



## Draft Agenda for the World Baobab Congress 2019

Monday 11<sup>th</sup> February 2019, Erlangen, Germany

08.30 - 09.00	Registration		
09.00 – 09.15	Opening Remarks	Gus Le Breton, African Baobab Alliance	
<b>Session 1 The Market for Baobab Products</b>			
09.15 – 09.40	Overview of the Development of the Baobab Industry to Date	Arthur Stevens, PhytoTrade Africa	<i>A brief history of the development of the baobab industry from the early 2000s to the present date</i>
09.40 – 10.05	Assessment of the scale of the market for baobab products	Gus Le Breton, African Baobab Alliance	<i>A summary of historical and current market trends for baobab products, including projections for growth over the coming decade</i>
10.05 – 10.30	Perspective on the US market for baobab	Tracey Kelly, Baobab Foods	<i>A review of the scale and scope of the US market, including comments on trends regarding product categories, pricing, quality etc.</i>
10.30 – 10.55	Emerging market opportunities for baobab	Andrew Hunt, Aduna	<i>An overview of the “traditional” baobab product categories and potential new opportunities for differentiated baobab products and product categories within the next few years.</i>
10.55 – 11.15	Strategy for growing the market for baobab products	Henry Johnson, Baobab Exports	<i>An outline of key strategic options for growing the baobab market, whether through new marketing activities in existing markets, or expansion into</i>

*new markets. These activities will likely form the basis of the African Baobab Alliance’s market development activities going forward.*

**11.15 – 11.30 COFFEE BREAK**

**Session 2 Scientific Research Relating to Baobab**

11.30 – 11.50	Summary of research findings on the cosmeceutical benefits of baobab oil	Nyarai Kurebgaseka, KAZA Natural Oils	<i>Summary of scientifically-validated findings on the cosmeceutical benefits of baobab oil, highlighting key areas for further research</i>
11.50 – 12.15	Summary of research findings on the nutritional benefits of baobab powder	Dr Shelly Coe, Oxford Brookes University	<i>Summary of scientifically-validated findings on the nutritional benefits of baobab powder, highlighting key areas for further research</i>
12.15 – 12.35	Preliminary findings from the BAOFOOD Project and planned activities for the BAOQUALITY Project	Kathrin Meinhold, Hochschule Rhein-Waal	<i>Summary of preliminary findings from BAOFOOD Project and summary of planned activities for the follow-up BAOQUALITY Project</i>
12.35 – 12.55	Long term ecological research into baobab	Dr Sarah Venter, EcoProducts	<i>Review of the current state of the art with regard to baobab ecology, and proposed areas for long term ecological research going forward</i>
12.55 – 13.15	Is climate change really threatening the baobab tree?	To Be Confirmed	<i>A review of past research on baobab mortality and sustainability, and an outline for a research project to investigate baobab health and regeneration across Africa</i>
<b>13.15 – 14.15</b>	<b>LUNCH BREAK</b>		

14.15 – 14.40	Discussion on research priorities for baobab going forward	Facilitator	<i>A general group discussion picking up key gaps from previous research and outlining research priorities going forward, with the ultimate objective of using research findings to help grow the market for baobab products.</i>
<b>Session 3 Quality Standards for Baobab Products</b>			
14.45 – 15.15	Rationale for developing a common quality standard for powder and oil	To Be Confirmed	<i>A summary of the benefits of developing a common quality standards for baobab powder and oil</i>
15.15 – 15.45	Key quality parameters for baobab powder and oil	Wolfgang Moritz	<i>A presentation of findings from the African Baobab Alliance working group on baobab quality standards, including a discussion on the process for finalising and agreeing common standards</i>
<b>15.45 – 16.00</b>	<b>COFFEE BREAK</b>		
<b>Session 4 African Baobab Alliance Annual General Meeting</b>			
16.00 – 17.30	ABA AGM		<i>The first Annual General Meeting of the African Baobab Alliance, including adoption of membership standards and election of Board members for the coming year</i>