

# Emerging trends and a view to 2024

Agbiz media day  
1 December 2023  
Theo Boshoff



# Competitiveness the key to survival

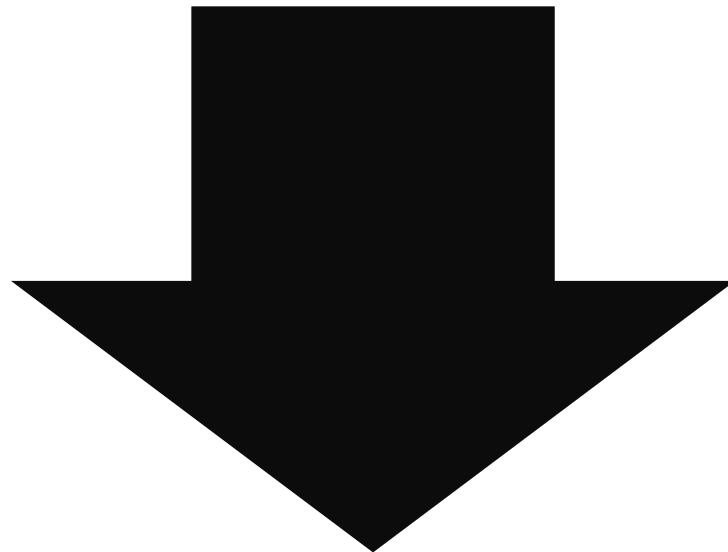


## Advantages

- Robust financial industry
- Intellectual property
- High technology uptake
- Geo-political positioning
- Counter seasonality
- Diverse climate
- Agile & loyal private sector

## Key trends likely to continue in 2024

- Consolidation – survival of the fittest;
- Unpredictable global & natural climate;
- Geopolitical risks & protectionism;
- Activism in agriculture;



## Disadvantages

- Network industries
- Service delivery
- Cost of capital
- Slow transformation / barriers to entry
- Social instability
- Disease control
- Tariff barriers

# Competitiveness of SA Inc.

Talent Ranking 2023



## SOUTH AFRICA

OVERALL PERFORMANCE (64 countries)

