



ASSOCIATION OF MEAT IMPORTERS & EXPORTERS

Transformation Beyond the Farm Gate

21 July 2026 | *Livestock Value Chain Transformation Conference*



01

AMIE

AMIE at the heart of South African Meat Trade



02

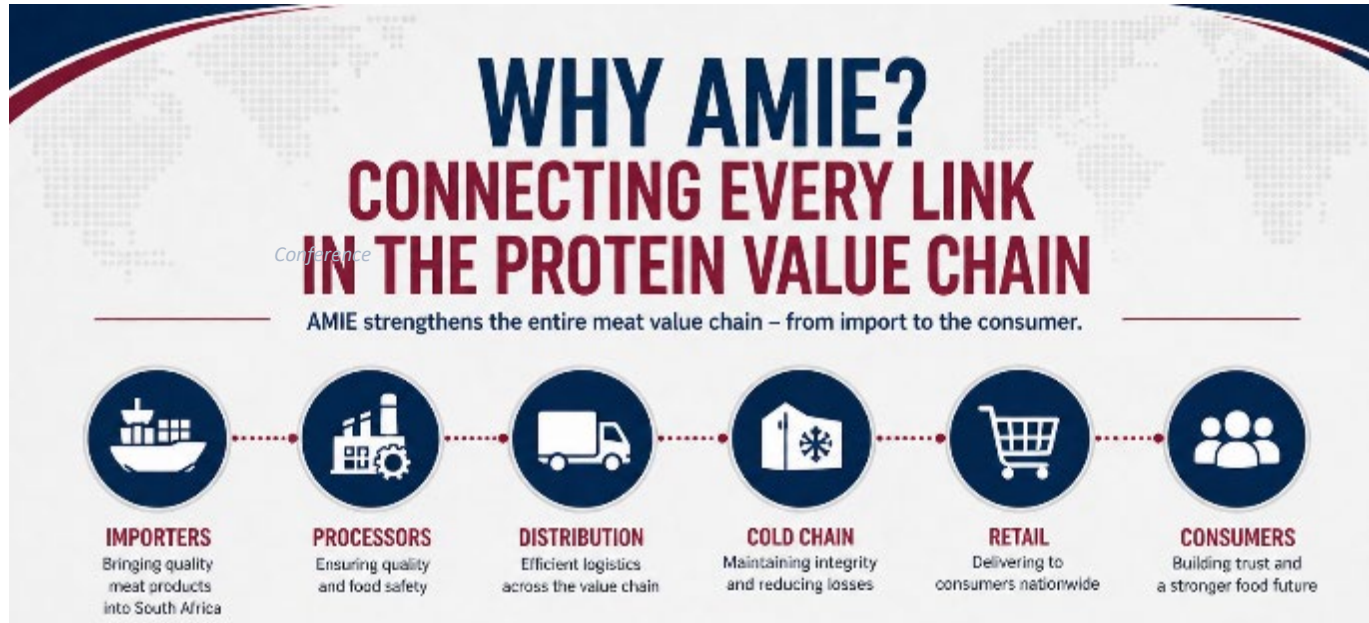
VISION

Transformation Doesn't End at Production



Transformation succeeds when businesses become commercially sustainable.

Why AMIE



AMIE connects every link in the protein value chain.

04

APPROACH

Our Transformation Philosophy

"We don't develop businesses for programmes.
We develop programmes for businesses."



05

MODULAR PROGRAMME

AMIE Academy



3

COHORTS

Building future
industry leaders
across South Africa



32

ENTREPRENEURS

Emerging meat industry
entrepreneurs on a journey
to growth and success



112

**MENTORSHIP
SESSIONS**

Guidance. Support.
Stronger businesses.



167.5

COACHING HOURS

Focused support for
real business results



**INDUSTRY
IMMERSIONS**

Real-world exposure.
Stronger networks.
Greater opportunities.



