

28-29 JUNE 2023

CTICC CAPE TOWN, SOUTH AFRICA

AFCFTA

The African Continental Free Trade Area (AfCFTA) Conference

THE AFCFTA AS A KEY INSTRUMENT FOR SOUTH AFRICA'S ECONOMIC GROWTH

IN PARTNERSHIP WITH



SYNOPSIS

Africa is a rich continent which can enable it to self-sufficient if resources are exchanged freely. The major challenge has been how to make the goods flow freely from one country to the other. This gave birth to what is now popularly known as “The African Continental Free Trade Area (AfCFTA). This initiative has brought opportunities to many sectors including the food, manufacturing and the mining industries. The major question which is yet to be answered is how the AfCFTA will benefit the South African economy.

The AfCFTA Conference will present the Agreement, the opportunities it creates, and the anticipated economic benefits, as well as potential pitfalls.

The Conference will also examine opportunities for women, young entrepreneurs, and small and medium enterprises. It will also explore ways to expand intra-African commerce, and to craft the trade rules and regulations needed to make the AfCFTA work for key industries and business owners. Finally, the event will provide stakeholders with the information they need to access new markets and expand intra-African trade.

In addition, the conference will provide a platform for professionals to debate how South Africa’s exporters can leverage the AfCFTA and utilise it as an instrument for economic growth. We look forward to you joining our speaker panel and share your experience and insights.

BENEFITS OF ATTENDING

The conference will:

- provide a platform for South African exporters, producers, and service providers to build networks.
- enable participants to share solutions designed to foster intra-African trade.
- assist South African producers and exporters to better understand the opportunities and economic benefits provided by the AfCFTA agreement.
- demystify some of the issues around the AfCFTA, its timelines, execution, and anticipated impacts.
- present benefits expected to occur because of the AfCFTA, including for women and youth.
- provide a platform for business-to-government engagement to facilitate trade policy reform.

WHO SHOULD ATTEND

- Leading agricultural producers in key export industries, including fruit, nuts, wine, maize and niche products
- Agro-producers including representatives from big name-brands
- Small and medium scale producers, manufacturers and mining companies seeking to access new markets
- Representatives from agriculture, food, manufacturing, and mining associations
- Trade and export leaders including brokers and other private sector facilitators
- Service providers engaged in trade facilitation
- Government leaders from the national and provincial departments of agriculture, manufacturing and mining, and relevant SETAs

**SPONSORSHIP AND EXHIBITION
 OPPORTUNITIES AVAILABLE**

BROUGHT TO YOU BY



We promote and create opportunities for professionalism in the development and management of sustainable energy.
 We create a total continuous learning experience for delegates.
 We serve!

CONNECT WITH US

SPEAKERS



Food and Agriculture Organization
of the United Nations

Dr Babagana Ahmadu | Country Representative | FAO



Dr Ahmadu is the FAO Representative in South Africa since 2023. Prior to this post, he served as FAO Representative in three countries in Africa, Namibia, the Republic of Gambia, and Sudan. He was the pioneer Director for Rural Economy and Agriculture of the African Union Commission (AUC – DREA) and was instrumental in developing policies and strategic frameworks on leading global issues in many countries across Africa. He holds a Doctor of Philosophy in Veterinary Medicine (Livestock Development) from the University of Zambia, a Master of Science in Tropical Animal Production and Health from the University of Edinburgh in the United Kingdom, and Doctor of Veterinary Medicine from the Ahmadu Bello University in Nigeria.



Trade &
Investment
KwaZulu-Natal
YOUR KNOWLEDGE. PARTNER IN BUSINESS.



Neville Matjie | C.E.O | Trade & Investment KwaZulu-Natal



Neville is a South African business executive and is the chief executive officer of Trade & Investment KwaZulu-Natal (TIKZN). Neville's appointment was confirmed by provincial cabinet on 17 September 2018, on recommendation by the TIKZN Board. He has been entrusted with the strategic role and responsibility to attract investments, increase export trade, lead the economic activity of KwaZulu-Natal, and to position KwaZulu-Natal globally as the premier investment destination with a conducive climate to operate a business. He holds an MSc Investment Promotion degree from Edinburgh Napier University (Scotland), Post Graduate Diploma in Business Management (UKZN), and BA Comm (UniWest) amongst other academic skills acquired from several institutions during his working life.



Western Cape
Government

Economic Development
and Tourism

FOR YOU

Rashid Toefy | Deputy Director- General: Economic Operations | Department of Economic Development and Tourism



Rashid is the Deputy Director-General in the Department of Economic Development and Tourism, with the mandate of creating jobs in the Western Cape economy. Rashid has served as Chief Executive Officer of the Cape Town International Convention Centre. He spent three years in Amsterdam, developing strategies for businesses in over 30 countries. He has a degree in Economics and Environmental Science, an MBA, and has recently embarked on a PhD, focusing on "How leaders make strategic decisions in crisis conditions." Rashid hates settling for mediocrity and wants to do profound things that impact positively on all those around him.

