



5 November 2025

Innovations Session N°25

Foresight: Key agrifood changes
impacting entrepreneurs

INNOVATIONS^{'''}
SERIES



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Key Agrifood changes Impacting Entrepreneurs



By Laila Achieng, CEO - CNS Nutrifoods





A DECISIVE DECADE FOR RESILIENCE s COMPETITIVENESS

- 2.5B people by 2050
- Climate pressures
- Urbanization
- Tech Disruption

Foresight helps us turn disruption into direction





Five Signals Shaping Africa's Agrifood Future



Health driven consumers



Regenerative & Circular systems



Supply Chain Resilience



AfCFTA trade integration

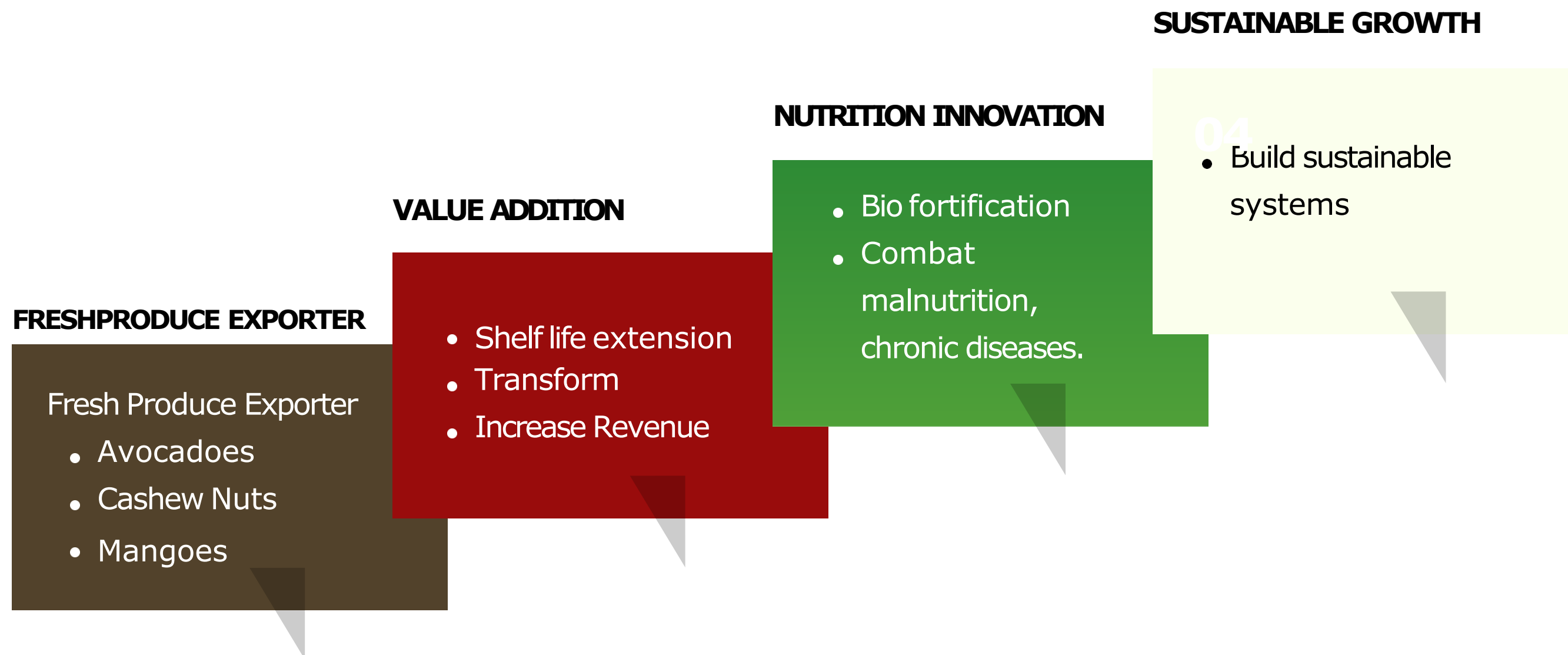


AI & Digital integration



OUR JOURNEY - CNS NUTRIFOODS

An SME evolving from exporting produce to exporting purpose





Partnering for Regeneration & Impact

- True foresight begins with acknowledging where we are – and envisioning where we can go

- Collaborating with enterprises that promote regenerative farming

- Seeking support to scale sustainability & inclusion

Facing SME challenges:
Financing, Infrastructure,
Capacity gaps



The Connector - Trio Link Logistics

- Digital optimization: AI + data analytics
- Export readiness & Compliance support
- Connecting farmers, processors, and global markets



Logistics innovation is the bridge between African farms and Global consumers

The power of foresight - key to Entrepreneurship

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Seeing tomorrow acting today



Data foresight enables better planning and climate resilience



SME's can lead innovation if equipped with the right tools



Foresight turns uncertainty into opportunity



Building the Future we see - our next steps

For SME's like ours, foresight is not a luxury – it's a survival skill



Invest in Value Addition



Strengthen partnerships



Deepen Data Integration



Champion Inclusive Growth

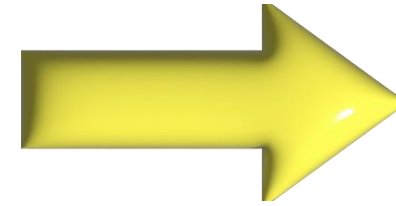


Institutionalize Foresight



Sustainability

AFRICA'S AGRIFOOD FUTURE IS NOW



Connectivity



The Future of Africa's Food systems belongs to those who can see the signals of change early – and act with vision.





Thank you!

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Thank you

