

9TH TRANSFORMATION SYMPOSIUM

Potatoes South Africa Transformation Symposium

"Beyond the Harvest: Cultivating AI-Driven, Climate-Resilient and Inclusive Growth In Agriculture 5.0"

USHERING IN THE AGRICULTURE 5.0 ERA

SUNCOAST HOTEL & TOWERS, DURBAN, KWAZULU-NATAL | 17–18 MARCH 2027

Overview

FROM PRODUCER DEVELOPMENT TO AGRICULTURE 5.0



THE MANDATE

Potatoes South Africa's Enterprise Development mandate helps developing Black potato producers progress from smallholder plots to commercial agriculture through capacity building, technical support, mentoring, networking, and industry exposure. The Small Grower Development Programme strengthens rural livelihoods and food security. The next chapter centres on AI, climate resilience and coordinated support.

> *"Production is no longer the constraint. The next frontier of transformation is resource mobilization, centralized support, and partnerships that span across commodities."*

FOUR OBJECTIVES

01 Centralise and coordinate support for developing farmers

02 Mobilise resources and forge partnerships across commodities

03 Build climate-resilient, sustainable production systems

04 Advance inclusive transformation through AI and digital innovation

Partnership & Program

WHO WE BRING TOGETHER — AND HOW THE TWO DAYS UNFOLD

WHY PARTNER WITH US

01 Visibility among government, industry, and commodity organizations

02 Sales, marketing and technology transfer

03 Direct engagement with developing and commercial farmers

04 Contribution to meaningful agricultural transformation and farmer development

AUDIENCE Commercial and new-era producers; government and commodity Organisations; Agri-processors, manufacturers, input providers, retailers and market agents; media, academics, researchers and wider agricultural stakeholders

PROGRAMME AT A GLANCE

DAY 1 · 17 MARCH 2027

Intimate Session with ED Farmers

Closed-door farmer panels on journeys, challenges and milestones.

Evening Cocktail Party

Stakeholder engagement

DAY 2 · 18 MARCH 2027

Full Symposium Conference

Transformation, technical development and partnership-building.

Gala Dinner & Recognition Awards

Best Upcoming & Commercial ED Farmer of the Year

A Proven Track Record

Building on the momentum of previous editions, the Symposium continues to grow in scale, reach and impact across South Africa's potato industry.

SYMPOSIUM THEMES · 2013–2025

8TH SYMPOSIUM · 2025

Old Roots, New Shoots: Revitalizing and fostering new partnerships

Limpopo

THE JOURNEY TO TODAY

2024 — **Human Capital Development — An Essential Step in Unlocking Strategies for Economic Inclusivity**
Gauteng

2022 — **Towards Sustainability and Commercialization of New Era Farmers — Embracing the Future!**
Gauteng

2018 — **Approaching Potato Farming as a Successful Business Venture!**
Gauteng

2016 — **The Importance of Agricultural Finance for Agricultural Development**
Eastern Cape

2014 — **Partnerships — The Key to Success!**
Western Cape

2013 — **Mainstreaming Smallholder Potato Producers: Breaking the Barriers**
KwaZulu-Natal

ATTENDANCE AT A GLANCE

Average per symposium across the past two events

450	145	70
Average delegates	**Average farmers**	**Government officials**
per symposium	*from across South Africa*	*national & provincial*

Figures represent combined average attendance across the 7th and 8th Transformation Symposiums.

Partner With Us — Sponsorship Packages

Potatoes SA hereby invite your organization to partner with us in delivering the symposium — The below partnership structure fully elaborates the level and benefits of your involvement.

PARTNERSHIP LADDER

Diamond — **R300,000**

1 available

Platinum — **R200,000**

1 available

Gold — **R100,000**

6 available

Silver — **R75,000**

4 available

Bronze — **R50,000**

4 available

WHAT'S INCLUDED

	D Diamond	P Platinum	G Gold	S Silver	B Bronze
VIP Gala Table	5 VIP Seats	3 VIP Seats	2 VIP Seats	1 VIP Seat	–
Conference Tickets	10 tickets	8 tickets	6 tickets	4 tickets	2 tickets
Session Role	Gala Dinner co-host Panel Chairs & presents 1 day	Panel Chair/ Presentation slot	Panel participation/ Presentation slot	Panel participation/ Presentation slot	Panel participation
Exhibition Presence	Indoor + outdoor Space	Indoor + outdoor space	Indoor space	Indoor space	Indoor Space
Chips Magazine Feature	✓	✓	✓	✓	✓
Logo Screening	Revolving, symposium-wide	Revolving, symposium-wide	Screened, symposium-wide	Screened, symposium-wide	Screened, symposium-wide

Additional partnership opportunities & contact details on the next page →

Additional Ways to Partner

Tailor your involvement further with these add-on benefits and standalone opportunities — available to negotiate alongside, or independently of, the core packages.

SUGGESTED ADD-ON BENEFITS

1 AI & Innovation Hub Branding

Prominent branding at the symposium's dedicated AI & digital innovation showcase zone.

2 ED Farmer Networking & Mentorship Access

Priority introductions and structured matchmaking with Enterprise Development farmers.

3 Digital App & Social Media Feature

Logo and story placement across the event app, website and social media channels.

4 Branded ED Farmer of the Year Award Sponsorship

Sponsor and brand Enterprise Development farmer of the year award.

TOP-UP OPTIONS

1 Session Sponsorship (top-up)

R40 000 per session · 4 available

Cocktail Party · ED Farmer Networking Session · Lunch

Includes a presentation or panel slot within your sponsored session.

A Look Back: 8th Transformation Symposium

8TH SYMPOSIUM · 2025 · LIMPOPO

"Old Roots, New Shoots: Revitalizing and fostering new partnerships"



Opening Keynote



Panel Discussion



Full House Across Two Days



Evening Cocktail Networking



ED Farmer of the Year Awards Winner



Gala Dinner Entertainment

PARTNERSHIP STARTS WITH A CONVERSATION

Contact & Next Steps.

Let’s create an unforgettable experience together.
Contact us to explore a partnership tailored for your brand.



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