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## THE WILD EXCHANGE

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### ACTIVATING INDIGENOUS FOOD SYSTEMS FOR TOURISM, PRODUCT INNOVATION & MARKET TRANSFORMATION

#### AGENDA OVERVIEW

**Note:** Opening sessions, including keynote address, not reflected

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<b>OCT 29</b>	<b>Executive Roundtable Discussion &amp; Cocktail Networking</b>
<b>SESSION I</b>	<b>From Commodity to Cultural and Economic Asset: Positioning Indigenous Crops at the Heart of Premium Tourism and Destination Branding</b> Examining how African and Caribbean destinations can move indigenous crops from agricultural margin to the centre of premium tourism strategy — and what narrative, supply, and investment conditions make that repositioning commercially sustainable.
<b>SESSION II</b>	<b>The Hotel as Market Maker: How Hospitality Environments Are Driving Indigenous Product Innovation and Creating New Commercial Models</b> Drawing on real-world hospitality case studies, including from leading luxury operators, to interrogate what makes indigenous ingredient integration commercially viable, and how the hotel and resort sector can function as both market maker and innovation partner for AfriCaribbean producers
<b>SESSION III</b>	<b>Indigenous Grains, Botanicals, and Overlooked Crops: Unlocking AfriCaribbean Product Innovation Through Cross-Regional Culinary Collaboration</b> Mapping the most commercially promising cross-regional product innovation opportunities across indigenous grains, botanicals, and overlooked crops — from cocoa and botanical infusions to ancient grains — and identifying the AfriCaribbean collaboration models that could bring them to premium markets?
<b>SESSION IV</b>	<b>Building for Participation: What It Takes for SMEs and Women-Led Enterprises to Access and Thrive in Premium Indigenous Food Markets</b> Centring the voice of practitioners to examine what the ecosystem — in financing, technical support, market access, and institutional partnership — must provide for SMEs and women-led enterprises to participate meaningfully and profitably in premium indigenous food markets
<b>SESSION V</b>	<b>The WILD Economy: Making the Investment Case for Indigenous Food Systems at the Intersection of Tourism, Wellness, Hospitality, and Trade</b> Drawing on the evidence, case studies, and enterprise voices surfaced across the day to build the explicit investment case for the WILD economy — examining enterprise readiness, hospitality-linked offtake structures, and the blended finance solutions needed to unlock the pipeline of opportunities closest to fundable action.
<b>SESSION VI</b>	<b>From the Table to the Market: Identifying Priority Partnerships, Pilot Initiatives, and the Next Steps We Commit to Today</b> A working session that moves from insight to commitment — identifying the priority partnerships, pilot initiatives, and concrete next steps that delegates are willing to own and act on before they leave the room.
<b>P.M.</b>	<b>COCKTAIL SESSION</b> Executive networking
<b>OCT 30</b>	<b>Immersive Experiences: Indigenous Food Systems in Practice</b>
<b>A.M.</b>	<b>SITE VISIT</b> A heritage-based tourism model demonstrating the integration of indigenous ingredients into contemporary cuisine and local sourcing ecosystems
<b>P.M.</b>	<b>WILD FEAST</b> A signature AfriCaribbean culinary experience showcasing how indigenous and heritage ingredients can be elevated into world-class gastronomy.