

Highlights to make the Hangzhou trip worthwhile

Meet and greet ALIBABA. One of the definite highlights of the conference is the sessions with a world leader on e-trade, ALIBABA. Their support links strongly to global agribusiness; even support to small-scale farming in China to link to world markets. You will have to opportunity to listen to Alibaba and to visit them in their Hangzhou headquarters to obtain first-hand views on their operations.

Global land rights policies and agribusiness: This is an important focus for agribusinesses. Dr John Purchase, Agbiz CEO, will participate in a Round Table, with experts from Latin America, China, Europa, and other regions.

Certifications and e-trade in agribusiness: Dr Kristian Moeller, CEO Global Gap, will lead a Round Table on this important trade-related matter.

China as a world player: What happened and is happening in Chinese agribusiness? A number of cases will be presented discussing the business explosion and support policies in this sector – vegetables, fresh produce, cooperatives, etc.

Africa and e-trade: Prof. Johan van Rooyen will run a Round Table with experts on this matter.

The Global Student Case Competition: Listen and observe how the “Leaders of Tomorrow” solve tricky agribusiness problems. South Africa will field two teams in this tough but exciting competition.

The venue: Hangzhou is a very picturesque, clean, healthy and safe city with unique and wonderful attraction ... the romantic West Lake; the Wet Lands Area with traditional villages, little shops and tea houses; modern and interesting shopping areas and top-class restaurants. The conference venue is the historical Shangri La Hotel... This is a town not to be missed!

Register SOONEST not to miss the early bird cut-off and to leave enough time to obtain China visas. Go to the Ifama.org website.

For more info contact Prof. Johan van Rooyen directly- 0827853300; cjvr@sun.ac.za