



# Smart Farming/Precision Agriculture Conference 2018

28th ~ 29th of November 2018

Radisson Blu Le Vendome, Cape Town, South Africa

## OVERVIEW

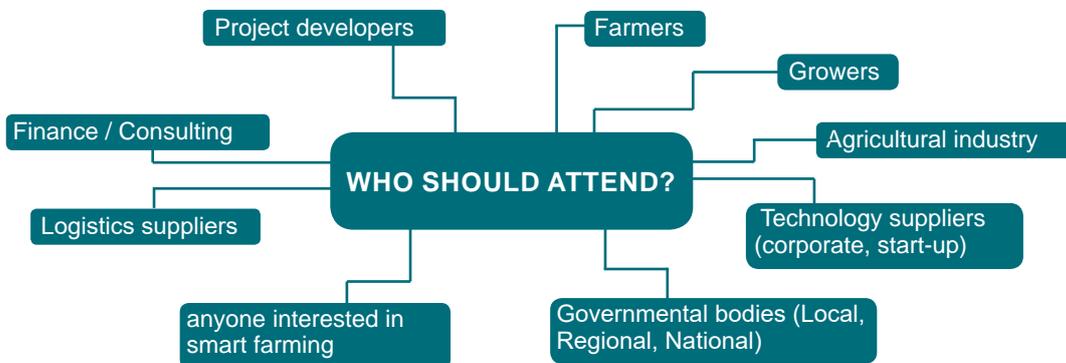
Agriculture is the foundation of developing economies. As one of these economies, South Africa needs to ensure a healthy agricultural industry that contributes to the country's gross domestic product (GDP), food security, social welfare, job creation and ecotourism, while adding value to raw materials.

After mechanisation, the introduction of mineral fertilizer and the industrialisation of production processes, connectivity and data management are now set to unleash the next revolution in the history of farming: Smart Farming / Precision agriculture. It has now reached a point where it is not only possible to collect vast quantities of data but also to control different pieces of equipment or monitor individual animals, the Internet of Things. A growing number of farmers are starting to adopt digital technology and data-driven innovations.

This 2-day conference will discuss the impact of smart technologies to farming in Africa. It will also cover the influence of these innovative technologies to various sectors in agriculture, including aqua-farming, horticulture, livestock farming, plant and crops amongst others.

## MAIN TOPICS

- Available technologies for Farming 4.0 – drones, sensors, Internet of Things, Robotics, Big Data, AI and more
- Precision agriculture
- Precision Livestock Farming
- Hydroponics and Greenhouse technology in South Africa
- Plant and crop science for improved resource-use
- Investment in R&D
- New business models
- Blockchain Technology



## ASSOCIATED COMPANIES



DAY 1

**07:30 – 08:15 Registration & Arrival Tea/Coffee**

**08:15 – 08:30 Welcome Address by the Host**

**08:30 – 09:15 Space Technology and Robotics for better Yields**

Aerobotics wants to make agriculture more sustainable and more efficient. One key to higher yields and more efficiency in the field is connectivity. Smart farming and the connectivity of agriculture are catapulting farms into the future – and are also driving forward new technologies

- Problems faced by Farmers
- How we're able to solve those problems for Farmers
- Overview of Aerobotics
- How our product works
- What we plan to do in the future



**Presenter: Tom Willis, CFO & Head of Growth, Aerobotics**

Tim has experience working at both Uber and Deloitte. He recently managed Analytics & Strategy for the Europe, Middle East & Africa (EMEA) Central Operations Team based out of Amsterdam, Netherlands for Uber.

Previously, Tim led operations for the Sub-Saharan Africa (SSA) Uber team, which included growing the driver-partner supply base, monitoring the marketplace and providing the business with analytics support. Before joining Uber, Tim worked as an Audit Manager in Financial Services audit at Deloitte, serving 2 of the top 4 major banks in South Africa. As the Chief Financial Officer and Head of Growth, Tim will initially focus on growing the Aerobotics customer base through scalable platforms. He will also be managing the company's global expansion efforts which will fully begin after Aerobotics closes its Series A funding round.

**09:15 – 10:00 Impact Farming Application**

- Tech has changed the agricultural landscape
- Impact Farming 2.0 – introducing the app
- Not just an app, but a platform
- People are more important than a platform
- Harnessing the ubiquitous nature of data through IoT



**Presenter: Grant Field, CEO, Fedgroup**

Grant Field has been the CEO of FedGroup since 2015, having worked for the Group since 2002.

