

Agribusiness & Food World Forum to address Africa's growth potential

All eyes will be on Africa next week when the continent's enormous growth potential in agribusiness comes under the lens at the IFAMA/CCA Agribusiness & Food World Forum.



The largest gathering of global agribusiness and food security stakeholders, well over 500 students, academics, government and business leaders, will take place at the Cape Town International Convention Centre (CTICC) between Tuesday, 17 and Thursday, 19 June. The forum will showcase ways in which the private sector is advancing food security through innovation and partnership. It will be jointly presented by the International Food and Agribusiness Management Association (IFAMA) and the Corporate Council on Africa (CCA).

People feed the world

With top international speakers and panellists, the conference theme is *People Feed the World* and centres around three primary areas:

1. Africa's Age of Opportunity - Agriculture at the centre of a \$1tn economy in sub-Saharan Africa
2. The Talent Factor - Evolution of food and agribusiness value chains
3. A Noble Ambition - Engaging talent in the dynamic, purpose-driven industry of agribusiness

Thad Simons, President and CEO of Novus International, who serves as President of IFAMA, comments: "People feed the world and, as agribusiness leaders, it is our responsibility to develop future generations of talent passionate about creating and implementing solutions that will ensure we can overcome the food security challenges in Africa and beyond. We believe that partnerships made through the World Forum - between academics, government, and the private sector - are foundational to success. We are delighted to announce DuPont Pioneer as a premier supporter of the world forum."

Daily events

Day one of the conference will open with keynote speakers followed by sessions on the following themes: Rise of the African Consumer Class; Talent and Workforce: Producing the new generation of food system professionals; Bending the curve in Africa's nutrition transition: Opportunities, actions and partnerships for mitigating looming public health risks; David versus Goliath: The revolution in Africa's farm structures.

Day two of the conference commences with topics, such as: Putting science to work; One thousand days to change the future; World's Top 100 innovations for the next century; Enabling efficient and inclusive agricultural food systems in Africa; The talent factor in emerging markets.

On day three, delegates will gain insight on topics such as: Noble Ambition: Feeding the world; Forty chances to change the world; Women in agriculture; Safe food for the world; Enabling small farmers to meet modern retail demand; and Delivering talent for the future: Education and training at the crossroads.

For its part, Agbiz and its South African partners, notably the University of Stellenbosch, have long advocated for the hosting of a global conference on agribusiness on the continent. Companies involved in the conference include various South African agribusinesses and the following organisations: DuPont; DuPont Pioneer; Syngenta; Novus; CHS; Nestlé; Woolworths; and Pick n Pay.

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