, health tech, education, and circular economy innovations.
- **Policy Forum**
  Dialogue with policymakers (e.g., Central Bank, Ministry of Foreign Affairs, KenInvest) on diaspora bonds, tax incentives, and dual citizenship reforms. Launch of a GIW Diaspora Engagement White Paper.
- **Mentorship Café**
  Guided speed networking across five sector tables (Agri, Health, Tech, Finance, Education) connecting diaspora professionals with local youth and MSMEs.
- **Virtual Satellite Engagement**
  Diaspora networks in the US, UK, UAE, Germany, and Canada will host watch parties and livestream dialogues to enable global participation.

Outcome: 5+ MoUs, 10+ mentorship connections, launch of GIW Diaspora Challenge Fund 2026, and a formal Diaspora Engagement Sub-Committee under the GIW Secretariat.

4. **Access to Agrifood Markets & Trade Opportunities –** *"Connecting Producers to Markets Locally & under AfCFTA".*

   Focused on market access, value chains and trade, this track explores how farmers and MSMEs can competitively reach domestic and export markets. It opens with a **pitch by a successful agribusiness** that has broken into a new market (for example, a Gusii-based banana value added products producer now supplying regionally).

   The session format is an **interactive panel** in the style of a **"fishbowl discussion".** Key stakeholders including a trader/exporter, a cooperative leader, a government trade officer and a logistics provider start the discussion in the center; debating issues like quality standards, aggregation, local logistics challenges and the impact of AfCFTA. There are empty chairs in the fishbowl which audience members can join to pose questions or share experiences (rotating in and out). This encourages fluid dialogue between panelists and attendees. Topics will include how to capitalize on the projected 574% increase in intra-African agri-trade, removing non-tariff barriers, using e-commerce, etc. The committee (with representatives from trade networks and chambers of commerce) will ensure practical insights (e.g. info on trade finance or contracts) are provided.

   Outcome: participants gain knowledge of specific market opportunities and tools (like commodity exchanges or trade fairs), and some may initiate B2B contacts during networking.

5. **Investments & Capital Mobilization for Agrifood Systems** – *"Financing Innovation & Growth".*

   This track is all about money and resources focusing on how to mobilize public and private capital into agrifood initiatives. The session starts with a **startup pitch** from a local venture that recently secured funding, to set the stage with a real example.

   The session will take an **engaging format** with a **"Shark Tank" styled pitch forum**: a few pre-selected startups/MSMEs will pitch their businesses (5-minute pitches) live to a panel of "sharks"; which will be comprised of an impact investor, a bank agribusiness officer, an angel investor and representative from a government fund, a DFI and a donor organization. Instead of actual deals on the spot, the sharks will give constructive feedback and indicate what it would take for the ventures to gain investment. This format demystifies the investment process for the audience.

   Additionally, the session will feature a mini-workshop on **"investment readiness"** where participants break into small groups with mentors to discuss how to prepare bankable proposals, manage risks (one example is **de-risking agriculture investment** which is key to make farming more bankable), and tap into available financing (e.g. credit guarantees, crowdfunding & government grants). The committee for this track includes incubators, finance experts and possibly representatives of local and regional agriculture financing programs to align with investor perspectives.

   Outcome: entrepreneurs will walk away with improved understanding of financing options and some will establish contacts with financiers. The aim is to spur an increase in agrifood lending or investment deals in subsequent months.

6. **Food Festival: Promoting Local Foods & Innovative Cuisines** – *"Celebrating Local Gastronomy for Nutrition and Culinary Tourism".*

   This unique track runs **as a two-day outdoor event** alongside the formal Summit, turning the spotlight on Gusii's rich culinary heritage.

   Ran in the form of a **Street Food Kitchen Competition**, local chefs, grassroots women's groups and hospitality students will prepare dishes using indigenous and locally produced ingredients

(traditional vegetables, matoke bananas, sorghum, etc.). The competition fosters innovation in recipes and presentation to show how traditional foods can be made more appealing, healthy and marketable. The cooking booths will be set up in a festival-like atmosphere on the university grounds (accessible to both Summit delegates during breaks and the general public).