- ▶ Overall top strengths
- ▷ Overall top weaknesses

Rank 2023

61

Overall

59

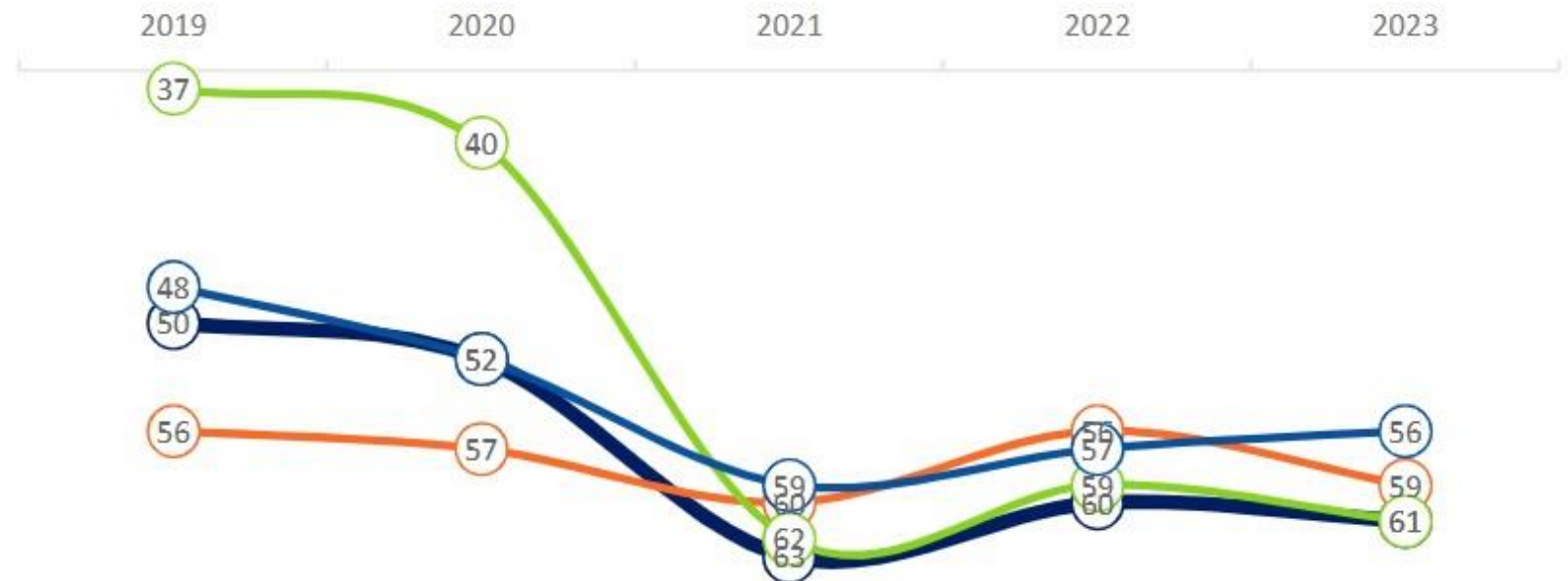
Investment & Development

61

Appeal

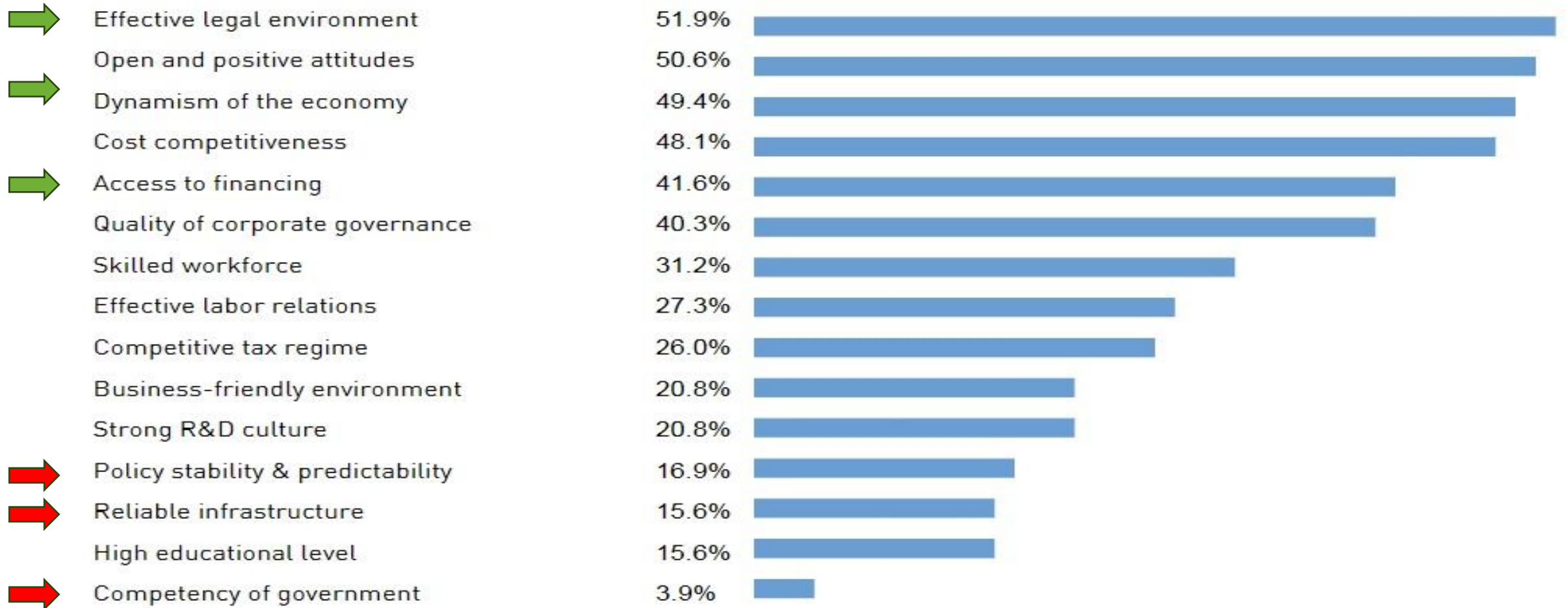
56

Readiness



\*IMD World Competitiveness Survey 2023

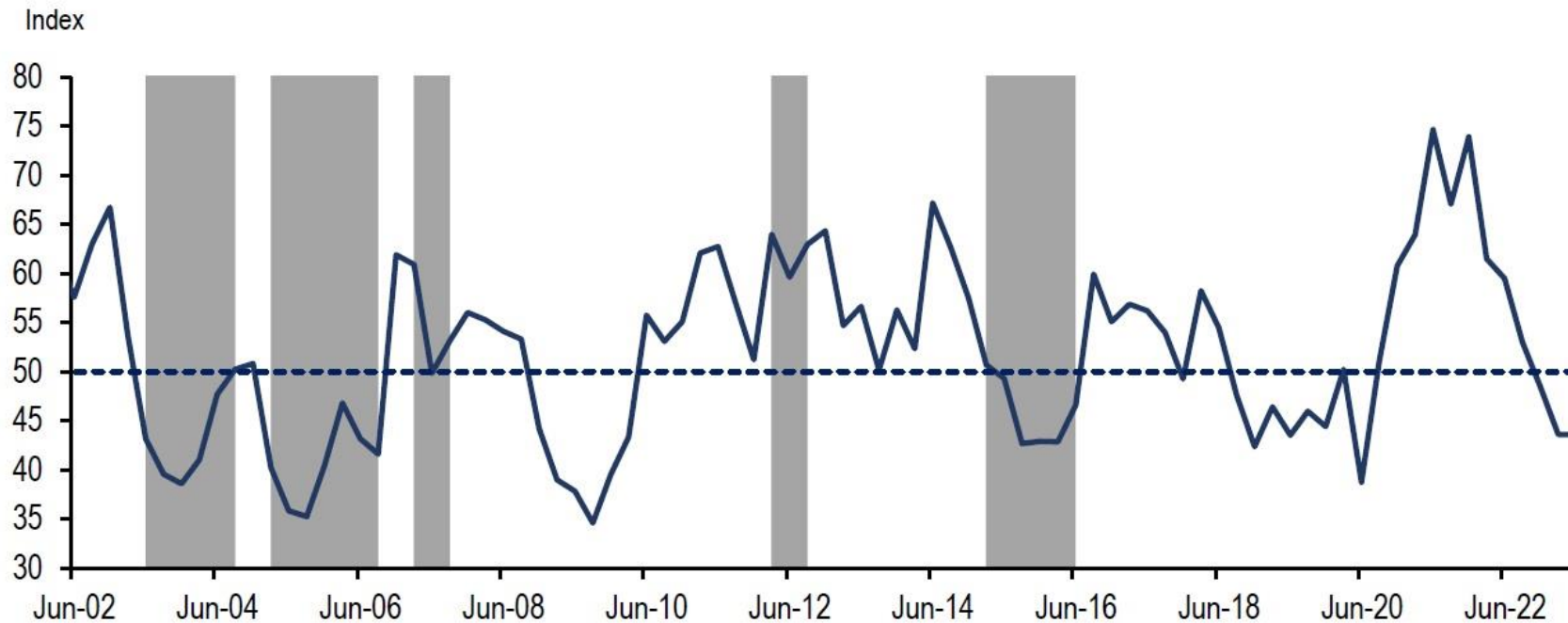
# Key attractiveness indicators



\*IMD World Competitiveness Survey 2023

# State of agribusiness sentiment

Figure 1: Agbiz/IDC Agribusiness Confidence Index<sup>1</sup>



Source: Agbiz Research, South African Weather Service

(Shaded areas indicate periods when rainfall across South Africa was below the average level of 500 millimetres)

Factor	rating
turnover	Down 5
Net operating income	Down 6
Market share	Down 1
Capital investment	Down 4
Volume of exports	Down 3
General economic conditions	Down 1
Employment	Flat
General agric conditions	Up 17
Provision for bad debt	Down 3
Financing costs	Up 4



# Thank you!

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