

**INTERNATIONAL ASSOCIATION OF OPERATIVE MILLERS  
MIDEAST & AFRICA DISTRICT  
OPENING ADDRESS AND WELCOME BY CONFERENCE  
CHAIRPERSON: Mr Jannie de Villiers  
23 November 2010  
Cape Town, South Africa**

Honoured guests, ladies and gentlemen & colleagues

It is indeed a great honour for me to welcome you back on the African continent. In 2008 we were hosted by Tanzania and 2009 by Turkey. 2010 is and will be a special year for South Africa hosting not only the first FIFA world cup soccer finals on African soil, but also the 21st celebrations of the IAOM Mideast and Africa District Conference and Expo.

2010 will not only be remembered as a tough year in which we had to deal with the after shocks of the global recession, but also for the 150<sup>th</sup> anniversary of Buhler, one of the trade names very familiar in our industry. Congratulations to Martin and the team from Buhler!

I would like to extend a special word of welcome to our honoured guests (Dr Rob Davies, Minister of Trade and Industry in South Africa, the Under Secretary of Trade of the Islamic Republic of Iran Dr Hamid Alikhani) as well as the IAOM President Mr Bart Hahlweg. I would also like to welcome our Leadership Team and the Organising Team who has made it possible to attend the occasion.

If I look at the attendance of 680 delegates and spouses, it appears to us that the venue was the perfect choice. We have visitors from:

- Middle East
- Western Europe
- Eastern Europe
- Asia
- Australia
- Northern Americas
- Southern Americas
- North Africa
- Western Africa
- Eastern Africa
- Southern Africa
- Rest (poles)

Having the honour to present the first speech here, I would like to challenge you on two things. Firstly, allow yourself to be updated:

Every now and again, we allow some IT specialists to come into our offices and mills to update our software for some improvements, efficiencies and to increase the speed. When they leave we battle for a few days to get used to the new things on the screens, but over time, we learnt that it was desperately needed to keep our competitive edge. This conference is very similar, but in this conference you have a choice: You can either sit here or walk through the exhibitions and just float through the week and go home (in other words switch on your anti-virus protection and don't allow any new ideas) OR you can stand back and listen attentively to the papers and talk to the exhibitors to get your update. There is a world out there that depends on your decision on what you are going to do with your time here. By the world out there I mean poor people starving and desperately waiting on people like you to come up with and implement new innovations to make food more affordable, accessible and nutritious. There are also shareholders out there investing in your interpreting ability to absorb the information that will be presented to convert that into profits. The choice is yours.

The second challenge is to try and obtain a better extraction from your conversations:

Every time when we drive home after a family gathering I ask my wife and kids with whom they had a proper conversation and what they learnt from that. Although milling fills a good part of our lives, life is not just about that. We have provided ample time for you to enter into discussions in order to learn something from each other. It might be to be a better spouse or parent or a better manager or even a better global citizen using lesser energy and water in future. Please make use of the allotted time.

Ladies and gentlemen, please feel at home and if we can do anything to make your stay a memorable one, please put our hospitality to the test.

Jannie de Villiers  
IAOM Chairperson for Mideast & Africa 2010