



URBAN AGRI World 2019

AGRITECH · CEA TECH · INDOOR FARMS

17 - 19 September 2019

Durban International Convention Centre | Durban, South Africa

Progressive Farming Developments for the Indoor and Vertical Farming Industry

Why You Must Not Miss This Summit:

Today, 55% of the world's population lives in urban areas, a proportion that is expected to increase to 68% by 2050. UN projections show that urbanization combined with the overall growth of the world's population could add another 2.5 billion people to urban areas by 2050, with close to 90% of this increase taking place in Asia and Africa. In order to feed another two billion people in 2050, food production will need to increase by 50% globally! The challenge of growing enough healthy food for growing cities is enormous. At the same time, the stresses of climate change, and the declining availability of arable land and fresh water are challenging conventional agriculture as never before.

Many countries and companies are expressing strong interest in controlled environment farming and urban agriculture. It is a solution to the weather and pests problems, food security, climate change and environmental preservation challenges. Commercialization of Urban Greenhouses is catching on in Asia, Europe, USA, Russia and now Africa. Many private companies are interested in growing crops in Hydroponic, Aquaponics and Aeroponics Systems in Warehouses, Greenhouses, Containers and other Hybrid Systems. There is also a burgeoning interest in the production of medicinal plants in controlled environment farms following the new rulings on cannabis production for medicinal use in several African counties.

Assisting the transformation to sustainable urban agriculture will be crucial.

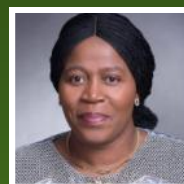
Urban Agri World 2019 (UAW 2019) will discuss the key issues pertaining to progressive farming developments for the Indoor and vertical farming industry. Now into its third year, Urban Agri World is the region's leading agriculture event focused on Agritech, Controlled Environment Agriculture and Indoor Farming. It brings together Growers, Investors, Produce Buyers, Academics, Policy Makers, Technology and System Integrators, and CEA Business Owners.

Summit Highlights:

- ❖ Fallacies and Practical Challenges of Urban Agriculture
- ❖ Indoor and Vertical Farming as Part of a Local, Regional and National Food System
- ❖ Financing Mechanism for a Holistic Transformation of the Agriculture Landscape
- ❖ Revolutionising Food Security with Innovative, Climate-Resilient and Resource-Friendly Farming Systems
- ❖ The Commercial Challenges of Controlled Environment Agriculture and Routes to Profitability
- ❖ Investing in Sustainable Food-Related Industries Using Locally-Sourced Products Farmed by Young People
- ❖ Advances in Solar Desalination for Controlled Environment Farming in the World's Harshest Environments
- ❖ Latest in Hydroponic Strawberry Production in CEA
- ❖ Medical Cannabis and Hemp-derived CBD solutions, Projects and Industry Outlook
- ❖ Opportunities for Cannabis for CEA Agriculture in Africa
- ❖ Turn-around Strategies for Existing Greenhouse Growers Interested in Changing over to CBS (medicinal cannabis oil) Production in the Near Future
- ❖ Future Technologies Driving Indoor Urban Agriculture

Join the Post-Event Field Visit!

Dube AgriZone, a high-tech agricultural development initiative pioneered by the KwaZulu-Natal Provincial Government



Keynote Address by:

MEC Bongiwé Sithole-Moloi
Member of the Executive Council
Department of Agriculture & Rural Development
Province of KwaZulu-Natal, South Africa

Panel of Invited Speakers Includes:

- MM Mlengana, *Director General, Department of Agriculture Forestry and Fisheries, South Africa*
- Aliyu A Abdulhameed, *MD/CEO, NIRSAL, Nigeria*
- Prof Gert Venter, *CEO, Ecogrow Kweekhuise*
- Richard Lomax, *CEO, AgriLED*
- Captain Idahosa Okunbor, *CEO, Wells Hosa Greenhouse Farms, Nigeria*
- Maartin Vandecruys, *Founder & Managing Director, Urban Crop Solutions, Belgium*
- Michelle Adelman, *Managing Director, Accite Holdings, Botswana*
- Henry Gordon-Smith, *Managing Director, Agritecture Consulting, USA*
- Peter Chege, *CEO, Hydroponics Africa, Kenya*
- Mlibo Bantwini, *Executive, Dube AgriZone*
- Dr Michael Magondo, *Chief Idea Surfer, Wouldn't It Be Cool (WIBC)*
- Graeme Smith, *Managing Director, Graeme Smith Consulting, Australia*
- Portia Nkambule, *Acting CEO, South African Health Products Regulatory Authority (SAHPRA)*
- Dallas McMillan, *CEO, Rhizo Sciences, Canada*
- Danie Nel, *CEO, Afriplex*
- James Mather, *CEO, Medi Kingdom, Lesotho*
- Inge Kuschke, *Agriculture Sector Manager, GreenCape*
- Jeremy Rich, *Co-Founder, Future Farms SA*
- Dr Naudé Malan, *Senior Lecturer, Anthropology and Development Studies, University of Johannesburg*

Owned & Produced by:



Supporting Organization:



Destination Partners:



www.magentaglobalevents.com/urban-agriculture-verticalfarming-cea-africa-summit

Do not Miss this Global Edition of Urban Agri Summit 2019!

