

PO Box 76297, Lynnwood Ridge, South Africa, 0040

Grain Building, 1<sup>st</sup> Floor, 477 Witherite Street  
The Willows, Pretoria, South Africa, 0184

Tel. +27 12 807 6686, Fax. +27 12 807 5600  
admin@agbiz.co.za, www.agbiz.co.za

Vat nr. 4920204684

## **MEDIA RELEASE**

7 September 2017

### **Agbiz appoints new head of trade and investment intelligence**

Sifiso Ntombela has been appointed head of trade and investment intelligence at Agbiz as of 1 September 2017.

He started his professional career as market intelligence manager for the South African Table Grape Industry in 2007. Three years later he joined the NAMC as senior economist, where he advised on trade and market policies; conducted economic research to inform policy direction on the agricultural sector; analysed the impact of global trade policies on agriculture and SA markets; and examined the impact of climate change and carbon tax policies on agriculture. In 2013 Sifiso was seconded as SIP 11 coordinator to the Presidential Infrastructure Coordination Committee (PICC).

He was appointed director strategic partnerships at the Department of Public Enterprises (DPE) in 2015. In this position, he managed and operationalised the Project Management Unit; developed economic models to analyse and quantify policy impacts on the State Owned Companies (SOCs) and the economy at large; analysed the impact / benefits of SOCs investment in infrastructure programs on the economy and worked with SOCs to find funding solutions to infrastructure programs.

Currently, Sifiso is enrolled for his doctorate in Agricultural Economics (PhD) at the University of Pretoria. His thesis title is 'Socio-economic impact of carbon tax on South African economy'. In 2009, Sifiso received his master of science in agricultural economics from the University of Stellenbosch. He had received his honours and bachelor degrees majoring in agricultural economics from the same university.

"In Sifiso we have found a well-qualified, experienced and self-driven person that can contribute considerably to the value proposition Agbiz offers its members. We are confident that Sifiso will make a significant contribution to the Agbiz Team as we seek to grow South African agricultural exports and facilitate an enabling policy environment that attracts investment", said Agbiz CEO, Dr John Purchase.

"I am looking forward to this new challenge. Agbiz is at the forefront of finding sustainable and inclusive solutions that will develop and grow the agricultural sector for the better future we need. Promoting research based decisions and strengthening our relations with all stakeholders are key in achieving our vision," said Sifiso about his appointment.

---

**ENQUIRIES:**

Dr John Purchase

Agbiz CEO

E-mail: [john@agbiz.co.za](mailto:john@agbiz.co.za)