

Roadmap for Apimondia Symposium 2018 Preparation

1. Introduction

Apimondia is International Federation of Beekeepers' Association established in 1890. It is working for the promotion and development of beekeeping sector in the world through organizing symposia on different important topics in the sector and congress where the actors can learn to each other and share their experiences and new scientific findings.

Ethiopia will be hosting Apimondia Symposium on this year, 30 November _ 04 December, for the second time in the continent. The title of the symposium is 'Role of Bees in Food Production'. The aim is to familiarize our players, experts, policy makers, development partners and all other stakeholders with the uncovered unique and very crucial role of bees in food production.

The Apimondia Symposium 2018 in Ethiopia will be staged to showcase huge potential of the country in the apiculture subsector and its capacity to host such big international events. This is because the EAB started lobbying to host Apimondia Congress in 2023, again for the second time in Africa, following South Africa, where we are expected to bid internationally in September 2019 with other interested countries in the world may be competing with America, China, ... etc who has been failed to win the bid in the last consecutive bidding years.

Therefore, sector players in Ethiopia should understand dual objectives of the event: promotion & marketing of the unique role of bees in food production, hence enhanced learning and experience sharing for the participants; and showcasing of huge potential of the country to surprise the beekeeping community of the world to influence their decision during our bid for Apimondia Congress 2023. These are some of the major reasons why we need get prepare carefully, strongly & in a coordinated manner to influence people and ensure required knowledge transfer.

This road map is drafted to help effective and efficient preparation of our regions to showcase their potential on the exhibition and ensure timely planning, promotion and action for large scale participation of the experts, development agents, NGO workers, leaders and all other interested and concerned people in each region.

Each region is expected to adapt this indicative road map in accord to its own specific interest, capacity and situation and develop its detailed action plan.

2. The Apimondia Symposium 2018 - The Title & Why for

The title of the Apimondia Symposium is 'Role of Bees in Food Production'. The pollination role of bees is responsible to enhance food production. The world keeps bees for their indispensable pollination services. Through this invaluable service, bees contribute about 200 billion USD per annum for the global economy. But this golden service of bees is not recognized in Ethiopia and in most part of Africa.

The ApiMondia symposium is designed to introduce and promote the nexus of beekeeping – pollination - crop productivity – biodiversity improvement – combating climate change impacts and food security of the smallholder farm households - to convince and win interest of development partners for their fully fledged engagement to harness the golden advantages of the sector and to protect the bee resources. It is meant to highlight the less understood and underexploited role of bees in crop pollination in Africa – the main reason for the symposium title.

3. Objectives of the Apimondia Symposium 2018

The symposium has the following objectives:

- To clarify development role of bees for the sector actors in order to be able to work towards exploitation of this potential of bees for our development efforts and protection of our bees and other pollinators
- To organize an event where actors can learn how bees can serve as an input for agricultural activity to improve food production and facilitate learning from scientific papers, discussions and experiences
- To showcase huge apicultural potential of the country to the global beekeeping community to attract their attention for possible investment and markets
- To show Ethiopia's capacity to host intended Apimondia Congress 2023 and other huge global events to enhance decision on the next bidding process
- To contribute for our image building efforts and tourism industry development and initiate api-tourism as a new industry in the country

4. Components of the Apimondia symposium 2018

The Apimondia Symposium 2018 has four components.

1. **Symposium** – the symposia organized under the four selected topics are the major part of the event where we can learn about role of bees in food production and environmental services (plant reproduction, vegetation coverage and combating climate change impacts), threatening factors to this pollinators and the need for transformation of the beekeeping sector for food security and poverty reduction.

Thus the Symposium dwells on the following topics and subtopics:

Topic 1: Pollination and Food Production

1. Addressing the food supply gap through better pollination of crops (including model calculations of how food security can be improved by better pollination)
2. Potential of beekeeping and insect pollination for food production & food security: global impact of pollinators on food security

Topic 2: Threats to Pollinators or to their Performance

3. Threats to pollinators and food security by anthropogenic disturbances: environment, chemicals, GMOs, diseases & parasites.
4. Environmental health, bee health, pollination and food security.