Contact Jose at +65 6846 2366 or email jose@magenta-global.com.sg today.

Testimonials from Urban Agri Speakers at Previous Editions of the Summit:



"Vertical Farming will inevitably be Africa's future pathway to food security and environmental sustainability. NIRSAL's participation in Urban Agri World will open new frontiers to better address the multidimensional needs of agricultural value chains in competitive urban agribusiness and food industry."

Aliyu A Abdulhameed, MD/CEO
Nigeria Incentive-Based Risk-Sharing System for Agricultural Lending (NIRSAL)



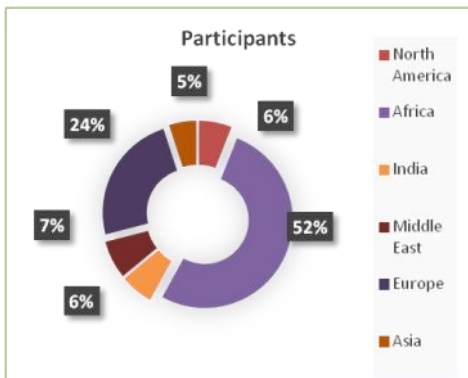
"I really enjoyed participating in the Urban Agri Summit. Where else do you get to meet your peers in urban farming and CEA from across Africa, all under the same roof? I plan to attend time and time again!"

Angel Adelaja, CEO & Founder
Fresh Direct Nigeria



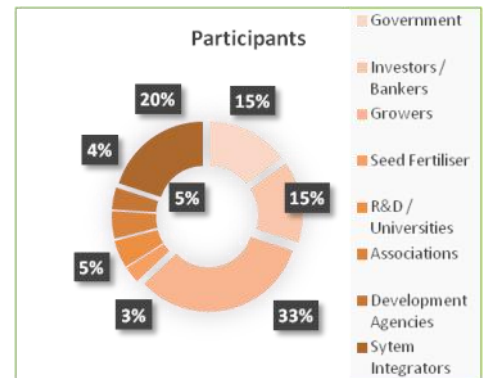
"WOW! What a great and amazing conference. I have attended many conferences, but this one was special."

Esther Ndumi Ngumbi,
Research Fellow
Auburn University USA



Who Should Attend?

- Farmers and Growers
- Urban Planners
- Investors
- Produce Buyers
- Academics
- Policy Makers
- Technology & System Integrators
- Agri Financiers
- CEA Practitioners
- Food Security Consultants



5 Key Reasons to Attend UAW 2019:

1. Updates on the various forms of Indoor Vertical farming as an innovative methodology for vertical cultivation of agricultural products, which can also realize true zero-mile city food supply.
2. Find out how Vertical farming and urban agriculture, when designed and implemented appropriately, could offer sustainable and innovative solutions for improving food security.
3. To get the latest updates on initiatives countries are taking to incorporate urban agriculture, indoor and Vertical Farming as Part of a Local, Regional and National Food System.
4. Find out how Urban Agriculture and its various forms are encouraging youth to take-up farming.
5. This year we will also explore Future Markets Opportunities Beyond Produce, with burgeoning interest in the production of medicinal plants in controlled environment farms following the new rulings on cannabis production for medicinal use in several African countries. UAW will explore how countries are trying to cash in on its booming demand.



Achieve Benefits and Successful Results!

- Meet KEY BUYERS from both the Public and Private Sectors
- Meet STAKEHOLDERS with Current Plans for Agriculture Development Projects
- Sign-up SALES AGENTS/DISTRIBUTORS who would be representatives for your products and services for positioning into new markets
- Partner with SYSTEMS INTEGRATORS and discuss products / services required for commercial projects
- Meet INVESTORS with a growing interest in investments in vertical farms, greenhouses and AG Tech initiatives. Investors are looking to include CEA and sustainable agriculture businesses into their portfolios.

Showcase your Products & Services!

Whether it be new products or solutions or a digital platform for you to allow attendees to have first-hand access to your products and solutions – ask about our Tabletop Showcases.

