

Press release – July 2010

21st Annual International Association of Operative Millers Mideast & Africa District Conference & Expo in Cape Town, South Africa

The 21st Annual IAOM (International Association of Operative Millers) Mideast & Africa District Conference & Expo is being held from 22 – 25 November 2010 in the CTICC (Cape Town International Convention Centre); Cape Town, South Africa. The conference will be hosted by the National Chamber of Milling with Mr. Jannie de Villiers as the Conference Chairman. “This Conference and Expo will give you the opportunity to expose yourself not only to the latest in milling technology and support services, but also to strengthen your relationship with old friends and to make new ones” states Jannie de Villiers.

Globally the milling industry and support services are major links in the grain value chain to ensure food security. This Conference plays a major role to improve the efficiencies to achieve the United Nations’ Millennium Goal to reduce poverty.

South Africa’s milling industry annually processes 4 million tons of white maize and 3 million tons of wheat for human consumption. The consumption of white maize is a phenomenon in Southern Africa and forms the corner stone of food security in Sub-Saharan Africa.

The overall interest to participate in the conference & expo is estimated to be higher than the previous years. The organizers expect 600 delegates from all over the world representing multi-trade grain houses, flour millers, government authorities and commodity traders. The exhibition will feature 83 stands in total. The exhibiting companies come from 20 different countries representing grain traders, machinery manufactures, food processing and packing companies, and other experts from the industry.

The three-day conference and expo is an opportunity for flour millers, machine suppliers, grain traders and other allied trade professionals to learn new trends in technology innovation and better milling practices. The discussed topics will be climate changes and its effect on harvest and grain production, flour fortification, food security and safety.

In addition to that the third day of the Conference will focus on new management related topics such as Finance, Human Resources, Branding, Production and Risk Management.

The Trading session will highlight the trade and crop situation in Ukraine, Russia, USA, Canada, Australia, Europe and the Indian-subcontinent.

“Africa has captured our senses already in 2008 during the 19th Annual IAOM MEA Conference & Expo in Tanzania. The African essence, its rhythm and colors will await you once more, this time at the most southern tip of the continent. Apart from the stunning landscape, the 2010 Conference in Cape Town will offer you a diverse conference program, giving you a unique opportunity to listen to the industry's most esteemed and influential professionals” emphasizes Merzad Jamshidi, District Director.

South Africa is the travelling hub for Sub-Sahara Africa and is well serviced and accessible by all main airlines in the world. Major revamps of all infrastructures took place during the past two years to prepare for the FIFA Soccer World Cup that was held in June/July 2010.

The IAOM Conference & Expo is held annually rotating between the Middle East and Africa region. Last years' event was in Turkey and the 2011 IAOM Conference & Expo will be in Jordan.

For more information please check the Conference homepage www.iaom-mea.com