

THE FUTURE of plant-based foods

Virtual Event: 24 November 2pm-5pm SAST

Catalysing trade linkages for Swiss suppliers and manufacturers of plant-based foods with key buyers in the FMCG sector in South Africa

South Africa's plant-based food industry is beginning to bloom..'

*Donovan Will, Director
- South Africa, ProVeg
International*



The Swiss Business Hub invites you to join us! Free to attend - click this link 

Plant-based foods have moved into the mainstream and are being driven by growing consumer awareness of the connection between the foods they purchase and the impact their production has on the environment.

This virtual event has been created to explore the latest opportunities and trends and to gain actionable insights on the plant-based foods industry, opening new markets for Swiss suppliers by facilitating direct linkages with South African buyers, retailers, importers and agents.

LOCATION

Virtual Event Platform:
hopin.com



CONTACT

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Hosted by:



Supported by:



PANVEGA



Programme

WEDNESDAY 24 NOVEMBER 2021

14:00



Opening & Welcome:

Daniel Schneider, Head of Swiss Business Hub Southern Africa

14:10



Planted's Success Story

Presenting the success story of the Swiss Start-up Planted and highlighting the progress and growth of the plant-based foods industry.

Andrin Gulich, International Business Development, Planted, Switzerland

14:25



Emerging Markets and Global Buying Needs

Addressing the challenges and creative solutions facing the global supply chain in an effort to make plant-based products accessible around the world.

Michelle Adelman, CEO, Infinite Foods, South Africa

14:40



South African Market Analysis

Overview of market size, market segments and the challenges, opportunities, and gaps in the market. Key products: what the data shows about breakout product categories.

Sylvia Jones, Director, Lodestar Marketing Research, South Africa

14:55



New technologies being utilized in alt protein production

The Cultured Food Innovation Hub: accelerating the development and market penetration of cellular agriculture products.

Eleanor McSweeney, Business Development Manager, Alternative Proteins, Buhler Group, Switzerland

15:10



Fostering food innovation: Collaborating for a future-proof food system

How SFNV is unleashing the innovation potential of the Swiss Food ecosystem for better planetary and human health.

Yasemin Sharityar, Head of Impact Platforms, Swiss Food & Nutrition Valley (SFNV), Switzerland

15:25

Panel discussion

Hottest Trends

- Which categories are ripe for growth
- How leading retailers are merchandising plant-based offerings
- What trends and solutions are coming down the pipeline

Moderator: *Michelle Adelman, CEO, Infinite Foods, South Africa*

Panelists:

- *Vicky Jacobs, Strategic Innovation & Trends Manager, Pick n Pay*
- *South African buyer*
- *Andrin Gulich, International Business Development, Planted*
- *Eleanor McSweeney, Business Development Manager, Alternative Proteins, Buhler Group*

16:00

Dragon's Pantry

Feedback on emerging brands from a live panel of expert buyers and industry leaders

16:30

Networking & Visit Virtual Expo Booths

17:00

Event closes

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