Ongoing voting will happen: Summit attendees and public visitors will sample and vote for their favorite dishes via a mobile app or token system; while a panel of judges (including a renowned chef and a nutritionist) evaluates entries on criteria like taste, creativity and nutritional value. The track runs across Wednesday and Thursday, with contestants preparing different menus each day.

This is not a sit-down session but rather an interactive expo which complements Track 3 and 1 by linking local production to consumer demand and nutrition outcomes. **Awards** will be given at the end of Day 2 for categories such as "Most Innovative Recipe," "Healthiest Dish," and a "People's Choice Award." Beyond competition, this track promotes dialogue on local food systems: informational booths around the area may share recipes, and NGOs might demonstrate bio-fortified foods or clean cooking technologies.

Outcome: enhanced appreciation of local foods, potential business ideas around food products and community engagement.

7. **Nutrition & Health: Connecting Diet, Wellness & Food Systems** – *"Community Wellness & Nutrition Access: Strengthening Human Capital for Food System Resilience"*

This experiential track integrates public health into food systems resilience by delivering direct services and education to both Summit participants and the broader community. It will operate from shaded grounds near the Food Festival area in a fairground-style setup.

Program Components:

- **Medical Camp Services**
  In partnership with County Health Departments and hospitals: screenings (BP, BMI, glucose), women's health, immunizations, eye/dental checks.
- **Nutritional Consultation Booths**
  Personalized dietary advice, indigenous food education, and hands-on cooking demonstrations focused on bio-fortified, locally sourced ingredients.
- **Wellness Talks & Games**
  Open-air Q&A sessions and storytelling on gut health, NCDs, adolescent nutrition, and "food as medicine." Interactive games and quizzes boost engagement.

Daily Schedule Highlights:

- **Wed, Oct 29**: Full-day services, wellness talks at 11:30 and 15:00, lunch break visits encouraged.
- **Thu, Oct 30**: Continued services, games & music, awards for quiz winners, and feedback collection.

Outcome: Over 1,000 people screened, 500+ receive nutrition counseling, 200+ attend demos, 2,000 materials distributed, and 1 health policy brief delivered post-event.

Parallel Academic & Skills Contests

In addition to the seven thematic tracks, the Summit will feature two **parallel engagements led by Kisii National Polytechnic**, running across both Summit days:

1. **Research Papers Presentations**
    - Departments from Kisii National Polytechnic (agriculture, business, ICT, engineering, and others) and other institutions of higher learning will present applied research papers related to innovation, agrifood systems, and sustainable development.
    - Presentations will be organized in breakout sessions, allowing for interactive discussions between faculty, students, practitioners, and policymakers.
    - Selected research insights will be synthesized into the GIW 2025 policy brief, contributing evidence-based recommendations for regional and national adoption.
2. **Skills Competition**
    - Polytechnic students will participate in a hands-on skills competition showcasing practical solutions in nine categories as follows:
        - ICT- Information Network Cabling and IT software solutions for business.
        - Manufacturing and Engineering- Welding, Mechanical and Engineering CAD
        - Construction and Building Technology-Wall and Floor Tiling, Bricklaying and plumbing and heating.
        - Electrical- Robotics
        - Hospitality- Cooking skills
    - The competition will run alongside the Food Festival and exhibition spaces, ensuring engagement from both Summit delegates and the general public.
    - Winners will be recognized during the Closing Ceremony, reinforcing the role of youth skills in driving sustainability for resilient agrifood systems.
3. **Innovation Competition**

Tentative Summit Agenda

The Summit is structured to balance **plenary** moments (for broad messages) and **breakout track sessions**. A tentative agenda is as follows:

Day 1 – Wednesday, Oct 29, 2025		
Time	**Agenda**	**Responsible**
08:30–09:30:	**Arrival and registration of participants**	Secretariat