Topic 3: Environmental Services and Climate Change

5. Insect pollinators for Ecosystem Services: the challenges
6. The role of beekeeping in natural resource conservation and sustainable development

Topic 4: Commercialization and Transformation of Beekeeping

7. Contributions of beekeeping in poverty reduction
8. Intensification and diversification of hive products for better income and livelihood
10. Technology transfer and apiary management
11. Beekeeping for youth employment and economic empowerment of

women.

12. Social & institutional factors for apiculture value chain promotion

2. **Exhibition** – this is another important part of the event where we can showcase our huge potential to surprise and attract attention of the global community, and create an opportunity to our actors establish market linkages and learn from each other to fill any felt gaps
3. **B₂B Discussions and Linkages** – this part of the event is designed to help our players (researchers, extension workers, policy makers, producers and exporters) to learn and connect from their counter parts from abroad or here in Ethiopia to improve our future deliberations.
4. **Technical Tour** – this is a part schedule to provide an opportunity to the global beekeeping community, of course our sectoral actors as well, to taste and learn from the existing beekeeping industry in Ethiopia and to draw their opinions as an input for our future planning activities.

5. The Need for Timely Preparation for Strong Presence

The EAB is member of Apimondia with good voting power. Apimondia Symposium happened before only for one time in Africa. As an active member the EAB applied to have a chance to organize this event and able to fetch it after a long and serious struggle, time consuming discussions, travels and lobbying activities. Therefore, this is really an opportunity for the actors, apiculture sector in the country and the country at large that we should make use of it wisely and strategically. This symposium will happen in Africa for only second time.

Accordingly, we are highly expected to plan carefully and seriously to make use of the ample opportunity to the advantage of our actors in the beekeeping sector, our sector development efforts and service quality.

Therefore, all regions are expected to timely identify and plan all the required tasks, reach timely decisions, make timely & effective communications, mobilize sufficient participants and resources, and carefully coordinate planned activities to ensure their strong presence as conference delegates and exhibitors for maximum benefits of this ever happening and rare event in the country.

6. Required List of Main Activities for Strong Presence

Main steps and activities in the process of strong preparation for strong presence may include, but not limited to, the following in a sequential manner.

- a. Please understand huge untapped beekeeping potential of the country (your region) that can contribute for our development efforts, improved food production and hard currency needs
- b. Please also understand that the Apimondia Symposium is a rare event that going to happen for the second time in the continent, in 120 years age of Apimondia, which can contribute for total sensitization, understanding and motivation of experts, farmers, policy makers, traders, development partner workers, environment-talists ... etc to shoulder their responsibilities to ensure unleashing of this potential for our socio-economic development efforts.
- c. Establish technical committees to lead the preparatory tasks and provide technical assistance for the exhibitors; hence well organized presence on the event.
- d. Prepare plan to ensure your strong preparation for your strong presence to make use of the opportunity for the success of your future sector development and improved food production efforts
- e. Design awareness raising mechanism to ensure proper sensitization and participation of players in the region for your required success.
- f. Make timely and appropriate mobilization of actors and resources for the required and planned strong participation in all aspects of the event
- g. Make sure that sufficient budget is committed during planning of 2011 EC activities from the concerned bureaus such as BoANRD/BoALD, BoLDA, Cooperative Agency, environment/forest development and conservation bureaus ...etc, and development partners are well informed and convinced to support the participation (their beneficiaries & others) and they are ready to let their concerned staff members to take part on the event
- h. Make timely registration for participations in all components of the event (Apimondia Symposium) to ensure your maximum benefits
- i. Be sure that all or at least good number of your bee experts and crop extension workers are ready to take part on this rare event

- j. Be sure that good number of honey cooperatives, unions and producers, and input providers and companies are ready to exhibit their products in a well prepared and an attractive manner
- k. Make sure that tasks are well shared or distributed among the responsible bodies/persons, timely task accomplishments are going well, gaps are timely identified and correction measure are taken timely so that all identified participants are ready to take part on the event to learn, share and make appropriate linkages.
- l. Be sure that exhibitors receive appropriate timely technical assistance for good appearance (container, labeling, packaging ...)
- m. Make sure that there is appropriate leadership to ensure organized and influencing appearance of the region on the event.
- n. Also make sure that appropriate and timely communications with national organizing committee are in place to ensure being at same wave lengths

