



BEYOND THE PACKHOUSE: Redefining Performance and Profitability

**SPONSORSHIP
& EXHIBITION
PROSPECTUS**



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PACKHOUSE TRADE, TARIFFS & INVESTMENT CONFERENCE

INVITATION

On behalf of Empire Conferencing & Training, it is our pleasure to invite your organisation to partner with us as a Sponsor and Exhibitor for our forthcoming industry conferences and technical summits scheduled for 2026.

Empire Conferences is a leading African-based conferencing and training organisation specialising in high-impact agricultural conferences, export development forums, technical capacity-building programmes, and investment summits across the agro-processing, packhouse, logistics, and food value chain sectors.

Our upcoming conferences will bring together:

- Government departments and regulators
- Exporters and packhouse operators
- Commercial and emerging farmers
- Cold chain and logistics companies
- Agribusiness investors and financial institutions
- Researchers, academics, and technical specialists
- International trade and market access experts

These events are expected to attract delegates from across South Africa and neighbouring African countries, creating a strategic platform for networking, brand positioning, investment engagement, and industry collaboration.

We would be honoured to have your organisation participate as a sponsor and exhibitor. Sponsorship provides an exceptional opportunity to:

- Increase brand visibility among senior decision-makers and industry leaders
- Showcase products, technologies, and services to a targeted audience
- Position your organisation as a thought leader within the agricultural and export sector
- Generate valuable business leads and partnerships
- Engage directly with stakeholders across the value chain
- Strengthen your company's presence within regional and international markets

Our sponsorship packages include a range of branding and engagement opportunities, including:

- Exhibition space
- Speaking and presentation opportunities
- Digital and onsite branding
- Marketing and social media exposure
- Delegate networking opportunities
- Inclusion in conference material and promotional campaigns

We are confident that this partnership will provide meaningful value and visibility for your organisation while contributing towards the advancement of sustainable agricultural growth, export competitiveness, and regional economic development.

Please find the sponsorship prospectus attached for your consideration. We would welcome the opportunity to discuss a customised sponsorship package aligned to your organisation's objectives.

We look forward to partnering with you.

Conference Director
EMPIRE CONFERENCING & TRAINING

AGENDA DAY 1

26 November 2026

08:30-09:00	Registration
09:00-09:15	Welcome & Opening Remarks Pending confirmation due to cabinet reshuffle Department of Agriculture (To be advised)
09:15-10:00	Opening Address Overview of the Cape Town Agricultural Export Market: Opportunities, Constraints, and Future Growth Speaker: Mr Terry Gale
10:00-10:45	Keynote Address Global Trade Outlook for Fresh Produce: Tariffs, Shifting Demand & Supply-Chain Risk (EU/US/Asia/Africa) Speaker: Dr Boitshoko Ntshabele
10:45-11:00	NETWORKING BREAK
11:00-11:45	Market Access & Phytosanitary Requirements - Managing sustainable citrus exports. Speaker: Dr Elma Carstens
11:45-12:30	Logistics & Port Performance: Transnet role in Advancing South Africa's Food Security and Improving Global Trade Competitiveness through Concessions Speaker: Dr Dineo Mazibuko
12:30-13:30	LUNCH
13:30-14:00	Freight & Logistics Coordination: The Role of Freight Forwarding and Logistics Coordination in Enhancing Packhouse Export Efficiency of Agricultural Goods in South Africa" Speaker: Mr Develyn Naidoo
14:00-14:30	Tariffs & Trade Uncertainty: Interpreting Current Preference Frameworks, Risk Planning, and Alternative Routes to Market. Contingency Planning for Exporters and Packhouses Speaker: Mr Leon Marais
14:30-15:00	Industrialisation & Agricultural Transformation Speaker: Ambassador Tebogo Seokolo
15:00-15:15	BREAK
15:15-15:45	Panel Discussion: The Economic Power of Agricultural Exports <i>The Real Economic Impact of Agricultural Exports on South Africa's Growth and Jobs</i> <i>Why Packhouses are Central to Competitiveness, Compliance, and Market access</i> <i>The Gap Between Current Packhouse Capacity and Global Market Demands</i> <i>How Tariffs, Costs, and Inefficiencies Affect the Entire Value Chain</i> Panellists: Mr Buhlebemvelo Dube Agricultural Economist: NAMC Ms Zama Sangweni Economist: ABSA Mr Paul Makube Senior Economist: FNB
15:45-16:15	From Presorting to a Labor-Free Pack Line: The Role of Deep Learning in Packhouse Automation Presenter: Pim Hermans
16:15-16:45	Regulatory Frameworks & Compliance Speaker: Dr Francois Knowles
16:45-17:00	TBA Speaker: Mafroda

