

A thriving future: exciting opportunities for SA's sub-tropical fruit and nut producers

South Africa's sub-tropical fruit and nut growers are bullish about their future with avocado and macadamia nut growers who are coming off the back of an exceptionally good season and mango and litchi producers having consolidated their efforts to successfully navigate a challenging time. With this in mind and to ensure positive momentum is maintained, the [2015 Subtrop Marketing Symposium](#) will explore the opportunities available to these producers.



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Taking place on 4 November 2015 at Ingwenyama Conference and Sports Resort in White River, this year's annual industry symposium has been themed Thriving into the future and will feature a strong line-up of speakers.

"We have secured several top speakers for this year's symposium, all of whom will add their voice to what we as an industry can do to not only sustain the growth our sector has experienced so far, but also take it to the next level for even greater returns in the future," says Derek Donkin, CEO of the SA Subtropical Growers' Association (Subtrop).

Top line-up

Delegates will hear from the keynote speaker, former Springbok rugby team sports psychologist Dr Henning Gericke. A former competitive athlete, the first ever team psychologist appointed to the Springbok rugby team and part of Jake White's triumphant Springbok team that won the IRB Rugby World Cup in France in 2007, Gericke will focus on how principles of sports psychology can be applied to the business world.

Other presentations will include an examination of tariffs, the US African Growth and Opportunity Act (AGOA) and trade negotiations by John Purchase, CEO of the Agriculture Business Chamber; an inside look into the Fresh Produce Exporters' Forum (FPEF) three-year fruit promotion plan in the Far East by FPEF CEO, Anton Kruger; and an assessment of current economic conditions and future economic predictions by Ettienne le Roux of Rand Merchant Bank.

Christo Joubert, manager at the National Agricultural Marketing Council (NAMC), will discuss the NAMC's role in growing agriculture in SA; Keith Coleman, business development manager at Trempak, will review new innovations in packaging; and Derek Donkin, CEO of Subtrop, will look at access to new markets for SA litchi, mango and avo growers.

Seating is limited

Subtrop manages the affairs of the SA Avocado, Litchi, Macadamia and Mango Growers' Associations, and the Subtrop Marketing Symposium has become an annual highlight on these industries' calendars. So much so that in the previous two years, the conference has recorded maximum attendance figures. Seating is once again limited this year, so delegates are advised to register early.

Early bird registrations cost R200 for Subtrop Association members and R450 for non-members until 17 October 2015. Thereafter, registration will cost R300 for Subtrop Association members and R600 non-members.

For further information visit the [9th Subtrop Marketing Symposium](#).

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