7. Assignment Implementation Strategies and Activities

a. Region-wide Participant Listing and Orientation

Specific names of the participants, their organization, and location need to be clearly listed including informing them in advance of the event. The participants (individuals, institutions, companies, government offices, NGOs ... etc) need to have orientation for preparation and subsequent serious follow up and support. Regional level orientation should be planned before departure.

b. Stakeholder discussion to refine the roadmap

The adapted draft roadmap needs to be refined further on the basis of inputs from regional stakeholders. This requires organizing a half-day long or so regional workshop and after distributing the hard copy of the draft in advance with the invitation letter. The final roadmap will then be disseminated to all stakeholders so that each party understands its roles and responsibilities including the time to do so.

c. Financial support solicitation

Working out required budget for the symposium participation and other materials, developing proposal and timely work for solicitation is another vital part of the preparatory phase to ensure the entire plan to be a success.

d. Equipment and Product Procurement

All equipments and products identified should be procured and collected to a central location. Those that can be supplied voluntarily (free of charge) need to regularly monitored while those that demand financial allocation will be managed by some financing organizations as per the action plan going to be developed.

e. Arranging Transport Facilities

Following region level orientation, participants are expected to travel to Addis Ababa. For this end, bus and/or issuzu transport facilities need to be arranged and the same will involve calculating those participants who do not use their organization's transport services. However, participants coming from Kebeles, Woredas, and Zones to the center need to be informed to use public transport to reduce costs.

f. Recruiting Communicators and Entertainers

For proper communication, it is important to identify and assign experienced Ethiopian Girl/girls with traditional dress and good language command. These entertainers will be in charge of entertaining visitors during the Expo that include, but not limited to: support arrangement of display compartments assigned for the region; serving bees' products (Tej, Birz, honey, etc); providing explanation on products with support from other regional representatives; and exchanging contact information with visitors.

g. Arranging display compartments

The region is expected communicate on required number of compartments for the regional displays (for individuals, institutions, bureaus, NGOs, NGO beneficiaries ... etc) and facilitate registration of the delegates. Then, the compartments will be assigned to the exhibitors as per the procedures provided by the National Apimondia Organizing Committee (NASOC). Representatives from the region may

reach Addis ahead of the opening date to identify their points and make some preparations for displays.

h. Packaging and Branding

Regional items for display such as honey need to be packed in appropriate containers and in customer friendly sizes. The sources and types of products should also be printed on the containers. This may require identification of private service providers for printing materials production. And, a separate committee with knowledgeable people can be assigned for technical assistance to the exhibitors.

i. Promotional Materials and decoration

Promotional and decoration materials should be designed and published in time to ensure attractive presentation of the regional products and decoration of the regional booths to add value to their booths.

j. Boarding and Lodging Arrangements

Bedrooms and dining facilities should be arranged for regional participants particularly for those who cannot afford by themselves and/or by their organizations. This issue can be discussed with the NASOC to produce doable solution/method.

8. Materials and Products for Display

a. Apiculture Technologies/Inputs

Different types of beehives (Traditional, top bar, and frame hives); wax printer; Smoker; Processing equipments (honey extractor, honey press, honey strainer, etc); Refractometer; protective materials (veils, gloves, boots); ... etc will form part of beekeeping equipments that will be displayed in the Expo.

b. Apiculture Products

Honey with different colours and different origin in terms of location and flora; stingless bees' honey (Tazma); beeswax and church made candles; and local brews made from Honey (Tej/Birz) ... etc constitute apiculture products.

c. Publications

Training materials, promotional materials (banners, leaflets ... etc), labels, magazines, study documents by services providers and NGOs are expected to be prepared in time and displayed during the Expo.

9. Action Plan

Detail action plan has to be prepared well ahead of time to be used as a guide for timely implementation of activities and help the follow up of the performance.

10. Budget

Detailed budget has to be drafted ahead of time for each activity including preparatory tasks, material costs, registration and booth costs, cost of participants in Addis Ababa and others. Budget sources also have to be identified and communicated in good time.

11. Any other Emerging Assignments

On the course of preparation, some unseen tasks may be needed to be handled and get implemented. Such emerging tasks have to be considered and get done timely to prevent negative impacts on the intended results.

Good Luck !