END OF DAY ONE

AGENDA DAY 2

27 November 2026

08:30-09:00	Sustainable Packhouse Infrastructure Building the Sustainable Packhouse: Energy, Water & Green Infrastructure Speaker: Mr Sisa Xolo
09:00-09:30	The Green Packhouse: Carbon Markets, ESG & Export Compliance Speaker: Ms Sabrina Basson

09:30-10:00	Food Safety & Traceability (GLOBALG.A.P./BRCGS Alignment, Recalls, Batch Tracking) Speaker: Ms Anneli Smit
10:00-10:30	BREAK
10:30-11:15	Keynote Address: Blueberry Industry Outlook and Challenges Speaker: Dr Herman van Dyk
11:15-12:45	Packhouse Automation Grading, Vision Systems, Data Capture) Speaker: Mr Norman Nieder-Heitmann
12:45-14:00	LUNCH
14:00-14:20	Tech Talks: AI & Automation in Action Predictive Analytics in Fresh Produce Value Chain to Enhance Decision-Making, Marketability and Competitiveness. Speaker: Dr Ikechukwu Opara - Affiliation: University of the Western Cape.
14:20-14:40	AI in Postharvest Systems: Artificial intelligence is Transforming Postharvest Systems Through Smarter Sorting, Real-Time Monitoring, and Predictive Decision-Making— Building More Efficient, Resilient, and Profitable Ecosystems. Speaker: Prof Clement Nyirende
14:40-15:00	Smart Packhouse Solutions Leveraging Innovation and Integrated Systems to Enhance Packhouse Performance, Throughput, and Operational Control. Speaker: Mr Hans Zietsman
15:00-15:15	BREAK
15:15-15:35	AI Optimisation Systems Using Real-Time Data, Automated Grading, and Predictive Analytics to Improve Efficiency, Reduce Waste, and Maximise Profitability. Speaker: Mr Rory Cole
15:35-15:50	Data-Driven Supply Chains Connecting Orchard Insights to Packhouse Operations through AI to Enhance Forecasting, Grading, Logistics, and Market Responsiveness. Speaker: Mr. Liaan Janse van Vuuren
15:50-16:15	Data-Driven Packaging: Transforming the Packhouse Value Chain Speaker: Mr. Cornel Oosthuizen
16:15-16:45	Future of Export-Ready Packhouses Speaker: Mr Ziv Ben-Ami
16:45	Closing Remarks & Vote of Thanks

Participating Companies



BOOK YOUR PLACE TODAY:

Ryan on +27 83 300 4170

Why SPONSOR & EXHIBIT

- > You will significantly **boost visibility** and **brand recognition** among potential clients and industry peers.
- > You can position your company as an **industry leader** and **thought-provoker**.
- > You can **connect** with other industry professionals, potential partners, and even competitors, **fostering valuable industry relationships**.
- > There are **opportunities** that include **speaking slots**. This allows you to showcase **your expertise**, position your company as a **thought leader**, and **build credibility** within the industry.
- > You can **amplify your brand's** reach through **our social media platforms**.
- > You can **help your team** stay updated on the latest **industry trends**, **network** with other **professionals**, and **develop new skills**.
- > You can **boost team morale** and **motivation** by providing a **shared experience** and a **sense of accomplishment**.



BE SURE TO BOOK SOON AS SPACES ARE LIMITED.

