



RESILIENT GRAIN MARKETS: **UNLOCKING AFRICA'S FOOD SECURITY POTENTIAL**

2ND-4TH, OCTOBER 2025 | ZANZIBAR, TANZANIA

Main Session 6

From research to market:

**Aligning research, academia, policy, and industry to
drive innovation and market growth**

**Session
Sponsors:**



**Abdou
Konlambigue**

**Senior Agribusiness
Specialist**
IITA



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IITA's experience in leveraging private sector investment and collaborations to scale research innovations



CONTEXT



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Growing demand for nutritious and safe food: Population growth – Urbanization – Climate change - Conflicts

National Governments

Youth employment as a priority

Variable political will

Underfunded agricultural research and extension systems

Agricultural R&D

Cutting-edge innovations

Limited uptake through traditional dissemination channels

Reduction of funding

Private sector

Emerging players

Rising investment in agriculture

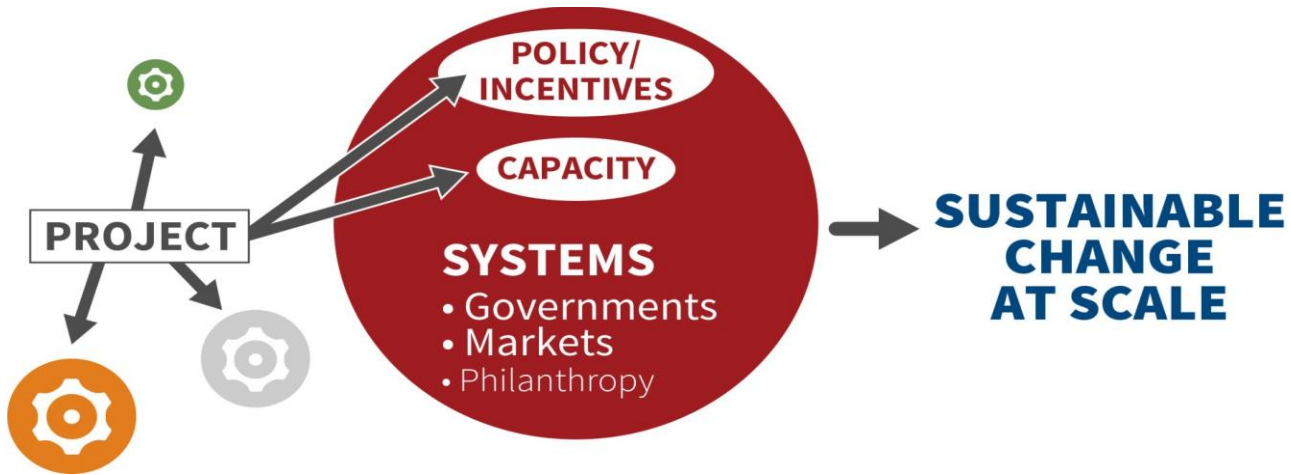
Diversification

How can we foster strategic cooperation among research, the private sector, development partners, and governments to accelerate the discovery and adoption of food systems innovations in response to continental and global challenges?

SUSTAINABLE CHANGE AT SCALE AND THE ROLE OF THE INTERMEDIATION



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Cooley, 2018

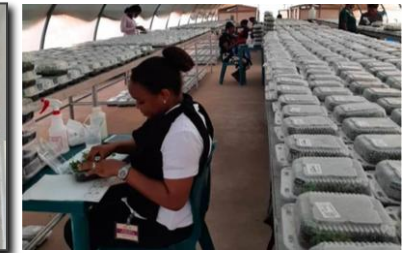
OUR APPROACHES

- Upstream co-creation of solutions with stakeholders: Market intelligence – product profiling – Demand intelligence
- Rigorous assessment of the scalability and pathways (Scaling Readiness, E-catalogues, Clearing house)
- Market assessment and commercialization strategies
- Investors forums
- Licensing and technology transfer arrangements
- Policy analysis and Advocacy
- Platforms for ideation, co-creation, incubation, and acceleration with the private sector

~15 million investment in commercializing innovations developed by IITA and partners since 2015



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THANK YOU.

