

Southern Africa 2016

Fresh Connections: focus on market access smallholder fresh produce farmers

Produce Marketing Association (PMA) will host the sixth annual Fresh Connections: Southern Africa Conference & Expo, from 17 to 18 August 2016 at the CSIR International Convention Centre, Pretoria.

Fresh Connections: Southern Africa Conference & Expo is an opportunity to take the fresh produce industry to the next level by bringing industry leaders and innovators together — ranging from growers, producers, suppliers, retailers, buyers, importers and exporters and contributors to the overall supply chain.



The conference will bring focus to many local and global issues and dialogues on a comprehensive range of topics. It will feature a line-up of local and international speakers for a versatile approach on one of South Africa's key economy sectors.

South African born and raised, PMA CEO, Bryan Silbermann, is a leading authority on the global fresh produce industry. He will be sharing an informative session along with Peter Arnold, Managing

Director for Massfresh and Massmart Services Division of Massstores PYT LTD. The session, State of the Fresh Produce Industry, will focus on global market trends that are driving consumer, retail, importing and exporting decisions — as well as how to connect these global trends with the African continent and the regional fresh produce supply chain.

A focal point for Fresh Connections: Southern Africa will be smallholder fresh produce farmers and their market access. The session, sponsored by Potatoes SA will unpack fundamental elements of smallholder farming and more importantly local success stories of their market access. Perspectives from retailers, market agents and the smallholder farmers themselves will be heard in the attempt to kickstart a focus area for PMA to facilitate this discussion toward finding and building on solutions.

Professor John Simpson, Director of the UCT Unilever Institute of strategic marketing, will discuss Reaching South Africa's Emerging Middle Class Consumer Markets. Calling on years of experience, Simpson has led all UCT Unilever Institute projects since the inception in 1998. He is also one of the authors of Marketing in South Africa: Cases and Concepts, and currently lectures Marketing, Consumer Behaviour and Business Strategy. Professor Simpson will shine a spotlight on how to market to the black middle-class buyers, a group that continues to grow and contribute significantly to the industry.

Anton Kruger, CEO of Fresh Produce Exporters Forum SA, will be speaking within the Bold Growth Markets in South and Southeast Asia session. Kruger will share insight into available opportunities in leading markets, specifically in India, Indonesia, Malaysia, Thailand and the Philippines. Kruger will discuss learning the business potential in these regions, exploring opportunities, barriers and the best marketing approach.

PJ Nicholson, Managing Director of Lean Farming Transformation, will tackle the topic From Field to Shelf: Leveraging Innovation and Technology. Nicholson will deliver an informative discussion on how the evolution of technology can positively impact and ensure efficiency in the fresh produce industry. The session will provide information that will encourage better and faster business decisions, how to leverage from technology and learn about innovations that can improve productivity.

Another exciting speaker announced for this year's conference is Vusi Thembekwayo - a global business speaker, author, investor and CEO of a boutique investment and advisory firm shares fundamental business insight. Thembekwayo, known as the 'Rock Star of Public Speaking' will be speaking on how to Build Your Organisation: Strategic Thinking for Every Level.

In conclusion, Dave Corsi, Vice President of Produce and Floral for the United States' popular regional Wegmans Food Markets, is passionate about the fresh produce industry and will deliver thought-provoking industry expertise during the Special Session.

Join them at PMA's Fresh Connections: Southern Africa Conference & Expo to experience all of the mentioned sessions and more at the CSIR International Convention Centre, Pretoria from 17 to 18 August 2016.

Register by the early bird deadline of 22 July 2016 to save.

PMA member R 3075.00
Non-member R 4390.00
Students R 1530.00

Learn more about this event and register online, here.
For more information, visit www.pma.com.

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