For more details, email marketing2@magenta-global.com.sg

Media Partners:

Capacity-building for a New Generation of Agriculture Stakeholders

New Approaches and Innovations

DAY ONE: Tuesday 17 Sept

(NOTE: Speakers to be confirmed)

8:00	Registration & Coffee
9:00	Welcome from Organisers Maggie Tan, <i>CEO, Magenta Global</i>
9:10	Chairman's Introduction
9:20	Official Opening Mayor, eThekweni Municipality , KwaZulu-Natal, South Africa
9:30	Message of Support Nomusa Dube-Ncube, <i>MEC, Economic Development, Tourism & Environmental Affairs</i> , KwaZulu-Natal, South Africa
9:45	Keynote Address Sithole Moloi, <i>MEC, Agriculture & Rural Development</i> , KwaZulu-Natal, South Africa
10:00	Indoor and Vertical Farming as a Means for Sustainable Agriculture and Food Security <i>Senior Director, Department of Agriculture Forestry and Fisheries</i>
10:20	Financing Mechanism for a Holistic Transformation of the Agriculture Landscape Aliyu A Abdulhameed, <i>MD/CEO, NIRSAL</i> , Nigeria
10:40	Coffee & Tea Break
11:10	NAMIBIA: Revolutionising Food Security with Innovative, Climate-Resilient and Resource-Friendly Farming Systems Leonie Hartmann, <i>CEO, AVAGRO</i> , Namibia
11:30	KENYA: Future Farms Revolutionising Crop Farming Through Simplified Hydroponic Systems and Responsive Drip Irrigation Peter Chege, <i>CEO, Hydroponics Africa</i> , Kenya
11:50	NIGERIA: West Africa's Largest Hydroponic Tomato Greenhouse – Practical Lessons Captain Idahosa Okunbor, <i>CEO, Wells Hosa Greenhouse Farms</i> , Nigeria
12:10	ZAMBIA: Designing an Overhead Strawberry Production System for the Tropics <ul style="list-style-type: none"> A project in Zambia that required top-level engineering and scientific inputs to enable the grower to be the only strawberry producer in an area previously considered unsuitable for strawberry production. Prof Gert Venter, <i>CEO, Ecogrow Kweekhuise</i>
12:30	BOTSWANA: Marrying Proven Western Technologies with Localised Business Models to Create Pioneering Indoor Farming Businesses Michelle Adelman, <i>Managing Director, Accite Holdings</i> , Botswana
12:50	Lunch
13:50	USA: AI and Robotics in CEA Farms – Challenges & Opportunities (<i>video presentation</i>) Henry Gordon-Smith, <i>Managing Director, Agritecture Consulting</i> , USA
14:10	AUSTRALIA: Vertical Farms & PFAL (Plant Factories with Artificial Lighting) <ul style="list-style-type: none"> Latest research into LED lighting and the promise of production of commodity crops (wheat, barley, etc) in a modern vertical farm A review of current developments and emerging technologies driving innovation in global urban farming that is on course to revolutionise local fresh food supplies Graeme Smith, <i>Managing Director, Graeme Smith Consulting</i> , Australia
14:55	Indoor and Vertical Farming as Part of a Local, Regional and National Food System Mlibo Bantwini, <i>Executive, Dube AgriZone</i>
15:15	Challenges of Urban Agriculture: Case Studies of Urban Agri Farms Roll-outs in Johannesburg Dr Michael Magondo, <i>Chief Idea Surfer, Wouldn't It Be Cool (WIBC)</i>
15:35	Coffee & Tea Break
16:10	Undercover Farming Market Trends Inge Kuschke, <i>Agriculture Sector Manager, GreenCape</i>
16:30	BELGIUM: Future Technologies Driving Indoor Urban Agriculture Maartin Vandecruys, <i>Founder & Managing Director, Urban Crop Solutions</i> , Belgium
16:50	PANEL DISCUSSION: How Global Trends and Best-in-Class Technology can be Applied to the African Context, if We are Going to Grow with the World and Find Creative Solutions to Our Challenges Jeremy Rich, <i>Co-Founder, Future Farms South Africa</i> Naudé Malan, <i>Anthropology & Development Studies, University of Johannesburg</i> Richard Lomax, <i>Managing Director, LEDZShine</i>
17:30	Close of DAY ONE

DAY TWO: Wednesday 18 Sept

(NOTE: Speakers to be confirmed)

