

WEBINAR PROGRAMME

Smart Agriculture in South Africa: Market Opportunities for Companies from Baden-Württemberg

Date: 25 June 2026

Time: 10:00 – 11:00

Format: Online webinar | **Duration:** 60 minutes

Time	Session / Topic
10:00 – 10:05	Welcome & Opening Remarks <i>Oliver Magiera, Stellvertretender Referatsleiter des Referats Außenwirtschaft Ministerium für Wirtschaft, Arbeit und Tourismus Baden-Württemberg</i>
10:05 – 10:20	Smart Agriculture Trends and Market Opportunities in South Africa <i>Mpho Mence, Agricultural Analyst, GreenCape</i>
10:20 – 10:35	Data-Driven Farming: Sensors & Monitoring Systems <i>Tyron Azevedo, Sales Engineer, VEGA Instruments (Pty) Ltd</i>
10:35 – 10:50	Fireside Chat: How Smart Technologies Are Transforming Farming – A First-Hand Perspective <i>Driaan van den Heever, Farmer, Elandslaagte Bdy</i>
10:50 – 10:55	Q&A
10:55 – 11:00	Closing Remarks & Q&A <i>Alexa Gerrard, Deputy CEO, Representative for Baden-Württemberg, Southern African-German Chamber of Commerce</i>