

# **Making Markets Matter Workshop**

Stellenbosch, South Africa

September 2003

Prepared by:

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## Workshop Summary

In September 2003, the annual Making Markets Matter workshop was held at Stellenbosch University in South Africa (for details about the workshop, please visit [www.marketsmatter.org](http://www.marketsmatter.org)). The highly successful agribusiness workshop covered key areas of management including the following: Marketing, Finance, Supply Chains, E-Commerce, and Community Projects (see Appendix 1 for a detailed program). In addition to the main facilitators, the program featured the following guest speakers: Venete Klein of ABSA Bank, Professor Sample Terreblanch of Stellenbosch University, Hilton Zunckel of the Trade Law Centre for Southern Africa, and Strive Masiyiwa of Econet Wireless Group.

The Making Markets Matter 2003 workshop was attended by 52 participants from 14 countries in addition to the facilitators. The participant list given in Appendix 2 shows each participant's name, business/organization affiliation, management position, postal address and email. Because of capacity limitations, some applications had to be turned down, reflecting the growing demand for this workshop as a hallmark of excellence in agribusiness management training. Results from an evaluation survey were generally positive and better than preceding years.

## **PROGRAMME OBJECTIVE AND APPROACH**

The goal of the workshop was to identify a set of strategies that could enhance the competitiveness of African agribusiness firms and expand employment and incomes in rural communities, thus promoting greater economic opportunities. Building on the expertise and experience of our world class facilitators, MMM '04 aimed to provide participant businesses with knowledge and information about marketing training, financial analysis, business development services, and networking in the agribusiness sector.

### **Targeted Participants**

The programme targeted micro-, small-, and medium-sized agribusiness firms engaged in farm and off-farm services, and in the production and processing of natural products and food and agriculture products. Participants were selected to represent diverse backgrounds and experiences, including entrepreneurs and business development facilitators, as well as personnel of nongovernmental organisations, business and commodity associations, government departments, and donor agencies involved in the delivery of management, marketing, and business training services.

### **Benefits to the Participants**

- Stimulating product development, marketing, and finance seminars presented by world class facilitators.
- A participatory approach involving actual market development case studies.
- Access to and interactions with representatives from business development services institutions and emerging businesses in Sub-Saharan Africa.
- A chance to improve strategic marketing skills.
- A set of contemporary marketing and finance training materials.

### **Workshop Handbook**

All participants were given the Making Markets Matter handbook, with detailed modules covering marketing strategy, financial management, E-commerce, supply-chain management and strategic management. Besides facilitating learning during the workshop, the handbook also provides useful references materials as participants return to their home countries and companies.

## Appendix 1: Making Markets Matter 03 Program

### Sunday, September 7

- 15:00 REGISTRATION at Die Stal: Danie Craven Centre  
17:00 WELCOME FUNCTION at Die Stal: Danie Craven Centre

### Monday, September 8

- 08:00 REGISTRATION: 2nd Floor, Schumann Building  
08:30 MARKETING MANAGEMENT
  - Opening & Introduction
  - Case study method - Edward Mabaya
  - Analysing the market environment - Ralph Christy10:30 Tea Break  
11:00 MARKETING MANAGEMENT
  - Market Strategy Edward Mabaya13:00 Lunch - BlouKamer, Student Centre  
14:00 Case study Analysis & Presentations  
17:30 Evening Function - meet at pick-up point

### Tuesday, September 9

- 09:00 FINANCIAL MANAGEMENT
  - Financial Management an Introduction - Norma Tregurtha11:00 Tea Break  
12:30 FINANCIAL MANAGEMENT
  - Finance Case Study - Steven Hobson13:00 Lunch - Le Pommier Restaurant; Speaker: Ms Venete Klein, ABSA  
15:00 Case Study Analysis and Presentations  
17:00 Flex time - Consultation, Shopping, Sport (Bus for shopping departs from pick-up point)

### Wednesday, September 10

- 9:00 THINKING IN SUPPLY-CHAINS
  - Key concepts- Mohemmad Kaman
  -10:30 Tea Break  
11:00 THINKING IN SUPPLY-CHAINS
  - Supply Chain Case Studies13:00 Lunch - Erfurthuis  
14:00 E-commerce - Edward Mabaya  
15:15 Mid-course Reality Check- Angela Ichwan  
18:30 Evening Function - Gold of Africa Museum - Prof Sample Terreblanche (Participants meet at pick-up point)

## Thursday, September 11

### GROUP A - Community Projects

- 09:00 Designing and Implementing Successful Communities - Ken Robinson and Monique Salomon  
10:00 Tea Break  
10:30 Case Study

### GROUP B - Seed Industry and Small Businesses

- 09:00 Seed Marketing in South Africa - Peter Fronemann  
10:30 Tea Break  
11:00 Seed Company Field Tour

### GROUP C - Wine Industry

- 09:00 Empowerment in the South African Wine Industry  
10:30 Tea Break  
11:00 Designing and implementing successful industry empowerment ventures

### EVERYONE:

- 12:30 Lunch Break- Botanical Garden  
13:30 Field Tour - Kayamandi  
19:00 MMM Closing Banquet; Evening speaker Mr. Strive Masiyiwa of Econet

