

PMA FRESH CONNECTIONS: ***Southern Africa Conference and Trade Show***

30-31 July 2019

Century City Conference Centre, Cape Town, South Africa



**SOUTHERN
AFRICA**

A stylized map of Southern Africa is shown in a dark blue, textured font. The text 'SOUTHERN AFRICA' is written in a white, hand-drawn style across the map. Below the text, there is a small illustration of various fruits including oranges, lemons, limes, and avocados.



*The only annual event
in southern Africa for
stakeholders in the fresh
produce supply chain*

A cluster of white, translucent lemon slices is arranged in a circular pattern, overlapping each other. The slices are shown in a 3D perspective, with some showing the internal segments.



TRADE SHOW

The trade show is a great place to learn about new products and services, catch up on industry trends and network with others in the sector

NETWORKING OPPORTUNITIES

New Connections Roundtable

Women's Fresh Perspectives Breakfast

Young Professionals Breakfast

Welcome reception in trade show area

Networking breaks through the course of the event



Conference features

Center for Growing Talent (CGT) Women's Fresh Perspectives Breakfast

Caroline Ravenall, Leadership Consultant, Human Performance Specialist and Researcher

Industry Insights

Anouk Sijmonsma, Regional VP for Asia, Africa, Europe & Australia/New Zealand, PMA

Dr. Johan van Deventer, Managing Director, Freshmark

On the Quest for a Sustainable Tomorrow

Dr. Jack Vera, Agricultural Counsellor, Embassy of the Kingdom of the Netherlands in South Africa

Tatjana von Bormann, Programmes and Innovation Lead, WWF South Africa

James Lonsdale, Group Sustainability Manager, The SPAR Group

Siglinda Lösch, Group Environmental Manager, Food Lover's Market

Fireside Chat

Joel Stransky, Springbok rugby legend and business speaker

Disruption, Now What?

Jorg Snoeck, Author of The Future of Shopping, Belgium

Yuval Cohen, Marketing and Sales Manager, BreedX, Israel

Africa: The Land of Milk and Honey, and... Entrepreneurs

Dr. Rutendo Hwindingwi, Associate Director at Deloitte, South Africa

Existing, New and Potential Markets

Ruth McLennan, Fresh Produce & Bakery Commercial Director Southeast Asia, Dairy Farm Group

Charley Xu, Sourcing Director/Import Fruit Business Unit, Win-chain Supply Chain Management Co., China

Who should attend

Fresh produce growers

Market agents

Importers/Exporters

Wholesalers

Retailers

Input, service and solution providers

Government officials



Programme at a glance

TUESDAY 30 JULY

06:00 - 12:00	Registration
07:00 - 11:00	CGT Women's Fresh Perspectives Breakfast (Requires separate registration) Men are welcome for the breakfast from 07:00 - 09:00. The dialogue from 09:00 - 11:00 is women only.
09:00 - 12:00	New Connections Roundtable (Requires separate registration)
10:00 - 20:00	Trade Show
10:00 - 12:00	Arrival tea, coffee and snacks in trade show area
12:00 - 12:30	Conference opening and welcome
12:30 - 14:00	Session 1 Industry Insights Anouk Sijmonsma, Regional VP for Asia, Africa, Europe & Australia/New Zealand, PMA Dr. Johan van Deventer, Managing Director, Freshmark
14:00 - 15:00	Networking break in trade show area
15:00 - 16:30	Session 2 On the Quest for a Sustainable Tomorrow Dr. Jack Vera, Agricultural Counsellor, Embassy of the Kingdom of the Netherlands in South Africa Tatjana von Bormann, Programmes and Innovation Lead, WWF South Africa James Lonsdale, Group Sustainability Manager, The SPAR Group Siglinda Lösch, Group Environmental Manager, Food Lover's Market
16:30 - 17:30	Session 3 Fireside Chat Joel Stransky, Springbok rugby legend and business speaker
17:30 - 21:00	Welcome reception in trade show area

