



Invitation to join the Dutch Delegation during the Produce Marketing Association (PMA) Conference on 14 – 16 August 2018

Pretoria, South Africa

Embassy of the Kingdom of Netherlands in South Africa

We would like to invite you to participate in the *Dutch company delegation* to attend the annual Produce Marketing Association Conference, trade fair and other activities entitled "Fresh Connections", from 15 – 16 August 2018 at the CSIR International Conventional Centre in Pretoria, South Africa.

The PMA Southern Africa is a leading organization for agriculture, food industry and agro-trade and the conference is a meeting place for leading people in the agribusiness. The Netherlands is an important supplier of agricultural technology to South Africa, and the largest importer of agricultural products, especially fruit.

The Netherlands is given a special place in this conference to organise and facilitate a conference Session with the theme "Agro-processing: focus on technology". The plan is to present a study conducted in South Africa on the opportunities for Dutch business to close the gap in the area of agro-processing and related technologies. Also there will be a possibility to showcase some of the technologies. Your presence at the session will contribute in shaping a strategy to close the gap and probably create opportunities for you to be among the key partners/stakeholders within the strategy.

As the Embassy of the Netherlands, the program we offer for the entire period of the PMA conference, includes the following elements:

Tuesday 14 August: field visit and reception. You and other delegates will visit one of the sites where you will have the privilege of learning about fresh food production in South Africa and/or agro-processing and probably identifying business opportunities. After that the Embassy offers a welcome reception for Dutch participants and leading officials and companies in Southern Africa, together with the PMA organisation.

Wednesday, August 15: conference, Holland pavilion, matchmaking and network reception. The conference will be opened by the PMA

officials¹. This will be followed by the opening of the tradeshow floor (afternoon). The Dutch Embassy will have a pavilion where your company can be represented by you through mini workshops, banners and business videos. You may bring down a standing banner and videos of your company (bring them yourself!).

On the same day, the PMA offers a network reception, in expo area, for all participants.

Thursday 16 August: Conference Sessions. The Netherlands is given a special place in this conference to organise and facilitate a Session with the theme "Agro-processing: focus on technology": on how Dutch agro-processing and related technologies can contribute in the Southern African agricultural development. At this Session presentations and discussions will be structured in the manner that will facilitate visibility of the Dutch companies present at the conference.

The plan is to present a study currently being conducted in South Africa on the opportunities for Dutch business to close the gap in the area of Agro-processing and related technologies. Also there will be a possibility to showcase some of the technologies. At this session your company will have the opportunity to be among the key partners/stakeholders within the Embassy's future agro-processing strategy.

On 16 August, the Dutch Embassy will also facilitate match-making sessions for participating Dutch businesses. Before the conference Dutch delegates will be given the opportunity to suggest companies they may wish to meet during the match-making sessions and the Embassy will contact the companies and request for their availability.

Fees and other expenses

The Dutch Embassy does offer the field visit and reception/network event, the Holland pavilion, matchmaking and a Conference Session on Agro-processing and related technologies with Dutch experts.

As the Dutch Embassy, we do not ask you for participation fees, but the PMA organisers will ask for registration fees which you will pay directly to them. You will also be required to arrange your own travel, stay, local transport (except for the events offered by the Embassy) and other related expenses. Promotion and information material must be arranged or transported at your own cost.

¹ For the full program of the conference see <https://www.pma.com/events/fresh-connections-southern-africa/attendees/schedule>

Though you will make your own travel arrangements, to be included in the Dutch Embassy delegation you will need to inform us of your participation so that we can include you in the entire Embassy programme. We will also recommend an appropriate accommodation to facilitate your interaction with other delegates and local transportation to the conference venue.

If you have special wishes, please contact our office: Bernard Likalimba at makhaliha.likalimba@minbuza.nl copying Mr. Jack Vera at Jack.Vera@minbuza.nl and PRE-LNV@minbuza.nl.

Registration

If you are interested in joining the Dutch delegation at this event, please visit the PMA web site using this link <https://www.pma.com/events/fresh-connections-southern-africa> to register for the conference. To participate in the Conference Session organised by the Embassy, you will be required to make a full registration for **“Fresh Connections: Southern Africa Conference & Trade Show”**.

After registering please contact and inform the Embassy of the Kingdom of the Netherlands in South Africa by sending your proof of registration and completing the short entry form below. Please send us the proof of registration by email at our Secretariat: PRE-LNV@minbuza.nl by 24 June 2018.

We will then send you further information about the program of all activities organised by the Dutch Embassy during the conference. We allow the possibility for participation in the Dutch delegation for max. 10 Dutch companies. Here we look at the order of entry of the applications (first come, first serve). If you register with us later than 24 June, we may only include you in the activities at the conference venue (i.e. you will miss the opportunity of all other valuable activities organised by the Dutch Embassy outside the PMA’s official programme).

After registering with the PMA as stated above, information you should send us to be registered as a Dutch delegate should include:

Company name:

Name of participant (s):

Phone number:

E-mail address:

Products or services of the company:

Do you need a stay package: yes / no

Will you use the Dutch pavilion: yes / no

Will you bring a banner / promotional material / DVD etc?

Do you want to participate in the match-making?

Please attach your proof of registration to the PMA .

***P/S:** The Dutch Embassy in South Africa will sponsor a maximum of five early bird PMA registrations which will be selected from the companies that may indicate their interest to join the Dutch delegation at the conference by the 15 June 2018 (**Note that this sponsorship is only for full early bird registrations for the PMA and NOT travel costs – flights, accommodation and meals. All travel costs for this sponsorship will be arranged and paid by the companies themselves**). Relevance of the companies to the subject of Dutch agro-processing industry and if participants are based in the Netherlands will be an added advantage for consideration for this sponsorship.*

*If you would like to be considered for this sponsorship, please write to us before 15 June 2018 using the contact details above and indicate your interest to be included in the sponsorship – we will then reply back to you with appropriate information for next steps. Selected companies for this sponsorship will be required to finalise their travel arrangements before 24 June 2018 as a way of confirming to us that they will indeed attend the conference – this will enable the Embassy to submit your details to PMA before the closure for early bird registrations. **PLEASE NOTE THAT IF YOU ARE NOT PART OF THIS SPONSORSHIP YOU WILL BE REQUIRED TO PAY FOR YOUR OWN REGISTRATION AND INFORM US BY PROVIDING THE INFORMATION REQUESTED ABOVE.***

Sincerely,

Jack Vera

(Agricultural Counselor of the Embassy of the Kingdom of the Netherlands to South Africa)