SPEAKERS



Donald MacKay | C.E.O | XA Global Trade Advisors

Donald founded XA in 2003 as a specialised international trade consultancy. XA advises companies all over the world on trade strategy, supply chain optimisation and trade remedy work. In 2015, Donald founded Stratalyze and trade data analytics tool, used to help companies and freight forwarders to better formulate their global positioning.



Hilton Zunckel | Managing Director | HiltonLambert

Hilton is the Managing Director at 'HiltonLambert – Practitioners of Trade Law' where he specialises in agricultural trade issues. He has acted as co-counsel to the ACP Group and the West African cotton initiative (C4) in their WTO negotiations, and he is on the roster of WTO dispute settlement panellists. His recent assignments have included acting as co-counsel in the WTO citrus dispute between South Africa and the EU. Hilton was the Executive of an agricultural association where he served on a number of committees in liaising between business and government and had the opportunity to form part of South Africa's representation to the WTO Agriculture Committee, the International Grains Council, and bilateral trade negotiating forums. Hilton holds a master's degree in international law and in economics. Hilton's primary leisure activity is the consumption of agricultural produce, preferably in a distilled or fermented form.



Jabu Mabobo | Executive Director | Southern African Business Development

Jabu is the co-founder and Executive Director of Southern African Business Development Forum (SABDF) where he has successfully driven the strategic plan, business development, fiscal operations and more importantly successfully established positive relationships with stakeholders and other business leaders. He led the team of SABDF directors in establishing MoU and Implementation plan for the Western Corridor intra-trade and infrastructure development with the Zambia Government which has resulted in a signed 25yrs concession agreement with the Office of the Vice President as the contracting Authority. He served as a founding Chief Executive Officer for Zim-SA Forum whose mandate was to drive and facilitate investment into Zimbabwe and is credited for coining a slogan, "Zimbabwe is Open for Business".

SPEAKERS

FROST & SULLIVAN

Craig Parker | Research Director | Frost & Sullivan Africa

Craig Parker has over 17 years' experience in economic analysis and consulting in Africa, targeted at providing companies strategic insight for growth or expansion into emerging markets. He has been involved in the manufacturing, mobility and logistics sectors for a number of years, with specific focus on new technologies and disruptive business models impacting these markets. Currently he is Research Director for Frost & Sullivan Africa, heading up the African teams in research and consulting. Craig holds a Master's Degree in Economics from Stellenbosch University in South Africa.



Dr Tshilidzi Madzivhandila | CEO and Head of Mission | The Food, Agriculture and Natural Resources Policy Analysis Network (FANRPAN)

Dr Madzivhandila is an experienced applied research, policy analysis, monitoring and evaluation, policy advocacy specialist in the area of food systems, agriculture and natural resources (FANR). He has more than 20 years working experience, with six (6) of these being at an executive management level. He holds a PhD Degree in Economics – specializing in public policies and programmes evaluation. Currently he is the Chief and Executive Officer (CEO) and Head of Mission of the Food, Agriculture and Natural Resources Policy Analysis Network's (FANRPAN). FANRPAN is a pan-African organization which promotes the dissemination of policy research results across Africa, and to act as a platform for engagement of all FANR stakeholders. . Notably, Tshilidzi is a member of the South African Government 3rd National Planning Commission to give guidance on the implementation of the 2030 National Development Plan.

S&P Global

Nezo Sobekwa | Africa Country Risk Analyst | S&P Global, Market Intelligence

Nezo Sobekwa is an Africa Country Risk Analyst covering the Southern Africa region as well as Comoros, Sao Tome and Principe, Benin and Togo. He forecasts political risks around labour dynamics, social unrest, and broader regulatory trends and their impact on key sectors such as agriculture. Previously he taught international relations at the University of Johannesburg and was a researcher at the South African Research Chair on African Diplomacy and Foreign Policy. He holds a Master of Philosophy in Politics and International Relations from the University of Johannesburg.

DAY ONE

07:30 Registration and Networking

08:45 Opening remarks: Conference Chairperson

09:00 **Donald MacKay | CEO | XA Global Trade Advisors**

Topic: The importance of trade with Africa

09:30 **Neville Matjie | CEO | Trade & Investment KwaZulu-Natal**

Topic : Developing SMMEs for sustainable trade in Africa.

