

African Agricultural Trade Promotion “Business to Business” Brief

Proudly Presented
by the
Agricultural &
Industrial
Marketing
Company



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Africa's Big Seven!

Trade Shows for a Continent
20-22 July 2008, Gallagher Estate
Midrand, South Africa

Co-Sponsored By:

Southern Africa Global
Competitiveness Hub



Also
incorporating the
ABSA sponsored
Business to
Business
Meetings.
(Please contact
us for a
pre-selection
form)

Further endorsed by
The Agricultural Business Chamber



The Foundation for the Development of Africa



Program

Monday 21 July 2008

African Agricultural Trade Industry Views

- 08h00 – 08h30 Tea / coffee. Late Registrations
08h30 – 09h00 Welcome by convener of the “B to B brief “ – Purpose and objectives - Anton Scheepers (MD: Agricultural & Industrial Marketing Company) – International Agricultural Trade Specialist
09h00 – 09h30 Stuart Symington (CEO: Fresh Produce Exporters Forum) – Marketing Fruit from Africa
09h30 – 10h00 Kgosientso Ramokgopa (CEO): Johannesburg Fresh Produce Market – Supplying South African Hawkers Market from Africa
10h00 – 10h30 Dr Derek Askew (Former Marketing Manager: Hygrotech) – Marketing Fresh Produce with a Sustainable “eco” Label
10h30 – 11h00 TEA
11h00 – 11h20 Solomon Gebezehu (Agricultural Development Expert) - Ethiopia's Revolutionary Agricultural Export Development Efforts – A fine success story to be emulated - Ethiopia
11h20 – 11h40 Amanda Hilligas (Program Director – SA Trade Hub) & Norma Tregurtha (ComMark)
11h40 – 12h00 Jacques Taylor – Head: Agricultural Banking - Standard Bank & Stanbic Bank

Lunch – 12h00 - 13h00

- 13h00 - 13h30 Dr Johan Van Deventer (Managing Director) - FreshMark
13h30 - 14h00 Ricky Mullin / Warren Lupke – Pick n Pay
14h00 - 14h30 Murray Clark – International Trade Supply Expert - EJC Solutions
14h30 - 14h45 Theresa Jardim (SEDA) - Tradepoint
14h45 - 15h00 Paul Runge - Africa Project Access – Where are the project trade opportunities in Africa?
15h00 - 15h30 TEA
15h30 - 16h00 Dermott Cassidy (Horticultural Expert) - Supplying to EU Supermarkets
16h00 - 16h30 Amie Coetsee (Delco Foods) – Global Agricultural Traders & Specialists
16h30 - 16h45 Acacio Valadas Vieira (Healing Wings – Mozambique) – Agricultural Projects

Evening Cocktail & Networking 17h00 onwards at the same venue

Tuesday 22 July 2008

Alternative Agricultural Trade Finance in Africa

- 09h00 – 09h30 Kennedy Mbekeani (Trade Debt & Globalisation Advisor) – United Nations Development Program
09h30 – 10h00 Herman Muller (Supply Chain Manager) – Kintetsu World Express
10h00 – 10h30 Louis B. Ngassa – Batonga (Principle Investment Officer) - International Finance Corporations
10h30 – 11h00 TEA
11h00 – 11h30 Chibembe Nyalugwe (MATEP Finance Program) – Zambia
11h30 – 12h00 Cecilia Khupe (USAID) & Dr. Dirk Esterhuize (USDA)
12h00 – 12h30 Rian Coetzee (Business Head – Food, Beverage & Agro Industries Business Unit) Industrial Development Corporation

Lunch – 12h30 - 13h15

Launching the AATPI (African Agricultural Trade Promotion Initiative)

- 13h15 - 13h30 Confirm Mandate to launch this Private Sector Initiative
13h30 - 14h00 Elect the Secretariat to be the “drivers” of the process
14h00 - 15h00 Discuss 3 – 5 Projects to be supported in 2008/9 until the next Africa's Big 7
15h00 - 15h30 TEA
15h30 -16h00 Funding Secretariat (cost, performance, outcomes based, measurable, lean & functional, limited focus next 12 months.)
16h00 - 16h30 Discuss road map to implementation