+254 114 679 955
www.gusiinnovationweek.com
hello@gusiiinnovationweek.com

Day 1 – Wednesday, Oct 29, 2025		

09:30–10:30:	• **Opening Ceremony**
	  ○ National anthem
	  ○ Opening prayer
	  ○ Entertainment
	• **Keynote Remarks By Leaders**
	  ○ Kisii County Secretary
	  ○ Deputy Governor, Kisii County
	  ○ Address By Kisii County Governor
	• **Official Opening of The Summit**
	• Overview of the week's program.
		KNP Principal & Chair KNP Governing Council

10:30–11:00:	• **Coffee/Tea Break & Exhibitions** • Press briefing	TBD
11:00–12:30:	**Track 1: Sustainable Agrifood Systems -** *"Building Climate-Resilient and Sustainable Agriculture"* Roundtable dialogue format, with startup pitch opener **Speakers:** TBD **Parallel Session A: Research Papers Presentations (Polytechnic)** Applied research on agriculture, ICT, business & engineering **Lead:** KNP Research Department **Presenters:** TBD	TBD
12:30–14:00:	**Lunch Break** • Participants visit the outdoor Street Kitchen competition (Track 5) to sample foods and network • Participants visit the Skills Competition booths.	TBD
14:00–15:30:	**Track 2: Innovation & Technology in Agrifood Systems** – *"Leveraging Agri-Tech and Digital Solutions"* Tech expo-expert critique, lightning demos and innovation bazaar format **Speakers:** TBD Parallel Session B: Research Papers Presentations (Polytechnic) **Lead:** KNP Research Department **Presenters:** TBD	TBD

+254 114 679 955
www.gusiinnovationweek.com
hello@gusiiinnovationweek.com

Day 1 – Wednesday, Oct 29, 2025		
15:30–16:00:	**Transition Break**	
16:00–17:00:	**Track 3: Diaspora Engagement** – *"Harnessing Global Expertise and Capital for Local Innovation"* • Fireside chats with diaspora entreprenuers & experts sharing re-integration journeys, innovations & impact • Pre-selected local startups pitch to diaspora investors • Open Q&A from audience **Skills Competition Showcase (Day 1 Round)** Hands-on student innovation demos **Lead:** KNP Research Department **Presenters:** TBD	TBD
Evening	**Side networking events** • Informal cocktails & dinners hosted by sponsors (optional for participants to network)	TBD

Day 2 – Thursday, Oct 30, 2025		
Time	**Agenda**	**Responsible**
08:30–09:00:	Registration and Day 1 recap	TBD
09:00–10:30:	**Track 4: Access to Agrifood Markets & Trade Opportunities** – *"Connecting Producers to Markets Locally & under AfCFTA"* Fishbowl interactive panel **Speakers:** TBD **Parallel Session C:** Research Papers Presentations (Polytechnic) **Lead:** KNP Research Department **Presenters:** TBD	TBD
10:30–11:00:	**Tea Break** • Cast votes in the Street Food competition	TBD

+254 114 679 955
www.gusiinnovationweek.com
hello@gusiiinnovationweek.com

Day 2 – Thursday, Oct 30, 2025		
11:00–12:30:	**Track 5: Investments & Capital Mobilization for Agrifood Systems** – *"Financing Innovation & Growth"* Shark Tank pitches + investment readiness workshop **Speakers:** TBD **Parallel Session D:** Research Papers Presentations (Polytechnic) **Lead:** KNP Research Department **Presenters:** TBD	TBD
12:30–13:30:	**Lunch Break** • Street Kitchen Competition voting closes at 13:00. • Tallying of votes and judges' evaluations • Skills Competition final tallies	TBD
13:30–15:00:	**Closing Ceremony** • Summary highlights from each track (Track leads present key points & commitments made) • **GIW 2025 Resolution:** A communique or resolution will be read out, capturing the collective commitment to advance resilient agrifood systems in Gusii region and beyond • Official closing remarks by high-level officials (from the County Government, Ministry at national level & a key sponsors) **Awards and Recognitions** • Hackathon winners recognized • Street Food Competition winners announced & awarded, • Best startup pitch awards from tracks • Best Research Paper Presentations (by department) • Skills Competition Awards (by category) **Vote of Thanks** • Sponsors, partners & all participants are thanked publicly	TBD
15:00–16:00:	**Networking & Exhibition** • Participants to interact informally, visit any exhibition booths (info tables by sponsors & organizations as well as product demos by startups) and solidify connections. • Media interviews	TBD