He boasts more than a decade's experience in the Beneficiary Trust industry, which forms the cornerstone of care on which the business operates. In 2009, Grant was appointed as a Trustee on the FedGroup Trust Administrators Beneficiary Fund. He therefore possesses experience as both a Trustee and in the administration in Beneficiary Trusts. Grant first joined the organisation as an IT Analyst. His expertise in administration, reporting and disaster recovery systems saw him being promoted to the position of COO. He set up the Group's IT department and initiated a software project to design a line-of-business system that specialises in Beneficiary care.

**10:00 – 10:30 Tea/Coffee Break**

**10:30 – 11:15 Hydroponics and Greenhouse technology in South Africa**

- A broad overview of the South African scenario
- Main reasons for hydroponic project failures (with examples)
- Using Value Engineering principles to improve the viability and chances for success
- Designing for local climates, which is differ vastly from European conditions.
- Considerations for reducing the energy requirements.



**Presenter: Professor Gert Venter, CEO, Ecogrow Kweekhuise**

Gert Venter is a professional engineer with an outstanding background that includes academic, technical, practical and business experience covering a period of more than 50 years. He brings both his passion and expertise to the international community to help you achieve success by focusing on optimisation, sustainability, viability and financial success at all times.

Prof Gert provides high-quality professional services in the fields of Hydroponics and Greenhouse Technology (HGT) on a global basis. He compiled business plans for many large HGT projects, and also for Waste to Energy (WTE) and Sludge to Energy (STE) projects. The benefits of the latter projects centres around the production of energy and potable water from municipal solid waste, sewage, and other renewable sources of energy.

**11:15 – 12:00 Innovations in Aquaculture**

- Aquaculture Industry Intro
- Aquaponics-Waste \$\$\$\$
- Monitoring Systems
- Management App
- The need for Innovation



**Presenter: Leslie Ter Morshuizen, CEO, Aquaculture Innovations**

Leslie Ter Morshuizen is synonymous with fish. As a child he raised tilapia in the dams on the farms in the neighbourhood as a source of pocket money. On completing school, he spent a year commercial fishing prior to spending 6 years at Rhodes University where he obtained a MSc degree in Ichthyology and Provincial Colours for spearfishing. He managed an ornamental fish farm for 2 years and was the Production Manager of a national koi farming group for a further two years. Leslie is currently self-employed as an Aquaculture Consultant and Trainer.

In his private capacity, or in collaboration with Rhodes University or JLB Smith Institute of Ichthyology, the author has written several scientific, and a great number of popular publications. He has presented papers at conferences, presented proposals to State and Federal Ministers in Namibia, Nigeria, Madagascar, Mauritius & Mozambique, and has undertaken a substantial number of aquaculture and aquaponics consultancies. Since 2004 he has also been heavily involved in Aquaculture Training within the sub-region.

**12:00 – 12:45 IoT applications for farmers**

- A live farm in the cloud, getting a feel for the pulse of your farm at your fingertips
- IoT devices and sensors and how newer sensor versions change a farmer's life.
- AI on mass data and new research for precision water applications
- Managing and recognizing patterns of your farm for proactive response



**Presenter: Wolfgang Von Loeper, Founder, MySmartFarm**

As a farmer that has gone tech-entrepreneur, Wolfgang holds a BA in business administration and management from one of Germany's top three business schools and an MPhil in Sustainable Development from Stellenbosch University where he currently is a researcher. Over 9 years of his early business career Wolfgang established an organic wine estate in South Africa, before founding MySmartFarm; a Software as a Service (SaaS) company that assists farmers who are frustrated with technology, data management and the interpretation thereof. MySmartFarm deploys the IoT on farms, to model its data in the cloud together with data from satellites, drones, laboratories, and other. Making use of machine learning it takes precision-ag a level up to artificial intelligence (AI) farming.

**12:45 – 13:45 Lunch Break**

**13:45 – 14:30 Blockchain Technology**

His presentation will delve on; "The future of agricultural trade and how blockchain technology can be harnessed to enable Farmers, industrial sellers, buyers, and third-party service providers to simplify transaction processes, reduce distribution costs, create financial security and increase supply chain transparency."

- Understanding BCT
- Blockchain as an emerging technology
- Relevance and Implications of BCT for agriculture
- Principles of BCT
- Transparency and trust in Agrifood integrity



**Presenter: Shalom Ben-Or, Founder & CEO, Avenews-GT (Israel)**

Shalom is the CEO of Avenews-GT. He grew up in a collectivist agricultural community called a "kibbutz" which inspired him to passionately pursue innovations in agriculture. He has an L.L.B, a Bachelor in Law, with a specialization in corporate law, and a B.A in Economics with specialization in finance.

