

19 July 2023

## **IFPA Southern Africa Conference focuses on creating opportunities from challenges**

From 1-3 August, leaders from every segment of the fresh produce supply chain will convene at Cape Town's Century City Conference Centre for the International Fresh Produce Association's (IFPA's) Southern Africa Conference, the largest fresh produce conference and trade show in Southern Africa.

"The Southern Africa Conference is a truly vibrant and engaging event where growers, exporters, retailers, wholesalers, market agents, and many more throughout the supply chain convene to make strategic connections and exchange new ideas," said Stephanie van de Walt, regional manager for the International Fresh Produce Association (IFPA) Southern Africa. "This year, we're thrilled that attendees will get to enjoy a variety of new networking and education opportunities as they gain first-hand insights into global trends and business opportunities in the produce industry."

Conference sessions will include the state of the industry, perspectives on the industry's future, global trends and African strategies for optimising fresh produce logistics, Global supply chain disruptions and how they are being addressed by the Global Produce Coalition, and Top 10 Global Consumer Trends for 2023.

On 1 August, the conference will kick off with the Executive Leadership Summit, followed by a member-only VIP Reception that evening.

IFPA's CEO, Cathy Burns, will present a State of the Industry address on 2 August. Burns will present the latest global information and research and what it means to the supply chain in Southern Africa.

Bruce Whitfield, multi-award-winning journalist and best-selling author, will lead a panel of industry thought leaders in a discussion: Shaping the future of our industry: Industry perspectives on current issues.

### **Panelists include:**

- **Tommie van Zyl**, Chief Executive Director of ZZ2.
- **Paulina Criticos**, Chief Executive Director of Westfalia Fruit for the EMEA Region.
- **Charl du Bois**, Commercial head for the citrus, pome fruit and table grape teams responsible for global procurement and sales for Capespan.
- **Tamara Muruetagoiena**, Director of Sustainability of IFPA

Later that day, attendees will hear from experts at Imperial Clearing and Forwarding South Africa about global trends and African strategies for optimising fresh produce logistics, and what is being done to combat some of the infrastructure challenges.

The third and final day of the conference will kick off with the Women's Fresh Perspectives Breakfast on 3 August. During the seated breakfast, a mix of industry newcomers and seasoned veterans will enjoy the opportunity to exchange ideas and experiences. Burns will moderate a panel with thought leaders discussing how they overcame challenges, built support systems, and continue to strive to be better.

**Panelists include:**

- **Paulina Theologou-Criticos**, Chief Executive Director of Westfalia Fruit for the EMEA Region.
- **Mbali Nwoko**, Chief Executive Director of Green Terrace
- **Marianna Du Plessis**, Director at AgriNetwork-Consult

After the breakfast session, Robert Guenther, Chief Public Policy Officer, and the IFPA representative on the global fresh produce coalition steering committee, will lead an interactive discussion focusing on the challenges the Global Produce Coalition addresses and how companies can work together to manage this complex environment. The Global Produce Coalition was formed to address global supply chain disruptions for fresh produce production and trade (in particular increasing costs), which have led to significant concerns about the economic model of the sector and its capacity to provide cost-effective fresh fruit and vegetables to support food security and health.

The conference's final session will focus on the top 10 global consumer trends for 2023. Rubab Abdoolla, a Euromonitor Consultant, will explain how to use consumer trends analysis to stay competitive and grow sales in the year ahead and beyond. By exploring these trends, you will be able to determine which specific trends impact your categories, understand what is happening and get inspired by seeing how businesses/brands respond.

For more information and to register, visit our website at [www.freshproduce.com/events/the-southern-africa-conference](http://www.freshproduce.com/events/the-southern-africa-conference). For questions about the event, contact Stephanie Van Der Walt at e-mail: [svanderwalt@freshproduce.com](mailto:svanderwalt@freshproduce.com)

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**About the International Fresh Produce Association (IFPA)**

*The International Fresh Produce Association (IFPA) is the largest and most diverse international association serving the entire fresh produce and floral supply chain and the only to seamlessly integrate world-facing advocacy and industry-facing support. We exist to bring the industry together to create a vibrant future for all. We grow our member's prosperity by conducting advocacy; connecting people and ideas; and offering guidance that allows us all to take action with purpose and confidence. While IFPA is built on the legacy of United Fresh and Produce Marketing Association, it is not just a combination. It is transformational. Recognising the industry required an even more powerful and unified voice, the leaders of the former United Fresh and Produce Marketing Association chose not to merge, but rather to create an entirely new organisation to supersede their organisations, effective 1 January 2022.*