3 July 2024

**Southern Africa Conference 2024**

**1 Month to Go! Southern Africa Conference 5-6 August - We're almost there!**

The International Fresh Produce Association's Southern Africa Conference will take place from 5 to 6 August 2024 at the Century City Conference Centre in Cape Town.

We are thrilled to announce our Women's Fresh Perspectives Breakfast (WFPB) speaker, Licia Dewing, Career Strategist & Creator, Career Strategist Co.

Licia’s talk, “Planting Seeds of Influence: How Personal Branding Can Transform You", will help you discover why a strong personal brand is essential for professional growth and learn actionable strategies to enhance your LinkedIn presence. This session will inspire you to be more visible and equip you with the tools to plant seeds of influence and watch your online brand flourish.

Gain tips on optimising your profile, building a robust network, and creating engaging content that sets you apart.



**Licia Dewing**

IFPA's Women's Fresh Perspectives Portfolio was created to cultivate women's potential. Gender diversity remains a key component of IFPA's Global Diversity, Equity, and Inclusion efforts.

Join us for an insightful talk by LinkedIn Top Voice & Career Strategist Licia Dewing on the transformative power of personal branding. Thank you to Standard Bank who sponsors the WFPB.

For more information, visit [www.freshproduce.com/SAC24](http://www.freshproduce.com/SAC24) or e-mail [jstrijdom@freshproduce.com](mailto:jstrijdom@freshproduce.com)

**ABOUT IFPA**

The International Fresh Produce Association (IFPA) is the largest industry association representing the interests, individuals, and organisations of all sizes and specialities 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.

**Programme and Sponsorship Questions**

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**Registration and Trade Show Questions:**

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