9:00	Chairman's Remarks
9:10	Developing a New Breed of Agri-preneurs <i>Senior Representative, South African Agency for Science and Technology Advancement (SAASTA)</i>
9:30	Medical Cannabis and Hemp-derived CBD Solutions, Projects and Industry Outlook Portia Nkambule, <i>Acting CEO, South African Health Products Regulatory Authority (SAHPRA)</i>
9:50	Opportunities for Cannabis for CEA Agriculture James Mather, <i>CEO, Medi Kingdom</i> , Lesotho
10:10	Coffee & Tea Break
10:40	Turn-around Strategies for Existing Greenhouse Growers Interested in Changing-over to CBS (Medicinal Cannabis Oil) Dallas McMillan, <i>CEO, Rhizo Sciences</i> , Canada
11:00	Growing Pharmaceutical-grade Cannabis and Hemp Danie Nel, <i>CEO, Afriplex</i>
11:20	PANEL DISCUSSION: Future Markets Opportunities for Mass Production of Marijuana for Medical Purposes in CEA Environment <ul style="list-style-type: none"> Prohibition Partners estimate that the value of the African legal cannabis market could be worth over US\$ \$7.1 Billion by the year 2023 Challenges in market entry
12:00	Close of DAY TWO Plenary Session
13:00 to 17:00	FIELD VISIT: Dube AgriZone (NOTE: Limited Seats - First-come, first-served)
	
17:00	End of Field Visit

DAY THREE: Thursday 19 Sept

Optional **City Tour** sponsored by **Durban Convention Bureau**

(NOTE: Limited Seats - first-come, first-served)



A Not-to-be-missed Summit for All in the Agri Eco-system
Contact Jose at +65 6846 2366 or email jose@magenta-global.com.sg today.



FEE PER DELEGATE	EARLY BIRD FEE Register & Pay before 17 July 2019	REGULAR FEE Register & Pay after 17 July 2019
Farmers / Growers / Cooperatives	US\$ 499	US\$ 699
Technology and Equipment Providers	US\$ 799	US\$ 999
Farm Visit	Complimentary (<i>limited to first 50 participants</i>)	

* Fees quoted are nett and exclusive of all taxes

Please tick one:

- I/We shall attend the Summit only
 I/We shall attend the Summit and the Field Visit
 I/We shall attend the Summit, the Field Visit and the City Tour

1st Delegate	2nd Delegate
Salutation: Mrs/Ms/Mdm/Mr/Dr	Salutation: Mrs/Ms/Mdm/Mr/Dr
Name:	Name:
Position:	Position:
E-Mail:	E-Mail:
Mobile:	Mobile:
Landline:	Landline:
Fax:	Fax:

3rd Delegate	4th Delegate
Salutation: Mrs/Ms/Mdm/Mr/Dr	Salutation: Mrs/Ms/Mdm/Mr/Dr
Name:	Name:
Position:	Position:
E-Mail:	E-Mail:
Mobile:	Mobile:
Landline:	Landline:
Fax:	Fax:

Company: _____
Address: _____
City & Post Code: _____ Country: _____
Main Business/Activity: _____
Name of Training Manager: _____
Contact Name for Payment Confirmation: _____
Tel: _____ E-mail: _____

I am paying by:

- Bank Transfer
 Credit Card:   

Card Number: _____ Security Code: _____
Name on Card: _____ Expiry Date: _____

Signature: _____ (Please provide a photocopy of front and back of credit card)

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HOW TO REGISTER

PAYMENT DETAILS

BANK TRANSFER:

Payment by telegraphic transfer in US Dollars must be made payable to:

Magenta Global Pte Ltd
OCBC Bank, Hougang Mall Branch
Account No: 556-002236-301
SWIFT Code: OCBCSGSG
Address: 90 Hougang Avenue 10
#01-01/02/03 Hougang Mall
Singapore 538766

(All bank transfers must be marked clearly with the delegate name and event title. Bank Charges are to be deducted from participating company's own account.)

CREDIT CARD:

Payment by VISA (SGD), MasterCard (SGD) or AMEX (SGD & USD) accepted.

BOOKING CONDITIONS

Full payment must be received prior to the event for entrance to be guaranteed. If payment is not received a personal credit card will be required to allow entry.

A confirmation letter and invoice will be sent to you on receipt of your booking. If you are unable to attend, a substitute delegate is always welcome. If you cancel your place in writing 15 working days before the event, a cancellation fee of 10% shall be applicable. Thereafter cancellations are not refundable.

It may be necessary for reasons beyond the control of the organizers to alter the content, timing or venue. The company will not accept liability for any transport disruption or any claims whatsoever and in such circumstances the normal cancellation restrictions apply.

DATA PROTECTION

The personal information provided by you will be held on a database and may be shared with companies in the Magenta Group. Sometimes your details may be made available to external companies for marketing purposes.

If you do not wish your details to be used for this purpose, please email the Database Administrator at enquiry@magenta-global.com.sg.

VENUE

Durban International Convention Centre (Durban ICC)
45 Bram Fischer Road, Durban 4001
P O Box 155, Durban, 4000
South Africa

VISA REQUIREMENTS

Visitors to South Africa must hold a valid passport. Nationals of most countries are required to obtain visas to enter the country. Please check with your respective South African embassy, consulate or travel agent for the latest status.

Invitation letter for travel visa will only be issued after receipt of full payment of fees.

