



IFAMA \* CCA  
Agribusiness & Food World Forum

Cape Town, South Africa



## AGRICULTURAL BUSINESS CHAMBER (Agbiz) FACILITATES INAUGURAL AGRIBUSINESS FORUM TO BE HOSTED IN AFRICA:

*Agbiz Welcomes to Continent Forum Hosted by International Food and Agribusiness Management Association (IFAMA) and the Corporate Council on Africa (CCA)*

### FOR IMMEDIATE RELEASE:

Contact:

Kathryn White

(202) 429-1610

[mkwhite@ifama.org](mailto:mkwhite@ifama.org)

Africa's agriculture and agribusiness future has soared to the top of the world's most elite economic growth and agendas. The heightened attention on agriculture and agribusiness on the African continent is based on the enormous growth potential of this region and is now tangibly in sight. Expanding the capacity of these industries is a priority. Given these issues and opportunities, **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. The outcome of thoughtful dialogues and advocacy has resulted in the upcoming **2014 Agribusiness & Food World Forum** to be held in Cape Town, South Africa.

On June 15-19, 2014, more than 500 students, academic, government, and business leaders are expected to gather at the Cape Town International Conference Centre. The Forum will be jointly presented by the **International Food and Agribusiness Management Association (IFAMA)** and the **Corporate Council on Africa (CCA)**. Agbiz has been a strong supporter of IFAMA and a regular participant in its events over many years and currently hosts the Secretariat of the Local Organizing Committee (LOC). Through these and other efforts, it has mobilized its members and the broader local agribusiness fraternity to participate and sponsor, as well as play a key role in organizing the event.

The overarching framework for the Forum is *People Feed the World*. Throughout the four-day conference, interactive discussions and presentations will focus on the common and binding factor of the human talent and potential to achieve global nutritional security. Thad Simons, President and CEO of Novus International, who serves as President of IFAMA comments: "Africa is a region of limitless opportunity, where agribusiness has the potential to be the engine that drives dynamic, unprecedented economic growth and development. CCA and IFAMA are delighted to host this global forum in Cape Town and appreciate our friends at Agbiz for fostering this critical dialogue for Africa and the world."

Agbiz – a voluntary, dynamic and influential association of agribusinesses – focuses primarily on the following key strategic areas which align to this framework:

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- Competitiveness
- Legislation
- Transformation
- Economics
- Trade

Agbiz is the only organization that serves the broader and common over-arching business interests of agribusinesses in South Africa. Dr. John Purchase, Chief Executive Officer of Agbiz, recognizes the mutual benefits of hosting the Forum in South Africa. He comments: “The IFAMA 2014 Forum creates not only an immense opportunity for key role players and stakeholders in the global agro-food economy to interact with African role players, but also for African role players to be exposed to best international practice in order to develop globally competitive value chains and thereby ensure food security for the continent.”

### **About the 2014 Agribusiness & Food World Forum**

Jointly presented by the International Food and Agribusiness Management Association (IFAMA) and the Corporate Council on Africa (CCA), the 2014 Agribusiness & Food World Forum will focus on Africa as a region of limitless opportunity, where agribusiness has the potential to be the engine that drives dynamic, unprecedented economic growth and development. Hosted June 15-19, 2014, in Cape Town, South Africa, the overarching framework for the forum is *People Feed the World*. Interactive discussions and presentations will engage students, academic, government, and business leaders focusing on the common and binding factor of the human talent and potential to achieve global nutritional security.

### **About IFAMA**

IFAMA is an international management organization based in Washington, DC, that brings together current and future business, academic, and government leaders along with other industry stakeholders to improve the strategic focus, transparency, sustainability, and responsiveness of the global food and agribusiness system. IFAMA has over 700 members in more than 50 countries, and serves as an effective worldwide networking organization, bridging the agribusiness industry, researchers, educators, government, consumer groups and non-governmental organizations.

### **ABOUT CCA**

CCA is a nonprofit, membership-based organization promoting business and investment between the United States and the nations of Africa. CCA is the premier American organization devoted to U.S.-Africa business relations and includes as members more than 160 companies, which represent nearly 85 percent of total U.S. private sector investments in Africa. CCA's members represent a diverse pool of industries from Africa's most promising sectors, including agribusiness, capacity building, energy, finance, health, ICT, infrastructure and security.

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