

IBO SUMMIT 2025
CTICC, CAPE TOWN
 25th - 27th of September 2025

PROGRAMME SUMMARY



Day 1 - Thursday 25th September

IBO Welcome	Chairman of the IBO - Mario Steta
Host Country Official Opening	Minister of Agriculture - John Steenhuizen
Insights into the South African Industry	Chairman of Berries South Africa - Herman van Dyk
IBO Annual Global Production Report Launch	IBO & Agronometrics
Global Production Discussion	Panel Discussion: N. America, S. America, Europe, Asia, Africa
Key note: Overview of the Global Blueberry Industry	Driscoll's Chairman - Mario Steta
SIZA - A South African ESG Story	Introduction: SIZA; Local Grower Case Study; Blue North
Key note: Climate Crisis, Challenge or Opportunity	Prof Guy Midgley: Director - School for Climate Studies (Stellenbosch)

- WELCOME COCKTAIL FUNCTION - WITH A SPECIAL GUEST -

Day 2 - Friday 26th September

Day 2 Welcome	Chairman of the IBO - Mario Steta
Key note: Investments and Funds Flow into the Sector	Cindy van Rijswijk - Rabobank
Southern Africa as a Production Region into the Future	Panel Discussion: South Africa, Namibia, Zimbabwe
Tech Developments: Machine Harvesting	Roger Horack - Ozblu, Marcel Beelen - Finefield
Genetic Developments: How much further?	Panel Discussion: Global Genetic Suppliers
Logistics - Sea Freight and Freight Forwarding	Morgan Cargo, Hapag Lloyd
Retail and the Consumer	Wholesale, Retail, and Category Insights
Final Words on the State of the Industry	Panel Discussion: Industry Leadership

- GALA DINNER - GOLD RESTAURANT -

Day 3 - Saturday 27th September

4 Options for Blueberry Farm and Packhouse Visits	
Registration on the Website	

*Programme subject to change