10:00 Tea Break

10:30 **Rashid Toefy | Deputy Director- General: Economic Operations | Department of Economic Development and Tourism**

Topic : Position the Western Cape as an export-led economy amidst shifting global value chains

11:10 **Dr Babagana Ahmadu | Country Representative | FAO**

Topic : AfCFTA Potential impacts on food security and agricultural development

11:40 **Hilton E. Zunckel Director**

Topic : " AfCFTA: Feeding a Continent? "

12:20 TBC

13:00 Networking Lunch Break

14:00 Panel Session

Panelist:

- **Donald MacKay | CEO | XA Global Trade Advisors**
- **Neville Matjie | CEO | Trade & Investment KwaZulu-Natal**
- **Rashid Toefy | Deputy Director- General: Economic Operations | Department of Economic Development and Tourism**
- **Dr Babagana Ahmadu | Country Representative | FAO**
- **Hilton Zunckel Managing Director | Hilton Lambert**

15:00 Closing Remarks

End of day 1

DAY TWO

07:30 Registration and Networking

08:45 Opening remarks: Conference Chairperson

09:00 **Craig Parker | Research Director | Frost & Sullivan Africa**

Topic: Logistics Infrastructure is the Cornerstone to Sustainable African Trade

09:30 Dr Tshilidzi Madzivhandila | CEO and Head of Mission | The Food, Agriculture and Natural Resources Policy Analysis Network (FANRPAN)

Topic : ACFTA context and opportunities

10:00 Tea Break

10:30 Nezo Sobekwa | Africa Country Risk Analyst |S&P Global, Market Intelligence

Topic :The AfCFTA - Nearshoring and friend-shoring geopolitical challenges and perspectives

11:10 TBC

11:40 Jabu Mabobo | Executive Director | Southern African Business Development Forum

Topic: The Role it is supposed to play in transforming the South African economy

12:20 TBC

13:00 Networking Lunch Break

14:00 Panel Session

Panelist:

- **Craig Parker | Research Director | Frost & Sullivan Africa**
- **Dr Tshilidzi Madzivhandila | CEO and Head of Mission | The Food, Agriculture and Natural Resources Policy Analysis Network (FANRPAN)**
- **Jabu Mabobo | Executive Director | Southern African Business Development Forum**
- **Nezo Sobekwa | Africa Country Risk Analyst |S&P Global, Market Intelligence**

15:00 Closing Remarks

End of day Conference

REGISTER TO ATTEND



The African Continental Free Trade Area (AFCFTA) Conference
THE AFCFTA AS A KEY INSTRUMENT FOR
SOUTH AFRICA'S ECONOMIC GROWTH

Company Name: _____
Physical Address: _____
Tel: _____ Fax: _____
Post Code: _____ Country: _____
Organization's main line of business: _____
VAT Registration Number: _____
Contact Person(Invoice): _____
Position: _____
Tel: _____ Cell: _____
Email: _____

AUTHORISATION

Full Name: _____
Position: _____
Tel: _____ Fax: _____
Email Address: _____
Signature: _____
Date: _____

Delegates Details 1

Full Name: _____
Position: _____
Tel: _____ Cell: _____
Email: _____

Delegates Details 2

Full Name: _____
Position: _____
Tel: _____ Cell: _____
Email: _____

Delegates Details 3

Full Name: _____
Position: _____
Tel: _____ Cell: _____
Email: _____

Delegates Details 4

Full Name: _____
Position: _____
Tel: _____ Cell: _____
Email: _____

Delegates Details 5

Full Name: _____
Position: _____
Tel: _____ Cell: _____
Email: _____

Please note that this registration is invalid without a signature.

COST PER DELEGATE R9990 (VAT EXCL)

METHOD OF PAYMENT

Bank Transfers must state conference name
Standard Bank: Milnerton Branch
Account Name: MILLA SA
Account Number: 272059617 • Branch Code: 026509
Standard Bank Swift Code: SBZAZAJJ

All PAYMENTS TO REFLECT INVOICE NUMBER
Contact Details: MILLA SA
Tel: +27 (0) 21 556 9253 • Fax +27 (0) 86 697 1373
Email: info@millasa.co.za

WOULD YOU LIKE TO RECEIVE FURTHER INFO ABOUT OUR PRODUCTS?

Conferences Yes No
Professional Training Yes No

In-house training Yes No
Our monthly newsletter Yes No

TERMS & CONDITIONS

The client is required to make payment within 7 days from the date of invoice.
MILLA SA cancellation, postponement & substitution policy:

You may substitute delegates at any time by providing reasonable advance notice to us. Any cancellations received in writing not less than eight (8 working) days prior to the conference, you will receive a 90% credit to be used at another MILLA SA conference which must occur within one year from the date of issuance of such credit. An administration fee of 10% of the contract fee will be retained by MILLA SA for all permitted cancellations. No credit will be issued for any cancellations occurring within seven (7 working) days (inclusive) of the conference. In the event that MILLA SA cancels an event for any reason, you will receive a credit for 100% of the contract fee paid. You may use this credit for any other event to be mutually agreed with MILLA SA, which must occur within one year from the date of cancellation. In the event that MILLA SA postpones an event for any reason and the delegate is unable or unwilling to attend in on the rescheduled date, you will receive a credit for 100% of the contract fee paid. You may use this credit for other events within one year from the date of postponement. Except as specified above; no credits will be issued for cancellations. There are no refunds given under any circumstances. Please note that while speakers and topics were confirmed at the time of publishing, circumstances beyond the control of the organizers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, MILLA SA reserves the right to alter or modify the advertised speakers and/or topics if necessary without any liability to you whatsoever. This agreement is a binding contract between the above parties and is subject to the laws of South Africa.

MARKETING