### Southern Africa and the World: The Power of Fresh Innovation

**PMA Fresh Connections Conference**  
**22 August 2012**  
**Groenkloof Auditorium, University of Pretoria**

*Provisional Programme – as of 31 July 2012
*Schedule subject to change

**Master of Ceremonies:** Pieter Möller, Radio Presenter, OFM

**Wednesday 22 August 2012**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>08:00</td>
<td>Registration</td>
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<tr>
<td>09:00</td>
<td><strong>Welcome:</strong> Louis de Kock, Managing Director, Wildeklawer and Chairman of PMA South Africa Country Council</td>
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<td>09:10</td>
<td><strong>Welcome Message:</strong> Kgositso Ramogopa, Mayor of City of Tshwane</td>
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<td>09:20</td>
<td><strong>Innovation – Refresh! Explore the Fundamentals of Innovation and Learn how to Generate Great Business Ideas</strong>, Terry Jones, professional speaker and business consultant on innovation, Chairman of Kayak.com,Founder and former CEO of Travelocity.com, Reno, Nevada, USA.</td>
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<td>09:55</td>
<td><strong>Golden Era for Agriculture – Factors Affecting Global Agricultural Markets Over the Next 10 years</strong>, Oliver Flake, Deputy Director, Office of Global Policy Analysis, U.S. Department of Agriculture/Foreign Agriculture Service, Washington, DC, USA</td>
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<td>10:35</td>
<td>Tea/Coffee break</td>
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<td>11:10</td>
<td><strong>Keynote Address:</strong> Think Innovation... Think Big... Think Africa. Lessons from Shoprite. Christo Wiese, CEO of Pepkor and Executive Director of Shoprite Group of Companies, Cape Town</td>
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<td>11:50</td>
<td><strong>Economic &amp; Political Reality of Food Security – Implications for South African Growers</strong>, JP Landman, political and trend analyst, Pretoria</td>
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<td>12:30</td>
<td><strong>Post-harvest Innovation: Extending shelf-life and improving quality of fresh produce</strong>, Dr Deirdre Holcroft, Post-harvest Consultant, Davis, California, USA</td>
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<td>13:00</td>
<td>Networking lunch</td>
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<td>14:00</td>
<td><strong>South East Asia: Spotlight on Export Opportunities to China</strong>, Eric Trachtenberg, Director, Food &amp; Agriculture Sector, McLarty Associates, Washington, DC</td>
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<td>14:40</td>
<td><strong>The changing structure of sourcing fresh produce globally</strong>, Hillary Brick, Senior Vice President, The Giumarra Companies, Los Angeles, California, USA</td>
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| 15:00 | **Moderator** – Johan Ferreira, Cafeine Retail, Cape Town  
**Panel Reaction/Introduction:** Bernhardt du Toit, CEO Langrivier Boerdery, Koue Bokkeveld, South Africa |
- SA Fresh Produce Market: Patrick Mphahlele, CEO, Tshwane Fresh Produce Market, Pretoria
- SA Retailer: Brian Coppin, CEO, Fruit & Veg City, Cape Town
- International retailer: Sandy Norman, Category Technical Manager, Tesco, Cape Town

15:40 Brace for the Agribusiness Boom in Africa - Implications for fresh produce, Mohit Arora, Director/Head of Agricultural Banking, Standard Bank, Johannesburg

16:10 Africa an expanding market for fruit & vegetables and Fast Moving Consumer Goods (FMCG) Know the facts before jumping in.
Panel Reaction/Introduction: Brendan Langeveldt, Director, Kallos Exporters (Pty) Ltd., Johannesburg, South Africa
Panel reaction:
- Tobie Williams, MD, Rollex, division of Lohnro Agribusiness, Johannesburg, South Africa
- Frans van der Colf, Trading Manager Africa, Fruit & Veg City, Johannesburg
- Rafe Wentzlar, FVC Zimbabwe

16:45 Wrap-up and close – Louis de Kock

18:00 PMA and Potatoes SA Casual Cocktail Networking Function, Normaal Hall, Groenkloof Campus, University of Pretoria: Fun 'cook-off' with Claire Gourley, New Zealand Celebrity Young Chef and our own industry celebrities Sponsored by City of Tshwane
Thursday 23 August 2012
Potatoes SA Marketing Symposium
Groenkloof Auditorium, University of Pretoria

DAY 2: Thursday 23 August 2012

Provisional Programme (Schedule subject to change)

08:00   Registration
08:30   Welcome and Introduction
        Joos Engelbrecht, Lamberts Bay Potatoes, Chairperson Marketing Committee: Potatoes SA, Lamberts Bay
08:45   Tactics and insights to achieve success in Africa and how the potato industry is already benefiting.
        Andre Redelinghuys, Strategist on trading in Africa: HKLM, Johannesburg
09:20   Informal Traders: They are not emerging, they have emerged!
        Gill Mkhasibe, Joint Managing Director: The Alternative Consultancy
10:00   Showcasing a successful informal traders (hawkers) potato programme
        Brendan Powell, Director: Isilumko Media, Johannesburg
10:30   Networking Coffee/Tea Break
11:05   Project Re-birth: Markets on the move - an industry initiative.
        Deon van Zyl, President: IMASA, Johannesburg and Mr Andre Young, Chairperson: SA Union of Food Markets, Durban
11:35   Stimulating demand for potatoes and/or vegetables with effective generic marketing: Lessons learnt from New Zealand and other global countries.
        Glenda Gourley, Food, Marketing & Education Consultant: Potatoes New Zealand, New Zealand
12:15   Lunch
13:00   ‘Understanding Generation Y: your current and future consumer’
        Jason Levin, Managing Director: HDI Youth Marketeers, Johannesburg
13:35   Chips, mash or bakes potato sir?
        Joash Daniel, Managing Director & Clément Vignè, Creative Director: Revolution Brand Activists, Johannesburg
14:10   Social media can boost your vegetable and fruit sales - interactive social business communities.
        Brent Coetzee, Chief Information Officer: 4 Anything, Johannesburg
14:40   Wrap-up and close
15:00   Visit the Career Fair at the Piazza, University of Pretoria, main campus
Conference Organizers:

PMA South Africa Marianne van der Laarse tel 012 332 0696 mvanderlaarse@pma.com
Potatoes SA Immaculate Zinde tel 012 3491906 izinde@potatoes.co.za
PMA Career & Bursary Fair Liezl van der Vyver tel 012 3320696 info@careerfair.co.za
Post-harvest Technology Workshop Liezl van der Vyver tel 012 3320696 info@careerfair.co.za

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