PACKHOUSE TRADE, TARIFFS & INVESTMENT CONFERENCE

Package COMPARISON

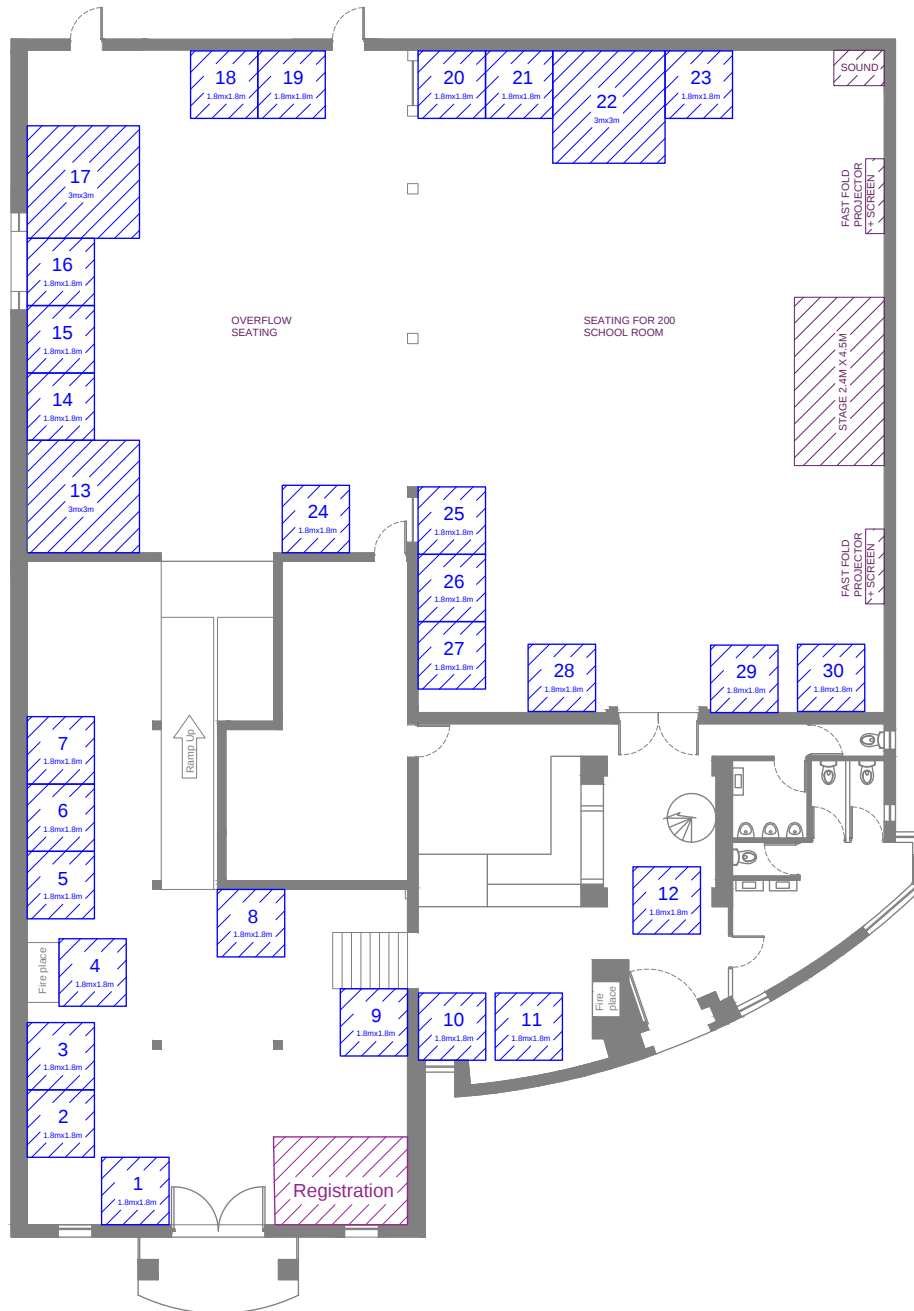
PACKAGES ➔	PLATINUM	GOLD	SILVER	BRONZE	SUNDOWNERS	EXHIBITOR
Price excluding VAT	R70 000	R45 000	R35 000	R25 000	R40 000	R13 000
Complimentary tickets	6	4	3	2	3	1

PRE-SUMMIT RECOGNITION						
Company name, logo and link to website on Sponsor website page	✓	✓	✓	✓	✓	✓
Logo in pre-Summit email blast	✓	✓				
Company overview on Sponsor website page	200 Words	150 Words	120 Words	100 Words	120 Words	
Social media posts per month	2	1	1	1	1	
Newsletter banner per month	1	1	1		1	
Dedicated Email Blast	✓	✓				
Logo in digital programme book	✓	✓	✓	✓	✓	✓
Logo screened during morning, tea and lunch breaks	✓	✓	✓	✓	✓	

PACKHOUSE TRADE, TARIFFS & INVESTMENT CONFERENCE

Floor PLAN

SINCE 1997
ASHANTI
Estate



BE SURE TO *book* **SOON AS SPACES ARE LIMITED**

26TH -27TH NOVEMBER 2026 | Ashanti Estate | Paarl | Western Cape

EVENT SPONSORSHIP/EXHIBITION PACKAGES



ECC

Packhouse Trade, Tariffs & Investment Conference

26th –27th November2026 | Ashanti Estate
Paarl | Western Cape

Registration form

Should you wish to confirm sponsorship/exhibition, complete and return this form to:

First Name: _____

Surname: _____

Position: _____

Organisation: _____

Address: _____

Suburb: _____

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Package: Platinum Gold Bronze Silver Summit Bags Exhibitor

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Regards



ECC