## Friday, September 12

- 09:30 Agribusiness Management Tools  
• Agriculture, Cancun and The WTO - Hilton Zunckel  
10:30 Tea Break  
11:00 Biotechnology, GMOS in Africa (public debate)  
12:00 Strategic Marketing Synthesis and Summary - Ralph Christy  
12:30 Evaluation & wrap-up- Angela Ichwan - Josephine Jackson Maletle  
13:00 Field trip - meet at pick-up point (Van Rijn Brandy Cellar and Crocodile Leather Tannery)

## Appendix 2 - Guest Speaker Bios

**Venete Klein**, General Manager for Agribusiness at ABSA bank gave a luncheon talk on “Financing Africa’s Agribusiness Sector”. She offered specific strategies and procedures for raising capital from ABSA’s Agribusiness Division.

**Prof. Sample Terreblanche**, a renowned pan-African professor from Stellenbosch University, provided a thought provoking talk on Africa’s colonial legacy with implications and challenges for Africa’s involvement in the global economy.

**Hilton Zunckel**, a Senior Researcher at the Trade Law Centre for Southern Africa (Tralac), talked about the implications of the WTO (Cancun) negotiation on Africa’s agribusiness sector.

**Strive Masiyiwa**, CEO of Econet Wireless Group, (recently nominated by CNN/Time as “one of the world’s 15 most influential young business executives”) gave an inspiring presentation at the Awards Banquet on the challenges of doing business in Africa.

### Appendix 3: Making Markets Matter 2003 - Participants List

	Name	Business/Organisation	Position
1	Adams, Garth	BAWI (SAWBC)	Executive Member
2	Alvarado, Maria	MRI Seed Zambia Ltd	Director
3	Blouw, Zilindile	Wittekkleibosch Dairy Farm	Canit Manager
4	Bruiners, Charl	Nederburg Wines	Cellar Assistant
5	Cassim, Anwar	Africare	Marketing Management Consultant
6	De Fin, Alexander	Partners in Development	Director
7	Dzanja, Joseph	University of Malawi	Lecturer
8	Emmanuel, Mubangizi	Farms Inputs Care Centre(Fica) LTD	General Manager
9	Esmail, Saleem	Western Seed Company	
10	Fischer, Franz	Farmer Support Group's Micro-enterprise	Micro enterprise advisor
11	Friedmann, Ruth	UCT Graduate School of Business	Special-Project Co-Ordinator
12	Gebengana, Angel	Tshani Mankosi Fishing and Aquaculuture	Marketing Manager
13	Jacobs, Pieter	New Beginnings	
14	Jordaan, Pieter		
15	Kaijuka, Chris	Farm Inputs Care LTD, FICA Seeds	Managaing Director
16	Karanja, Gichanga	Fresch Co Ltd	General Manager Director
17	Kassier, Ruben	Jhb Fresh Produce Market	Business Manager
18	Kennedy, Lance	National Tested Seeds	General Manager
19	Khayota, Dr Maurice	Kenyatta University	Senior Lecturer
20	Koopman, Naomi	Maribus, Inc	Director
21	Lange, Gladys	Anglo American Farsms Vergelegen	Senior Cellar Worker
22	Mabena, Magwaza	CPPP	
23	Mabena, Solly	CPPP	
24	Mafhefho, Shonisani	Nerpo	
25	Mahlase, Ellen	CPPP	

	Name	Business/Organisation	Position
26	Makola, Deborah	Nerpo	
27	Makoni, John	Agpy P/L	Managing Director
28	Makungo, Mbulaheni	CPPP	
29	Maswana, Ndiliswa	Nerpo	
30	Mkhize, Slondile	CPPP	
31	Mnguni, David	CPPP	
32	Mpandeli, Edison	CPPP	
33	Mrubata, Buyisile Freeman	Nerpo	
34	Mthethwa, Khetomuhle	CPPP	
35	Muhara, Johnson	Equatorial Nut Processors	General Manager
36	Muya, Mahenye	Sub Agro-Trading	Managing Director
37	Mwale, Jacob	Cap Consulting	Manager
38	Ncedani, Noluvuyo	CPPP	
39	Ngcamama, Xolile	CPPP	
40	Nkwe-Mosele, Annastacia	National Food Technology Researchcent	Senior Extension and Training Manager
41	Okot, Josephine	Harvest Farm Seeds	CEO
42	Onim, Dr Moses	Lagrotech Seed Company	Managing Director
43	Pieterse, Christie	Cape Olive Trust	Production Foreman
44	Prins, Johnny	National Department of Agriculture	Economist
45	Mand, Rajinder Singh	Zenobia Seed Co.	Director
46	Ristanovic, Vladimir	MRI Seed, Zambia	
47	Sakala, Andrew	Norad Support to Farmer Association Project	Project Accountant
48	Siphugu, Lufuno	Nerpo	Assistant Manager
49	Soyizwapi, Sipiwo	Singisi Forest Product	Director
50	Sulvester, Barend	Cape Olive Trust	Assistant Farm Manager
51	Visagie, Pieter	Trout Farming	
52	Williams, John Henry	Kuikenvlei Vineyards	Foreman