WEDNESDAY 31 JULY

06:00 - 10:00	Registration
06:00 - 09:00	Industry Tour (Requires separate registration)
07:00 - 09:00	CGT Young Professionals Breakfast (Requires separate registration)
09:00 - 16:00	Trade Show
09:00 - 10:00	Arrival tea, coffee and snacks in trade show area
10:00 - 10:30	Opening remarks
10:30 - 12:00	Session 4 Disruption, Now What? Jorg Snoeck, Author of The Future of Shopping, Belgium Yuval Cohen, Marketing and Sales Manager, BreedX, Israel Benji Meltzer, Co-founder and CTO, Aerobotics Steve Gantenbein, Senior Vice President, Head of Sales & Bryn McFadden, Marketing Manager, iTradeNetwork
12:00 - 13:30	Lunch - Networking break
13:30 - 15:00	Session 5 Africa: The Land of Milk and Honey, and... Entrepreneurs Dr. Rutendo Hwindingwi, Associate Director at Deloitte, South Africa
15:00 - 15:30	Tea break in trade show area
15:30 - 17:00	Session 6 Existing, New and Potential Markets Ruth McLennan, Fresh Produce & Bakery Commercial Director Southeast Asia, Dairy Farm Group Charley Xu, Sourcing Director/Import Fruit Business Unit, Win-chain Supply Chain Management Co., China
17:00 - 17:30	Session 7 Vision for the Future of Fresh in Southern Africa
17:30 - 17:45	Closing Remarks and Lucky Draw

OUR SPEAKERS

Conference



Siv Ngezi
Master of Ceremonies



Rutendo Hwindingwi
Deloitte



Tatjana von Bormann
WWF



Jack Vera
Embassy of the Kingdom of the Netherlands



Ruth McLennan
Dairy Farm Group, Singapore



Johan van Deventer
Freshmark



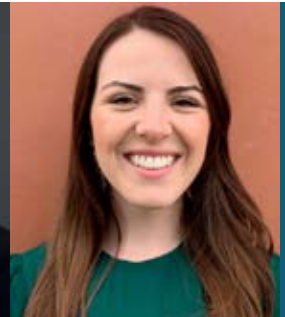
James Lonsdale
The Spar Group



Joel Stransky
SA Rugby Legend



Steve Gantenbein
iTradeNetwork



Bryn McFadden
iTradeNetwork



Anouk Sijmonsma
PMA, Belgium



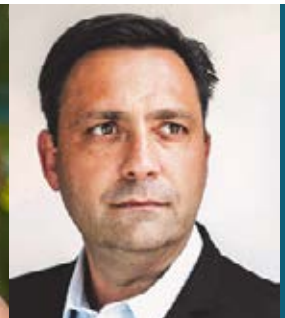
Charley Xu, Win-chain Supply
Chain Management Co., China



Brian Coppin
Food Lover's Market



Lindie Stroebel
PMA



Jorg Snoeck
Author of The Future of Shopping,
Belgium

Center for Growing Talent (CGT) Women's Fresh Perspectives Breakfast



Caroline Ravenall
Professional speaker
Breakfast Keynote Speaker



Annelize van Rensburg
Signium Africa
Women's Dialogue Speaker



Michelle Moss
Signium Africa
Breakfast Dialogue Speaker

EXHIBITORS



SPONSORS

Diamond



Gold



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New Connections Roundtable



Conference bags



Lanyards



Name badges



Printed programme



Mobile app



Women's Fresh Perspectives Breakfast

Breakfast sponsor



Speaker sponsor



Young Professionals Breakfast

Breakfast sponsor



Speaker sponsor



Friends of PMA Contribution



REGISTRATION

Where to register

www.pma.com/FCSouthernAfrica

Enquiries

Bella Geldenhuys

bookings@freshconnections.co.za

Registration fees

Conference and trade show

PMA member R6 200

Non-member R7 200

Students R3 000

CGT Women's Fresh Perspective Breakfast R600

CGT Women's Fresh Perspective Breakfast and Dialogue R800

CGT Young Professionals Breakfast (professionals ages 35 and younger) R250

*VAT inclusive in all pricing

WANT TO LEARN MORE ABOUT LOCAL MEMBER VALUE?

Enquiries:

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ABOUT PRODUCE MARKETING ASSOCIATION (PMA)

PMA is the leading trade association representing companies from every segment of the global produce and floral supply chain.

PMA helps members grow by providing connections that expand business opportunities and increase sales and consumption.

For more information, visit www.pma.com