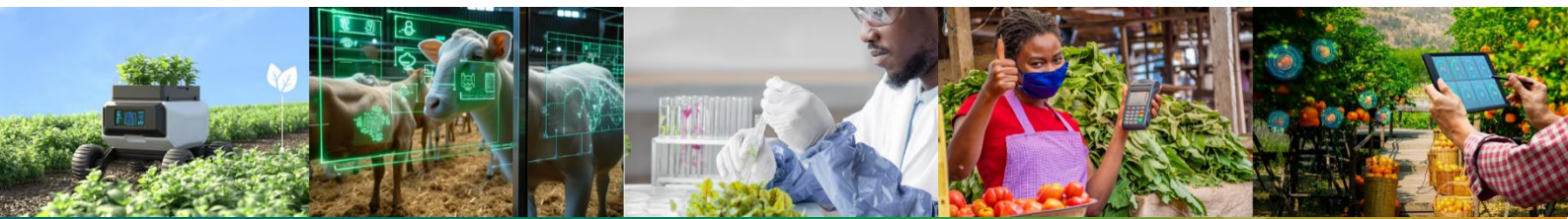
Day 2 – Thursday, Oct 30, 2025		
16:00–17:30:	**Ecosystem Stakeholders Networking Cocktail** • Invites-only ecosystem stakeholders networking cocktail by the Association of Countrywide Innovation Hubs; hosted at Fie_Labs Innovation Hub	TBD

Note: Track 6 Food Festival and **Track 7 Nutrition & Health** will run in parallel to indoor sessions but are scheduled so as not to conflict with key plenaries. Attendees have opportunities during breaks to engage with them. Also, an **exhibition space** will be available throughout the summit for sponsors, NGOs, and startups to display materials, ensuring continuous knowledge sharing beyond the sessions.

Innovation Ecosystem Tour - (Fri, Oct 31, 2025)

The final day features an **Innovation Ecosystem Tour** that offers visiting guests and participants an immersive look at innovation in action across Kisii and Nyamira. This tour cements relationships formed during the week and inspires participants by showcasing successful local initiatives. Key elements:

- **Sites to Visit:** The tour will be organized as a half-day excursion (approximately 5–6 hours) covering multiple sites. The tour circuits will include but not limited to the following:
    - University & polytechnics' innovation and agribusiness centres.
    - Visits to local farmers' cooperative societies & women/youth farming groups known for best practices
    - Local agro-processing factories to see how value addition is done on the ground.
    - Innovation Hub & Youth Projects: A stop at Fie_Labs and other partner innovation hubs to meet incubated startups, see prototypes developed (including follow-up with hackathon winners), and discuss opportunities/challenges for entrepreneurs in rural areas.
    - Cultural/Culinary Stop: A brief visit to community projects promoting indigenous crops to tie back to the local foods theme.
- **Host and Logistics:** Each site visit will be hosted by representatives of that organization who will provide a guided tour and short briefing. The GIW organizers will arrange group transport (buses/vans) and coordinate the schedule to keep the tour on time. Participants will register in advance for the tour (with priority given to sponsors, out-of-town guests, national government and county officials and media, due to limited capacity).
- **Objective:** The tour's objective is to transform discussions into concrete next steps. Seeing real projects helps investors and policymakers identify areas to support. For example, an investor on the tour might decide to fund the scale-up of a visited enterprise; a county official might learn of a successful pilot to replicate. It also gives local innovators additional exposure.
- **Outcome:** A deeper appreciation among stakeholders of the region's potential and needs. We expect that at least a few specific follow-up actions will emerge (e.g., a sponsor chooses a project to mentor or a policy-maker suggests inclusion of a showcased innovation in county

programs). The tour will conclude with a debriefing session where participants share reflections and make pledges for post-event collaboration.

By the end of Friday, GIW 2025 will have moved from ideas in the conference room to real-world context, leaving lasting impressions and connections.