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2019 PMA FRESH CONNECTIONS: SOUTHERN AFRICA FOCUSES ON INNOVATIONS TO MEET DEMANDS OF EVOLVING CONSUMERS

A variety of topics shaping the production and distribution of fresh produce in Southern Africa, Africa and globally will be discussed at the 9th annual PMA Fresh Connections: Southern Africa Conference and Trade Show, to be hosted in Cape Town at the Century City Conference Centre from 30-31 July 2019.

This is the only event in southern Africa that brings together the entire fresh produce supply chain - from growers to traders, service and input providers, as well as market agents and retailers - to connect and to gain first-hand insights into global trends and business opportunities.

“Consumers expect fruit and vegetables to be fresh, tasty, available, safe and of high-quality. Next to that, there is an increasing demand for more sustainable products with less environmental impact. With a focus on artificial intelligence, technology and market oriented thinking, this event provides a platform for the industry to connect, grow and ultimately reach its consumers,” says Lindie Stroebe, General Manager of PMA Southern Africa.

The programme of this premier two-day event will include plenary sessions with keynotes, panel discussions, sponsored sessions, new connections roundtable and ample time to network with up to 600 decision-makers, build relationships and do business. Attendees will be able to visit the trade show where exhibitors will be showcasing the latest innovations in the fresh produce industry.

Our confirmed speakers are

- **Joel Stransky**, former South African rugby union player, most notable for scoring all of South Africa's points, including the famous dramatic winning drop goal, against New Zealand in the 1995 Rugby World Cup final.
- **Anouk Sijmonsma**, PMA Regional Vice President for Asia, Africa, Europe and Australia/New Zealand.
- **Jack Vera**, Embassy of the Kingdom of the Netherlands.
- **Johan van Deventer**, Freshmark Managing Director.
- **Dr Rutendo Hwindingwi**, Associate Director at Deloitte South Africa involved with identifying and providing strategic and innovative solutions to clients.

“Following the success of the New Connections Roundtable launched in 2018, we will repeat this interactive ‘speed dating’ session where growers, retailers and buyers – local and abroad - get to meet, and perhaps go straight to putting a potential deal on the table,” Stroebel says.

The Center for Growing Talent by PMA (CGT) – with a mission to attract, develop and retain industry talent – will be hosting three programmes, focusing on career insights and growing professional networks:

- Women’s Fresh Perspectives Breakfast
- Young Professionals Breakfast and
- Career Pathways programme, which brings university students to explore careers in fresh produce.

Caroline Ravenall will address guests at the CGT Women’s Fresh Perspectives Breakfast. Ravenall has 25 years of business and leadership experience – 10 of which were spent as a high flying executive working with Richard Branson and the Virgin Group of Companies where innovation, disruption, and change were a constant feature.

The 2019 PMA Fresh Connections: Southern Africa Conference and Trade Show is open to all stakeholders in the fresh produce and agribusiness industry to attend. By becoming a new member of PMA, you will receive a complimentary registration to Fresh Connections OR 10% off a registration to a PMA or CGT event.

For more information and to register as attendee, visit our website on www.pma.com/FCSouthernAfrica

ABOUT PMA:

The Produce Marketing Association (PMA) is a trade organisation representing companies from every segment of the global fresh produce and floral supply chain. PMA helps members grow by providing connections that expand business opportunities and increase sales and consumption. PMA has a unique network of more than 63 000 contacts from more than 2 700 member companies, based in 95 countries across six continents. These contacts span all sizes and types of businesses across the supply chain.

More information:

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