

13 July 2022

**IFPA Southern Africa Conference – An essential event for everyone in fresh produce**



## **The Southern Africa Conference**

INTERNATIONAL  
**FRESH PRODUCE ASSOCIATION**

The inaugural Southern Africa Conference hosted by the International Fresh Produce Association (IFPA) is set to take place from 17–18 August 2022 at the Century City Conference Centre, Century City, Cape Town, South Africa.

Building on the legacy of PMA's Fresh Connections, the IFPA South African Conference will move forward as a leading and essential event on the calendar of the fresh produce industry in South Africa and Southern Africa. Attendees include commercial fruit and vegetable growers, exporters, retailers, wholesalers, market agents, fresh produce markets, input suppliers and service providers.

This year's in-person conference promises to be a unique opportunity to catch up with old friends, make new connections, learn from international speakers and to uncover new opportunities. There will also be a Members-Only VIP Reception on the evening of 16 August. IFPA offers a special discount rate for members who register before/on 29 July 2022.

We are excited to announce Khula! as the platinum sponsor of the IFPA Southern Africa Conference. Khula! is a fast growing agri-tech startup, consistently recognized as one of the leading startups on the African continent and in South Africa.

The conference programme includes keynote and educational sessions covering the following topics:

- How to fully leverage the power of digital technology
- Global consumer trends, today's consumer needs and insights into the old and new generations
- South Africa's logistics infrastructure
- Climate change resiliency
- Africa Free Trade Agreement
- Agriculture and Agro-processing Master Plan

# **PRESS RELEASE**

## **Confirmed speakers**

Rapelang Rabana featured on the cover of Forbes Africa magazine before the age of 30, was chosen as a Fast Company Maverick, named 'Entrepreneur for the World' by the World Entrepreneurship Forum, and selected as a 'Young Global Leader' by the World Economic Forum. With Rapelang, you get to see digital technology through the eyes of a practical, hands-on innovator.

Elena Ozeritskaya is the Founder and Managing Director of Fresh Insight. The company's mission is to help food companies develop and launch meaningful products and brands for consumers. She combines consumer trends and insights with strategy and design to shape clients' concepts, flavour stories, value propositions, and brands. Elena is a passionate trend watcher and storyteller with a creative mind and heart in food.

The full line-up of speakers will be announced in the next few weeks. For more information and to register, visit our website at [www.freshproduce.com/events/the-southern-africa-conference](http://www.freshproduce.com/events/the-southern-africa-conference)

## **Registration and Trade Show Questions**

Scatterlings Conference and Events

Charné Millet-Clay

Mobile: +27 82 892 2334

## **Programme and Sponsorship Questions**

Jane Strijdom

SA Marketing & Membership Manager

Mobile: +27 72 619 6611

E-mail: [memberships@freshproduce.com](mailto:memberships@freshproduce.com)

## **Ends**

The International Fresh Produce Association (IFPA) is the largest industry association representing the interests, individuals, and organizations of all sizes and specialties across the global supply chain. We are positioned to serve as a resource and partner for the media, policymakers, and change leaders who are invested in the solutions the industry has the power to provide.