*Avenews-GT short Bio-* Avenews-GT utilizes blockchain technology to create a platform for the commercial trade of agricultural produce where industrial sellers, buyers and third-party service providers from the agricultural supply chain can conduct the entire trade process and share trade-related data in a secure and transparent ecosystem. The unique tools on the platform enable the trading parties to simplify transactions, reduce distribution costs, create financial security, and increase supply chain transparency

**14:30 – 15:15 Effects of Food Security and Agriculture on the Youth/Modernising Agriculture**



**Presenter: Roelof De Villiers, Managing Director, Manstrat Agricultural Intelligence Solutions**

Dr de Villiers is the Managing Director of Manstrat Agricultural Intelligence Solutions (PTY) Ltd and is also a Director of Manstrat Consulting, Manstrat Consulting Botswana (Pty) Ltd as well as Manstrat Holdings. He is a Horticulturist by profession and has played a key role in the development of Decision Support Systems for agriculture in South Africa. Specialties: Horticulture, Information Technology, Project Management

**15:15 – 16:00 Sustainable technologies and practices in South African agriculture production**

- Market trends of sustainable technologies & practices in South African agriculture (focus on: Precision Agriculture, Information and Communication Technology, Renewable Energy, Controlled Environment Agriculture and Conservation Agriculture)
- Barriers to the uptake of sustainable technologies
- Emerging opportunities in regenerative farming
- Case study examples: illustrating the business case of technologies that increases resource efficiency
- Sustainable agricultural initiatives and their uptake in the Western Cape



**Presenter: Inge Kuschke, Agriculture Analyst, Green Cape**

Inge works as an agriculture analyst at GreenCape, a NPO and Sector Development Agency, working on developing the Green Economy in the Western Cape. She looks at opportunities for resource efficient technology uptake in primary agriculture production, focusing specifically on ICT, precision agriculture, conservation agriculture and controlled environment agriculture

**DAY 2**

**07:30 – 08:15 Registration & Arrival Tea/Coffee**

**08:15 – 08:30 Welcome Address by the Host**

**08:30 – 09:30 Field Trip to Koopmanskraal Farm**

**09:30 Arrival at the Farm**

**Activities**

**Drone Demonstration** by Aerobotics  
**Sensor Demonstration** by MySmartFarm

**12:00 – 14:00 Braai & Drinks at the Farm**

**14:00 – 15:00 Travel back to the Conference Venue**

**15:00 – 15:15 Closing Remarks - End of the conference**



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Fill in the form and send to: **Dennis**

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**SUBSTITUTIONS:**  
Delegate substitutions. Substitutions is welcome at any time and do not occur any additional charges. Please notify EMPIRE in writing of any such changes at least 3 days before the date of the event.

- Please note that the speakers and topics were confirmed at the time of publishing however circumstances beyond the control of the organizers may necessitate substitutions, alterations or cancellations of the speakers and/or topics.
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### PAYMENT BY MEANS OF BANK TRANSFER

- Please state your full names clearly on the money transfer.
- Please note, bank charges are of your OWN account and this should be stipulated to your bank. Please advise your bank that the charges should be included in your deposit
- A copy of the bank deposit receipt should accompany your registration form and must be posted or faxed

### DELEGATE ATTENDANCE FORM

NOTE: Please provide information as you wish it to appear on your name badge and on the official participant database

Title	Delegate Name & Surname	Position	Email	Phone

## FEE/ DELEGATE

Excluding VAT

Yes. [I / We] will attend the event

Normal Rate:
 

R4,999

Per Delegate

## REGISTER 5 DELEGATES AND QUALIFY FOR 1 FREE SEAT!

By signing and returning this registration form, the authorizing signatory on behalf of the stated company is subject to the following terms and conditions:

- Charge of 50% of the registration fees, plus R700 (+ VAT) Administrative charge will be made for cancellations received in writing at least 14 working days prior to the event.
- or any cancellations received in less than 7 working days before the te of the event, the full fee will be payable and no refunds or credit notes will be
- If a registered delegate does not cancel and fails to attend the summit, this will be treated as cancellation and no refund or credit will be issued.

By Completing and signing this form, the signatory accepts the terms and conditions as stated on the registration form

**Registration fees above INCLUDES the following ements: Entrance to session, registration pack, d lunch and refreshment breaks.**

**Registration fees above EXCLUDES the following entitlements: Travel costs and accomodation**

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