**BUSINESS
DEVELOPMENT
SUPPORT**

Tailored guidance.
Sustainable growth.

15 entrepreneurs currently in access to market initiatives

Our Development Journey



What Makes AMIE Different

Traditional programmes



Training



Certificate



AMIE



Training



Mentorship



Business Coaching



Finance Readiness



Market Access



Commercial Growth

MATCHING THEORY AND PRACTICE

08

Real Industry Exposure



Measuring Success Differently

Instead of People trained

Measure:

Businesses growing

Jobs created

Finance secured

Retail access

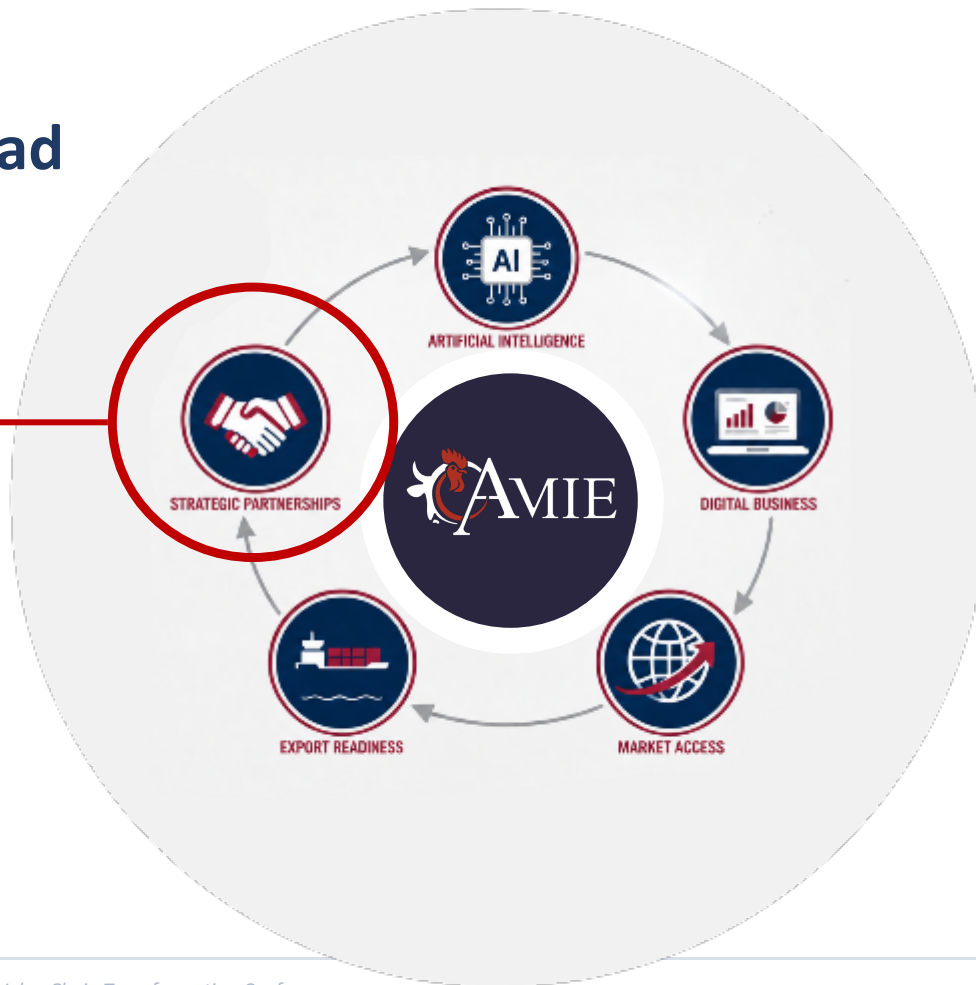
Trade participation

Business sustainability

10

FUTURE PLANS

Looking Ahead



11

Thank You

Contact us for more information:
Surisa Nel
surisa@amiesa.co.za