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Agbiz Congress 2024: Navigating Agricultural Challenges in a Changing Global Landscape

The Agbiz Congress 2024, held from 5 – 7 June at Sun City, offered a pivotal platform for reflections on domestic and global challenges impacting businesses within the agricultural sector. With the main theme "Sustaining Growth in a Changing Global Landscape," the Congress delved into pressing issues ranging from political uncertainty to emerging geopolitical tensions and ways to expand agricultural markets.

Wandile Sihlobo, Chief Economist of Agbiz, remarked, "The selection of speakers and subject focus of various sessions mirrored the challenges of the day, including political uncertainty, rising geopolitical tensions, a desire to expand agricultural markets, economic conditions, and ways of improving the efficiency of network industries."

"The Agbiz Congress has become a key event in the agricultural calendar," stated Theo Boshoff, CEO of Agbiz. "Under the theme 'Sustaining Growth in a Changing Global Landscape,' delegates gained critical insights into navigating emerging trends such as geopolitical uncertainty and trade protectionism, as well as unlocking sustainable finance and addressing activist campaigns."

The Congress commenced with an inspiring opening by former Agbiz Chairperson and Senwes CEO Francois Strydom, followed by Agbiz CEO Theo Boshoff recognising all Congress sponsors. Highlights included presentations by industry experts, including Dr. David Fowkes on prospective global growth and Prof. Mzukisi Qobo on geopolitics, trade, and foreign relations.

An engaging panel discussion facilitated by Theo Boshoff on infrastructure as an enabler of competitiveness featured esteemed panellists Zeph Nhleko, Rudi Dicks, Xolani Zwane, and Dr. Andrew Shaw.

The Congress also hosted the Student Case Study Competition, focusing on "The Resilience and Revival of the South African Wine Industry," and concluded with successful breakaway sessions exploring emerging challenges and opportunities in international trade and sustainable agricultural finance.

Videos of the Congress proceedings and presentations, along with all images, can be accessed via the following links:

- All Congress images - <https://strikeaposestudios.pixieset.com/agbiz2024/>
- YouTube: Agbiz Congress Opening - Wandile Sihlobo - <https://youtu.be/sRKUf-8o-jY>
- YouTube: A word from Antois van der Westhuizen, John Deere Financial (event partner) <https://youtu.be/U84e8X3s3kY>
- YouTube: Rudi Dicks - Infrastructure - An enabler of competitiveness <https://youtu.be/yiFK5FjEdus>
- YouTube: Prof Ferdi Meyer - Take-outs from panel discussion <https://youtu.be/mwEjNOBHxoA>
- YouTube: Gilly Dlamini - Take-outs from BASA discussion <https://youtu.be/znOP-lvemj8>
- YouTube: Theo Boshoff - Recap day one, and day two themes https://youtu.be/TcU3xAmM_j4
- YouTube: Dr. Mathews Phosa <https://www.youtube.com/watch?v=BH1NBxPTIpY>
- YouTube: Frans van Wyk https://youtu.be/1BWk0lWX_h4
- YouTube: Thabi Nkosi https://youtu.be/2K_Qup9Gxi8
- YouTube: DG Mooketsa Ramasodi https://www.youtube.com/watch?v=fT_sLOpl2BM
- Prof Mzukisi Qobo – Presentation - Geopolitics, Trade and Foreign Relations <https://www.agbiz.co.za/document/open/prof-qobo-presentation-650>
- Frans van Wyk – Presentation – ESG looking beyond compliance to create value <https://www.agbiz.co.za/document/open/2024-06-agbiz-congress-esg-presentation-661>
- Dr Alan Hardacre – Crop Life Presentation <https://www.agbiz.co.za/document/open/alan-presentation-155>
- Dr David Fowkes (SARB) – Prospective growth in a changing global landscape <https://www.agbiz.co.za/document/open/dr-fowkes-sarb-presentation-787>

For further information, please visit <https://www.agbizcongress.co.za/>

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