

Economics & Trade

Proposal for an Economic Revival Event

10 March 2020

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We develop the South African Agricultural Industry.
Ons ontwikkel die Suid-Afrikaanse Landbou Industrie.

Background:

- Agri Eastern Cape raised a request at a meeting of the General Affairs Chamber.
- They requested that Agri SA should arrange an “Economic Revival Summit”, the Chamber supported this request and directed it to Agri SA’s board of directors.
- The Board took note of this request; however, a broader discussion/decision has not yet been made in terms of format, content or any broader details.
- The Economics & Trade (CoE) received a request from the executive director to make a proposal on how Agri SA could best serve Agri Eastern Cape’s request.
- This memorandum outlines a proposal in this regard.

Context

- Considering the logistics and sponsorship requirements for such an event, a realistic date for a standalone event would have to be in the second half of the year, whilst not conflicting with the Agri SA Congress taking place in October.
- However, the months from July to September are already filled with various other similar events, that could detract attention and impact on our own event.
- For example, the Agbiz conference will take place in July with a theme of “*Building resilient and sustainable agri-food ecosystems*”.
- Agri SA’s chamber meetings as well as Agri Western Cape congress are also scheduled for July.

Other congresses in August include:

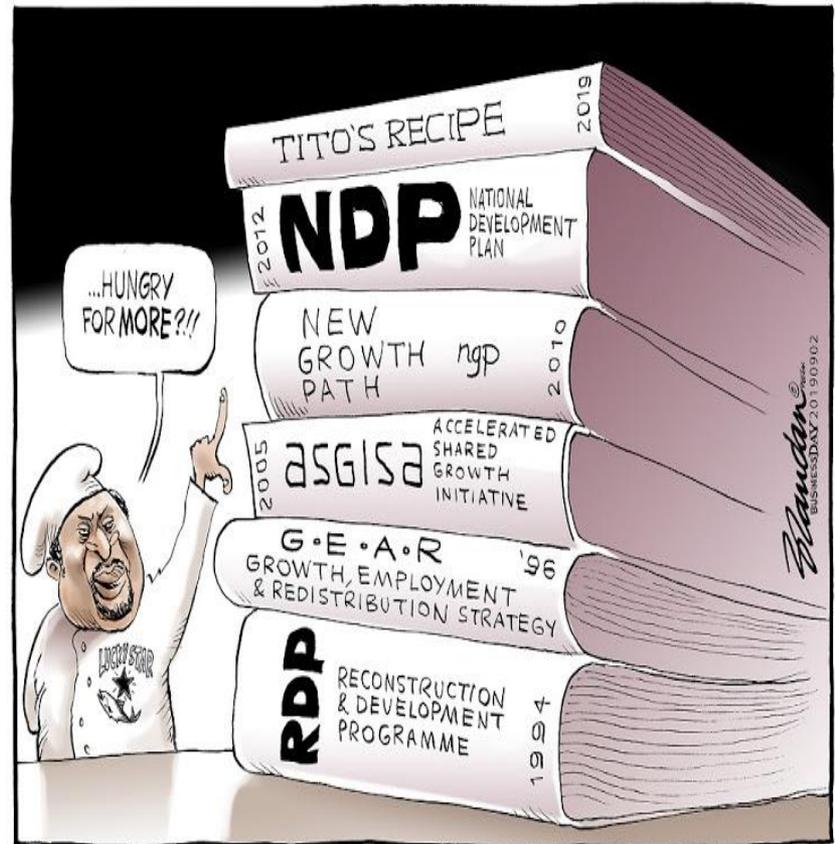
Free State Agriculture, Agri Eastern Cape, RPO, Agri Limpopo, Agri Gauteng and Agri Northern Cape.

In September: Kwanalu, Agri North West and Nampo Cape.

The proposal

Considering the above, the topic of economic revival could be considered for the second day of the Agri SA congress in October.

- This would maximise exposure, impact and sponsorship opportunities.
- Rather than developing new plans, the National Treasury's strategy document, on which Agri SA provided input, could be considered as the basis for the discussions.



Economic Policy Division, National Treasury. (2019). Economic transformation, inclusive growth, and competitiveness: A contribution towards a growth agenda for the South African economy. Available online:

http://www.treasury.gov.za/comm_media/press/2019/Towards%20a%20Growth%20Agenda%20for%20SA.pdf

Day 2 of Agri SA Congress – Economic Revival:
Opening address by (in order of preference and availability):



**President Cyril
Ramaphosa**



**Minister Tito
Mboweni**



**Governor Lesetja
Kganyago**

Followed by a Panel discussion based on Treasury's Strategy document:

- **Start:** Short introduction of the strategy document: National Treasury economist/representative.
- **Panel chaired by Carmel Marock** who is the Jobs Summit process coordinator, as well as an associate at REAL, which is the Centre for Research on Education and Labour at the University of Witwatersrand - chair follows introduction by getting opening comments from each panel member.

Potential panellists:

1. **Johan Willemse** (Independent agricultural economist)
2. **Trudi Makhaya** (Economic advisor to President Cyril Ramaphosa)
3. **Jannie Rossouw** (Professor of Economics and Head of School of Economic and Business Sciences at the University of the Witwatersrand)
4. **Sipho Pityana** (BUSA President)
5. **Tanya van Meelis** (chief economist at the Department of Economic Development)
6. **Mthunzi Mdwaba** (chairperson of Productivity SA as well as global employer spokesperson at the International Labour Organisation)

Outcomes:

- Panellists discuss options for implementing the strategy [*Implementation is the Key Focus*]
- Highlight the proposals that could produce the biggest impact
- Highlight proposal that need to be adjusted to enhance impact or remove unintended negative impacts

Closing:

- Closing and summary by Minister Tito Mboweni

"Never spend your money
before you have earned
it."

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