



DRAFT PROGRAMME

DAY 1: THURSDAY 26 MARCH

OPENING SESSION: WELCOME TO THE KAROO

8.30– 9. 30 Chair: Prof Tienie Crous, Dean, Faculty of Economic Sciences, University of the Free State

Welcoming message and blessing on the conference: Rev Nancy Charton

Opening and Welcome: **Mr Daantjie Japhta**, Mayor of Camdeboo Local Municipality

Ms Kira-Leigh Kuhnert, Open Society Foundation

Ms Sue van der Merwe: Deputy Minister of Foreign Affairs, and "political champion" of the Central Karoo District.

SESSION 1: THE KAROO AS A REGION

9.30-10.30 Chair: Prof Lucius Botes, Centre for Development Support, University of the Free State

Dr Bruce Rubidge, Wits University, and author of *Earth and Life: "The Karoo as a unique geological site: The economic potential of deep history"*

Dr Sue Milton, Renu-Karoo cc: *"Creating a sustainable business environment: Linking ecology and economic development"*

10.30 **TEA/COFFEE**

11.00-12.30 **Dr Jaco Mostert**, Department of Economic Affairs, Northern Cape: *"Towards a new spatial strategy for the Karoo"*

Prof Doreen Atkinson, University of the Free State: *"Promoting cross-border collaboration in the Karoo"*.

Dr Anton de Wit, Nelson Mandela Metro University, *"The Quality of Life: measurement and application in a Karoo context"*

Dr Daan Toerien, University of the Free State: *"Promoting rural development in the Karoo – new paradigms in economic thinking"*.

12.30-1.30 LUNCH

SESSION 2: AGRICULTURE IN THE KAROO

1.30 – 2.30 Chair: Dr Dirk Troskie, Department of Agriculture, Western Cape Province

Prof Johann Kirsten, University of Pretoria: "The images of the Karoo: Intellectual property or marketing opportunity?"

Dr Sue Taylor, University of the Free State: "*Niche products in the Karoo: Hoodia and olives*"

Mr Danie Jordaan, University of Pretoria: "*World-wide agricultural branding: The case of the South African mohair industry*"

2.15-3.00 Panel discussion: Emergent Farmers

Mr Ernst Idsardi, University of the Free State, "*Supporting emergent farmers and providing post-settlement support: What have we learnt?*"

Mr Aggrey Mahanjane: Emergent Red Meat Producers Organisation

Dr Amie Aucamp: The National Wool Growers' Association

COFFEE/TEA/FRUIT JUICE BREAK

SESSION 3 (PARALLEL SESSION): NEW BUSINESS OPPORTUNITIES IN THE KAROO

3.30 – 4.30 Chair: Mr Duma Magxwaliso, Cacadu District Municipality

Dr Danny Titus, ATKV: "*Building human, cultural and social capital for the development of the Karoo*"

Mr Mark Wells, People's Power Africa: "*Biogas technology for energy and nutrient beneficiation*"

Ms Melissa Wahl, Solien Energy Solutions cc: "*Wind and solar energy alternatives for the Karoo*"

4.30-5.00 Panel discussion: "*The Karoo as a manufacturing destination*"

Chair: **Prof Tienie Crous**, Faculty of Economic Sciences, University of the Free State

Participants:

- **Mr Charles Featherstonehaugh** (Cradock)
- **Mr Johan van Jaarsveld** (Graaff-Reinet)
- **Ms Riana van der Ahee** (Murraysburg)

SESSION 4 (PARALLEL SESSION): MARKETING KAROO LAMB



VENUE: RUPERT THEATRE

3.30-5.00 **Prof Johann Kirsten and colleagues**, University of Pretoria: Research on Karoo Lamb as a Geographic Indicator

Brief input: The example of Karoo Mohair

Facilitated discussion

DAY 2: FRIDAY 27 MARCH

SESSION 5: NEW DIRECTIONS FOR TOURISM IN THE KAROO

8.00-10.30 **Chair: Dr Roy Stauth, Camdeboo Publicity Association**

Dr Judy Maguire, Wits University and Prince Albert Heritage Association: *"Understanding the heritage of the Karoo as a tourism asset"* .

Mr Peter Myles, Nelson Mandela Metro University, *"Towards developing desert tourism in South Africa"*

Mr Mark Ingle, University of the Free State: *"Space Tourism and its Implications for Tourism in the Great Karoo"*

Mr Al Soko, Department of Roads and Transport, Eastern Cape: *"Transport as a catalyst for tourism and socio-economic development"*.

Mr Darryl Davids, Department of Afrikaans, University of KwaZulu-Natal, Pietermaritzburg: *"Literary tourism in the Karoo"*.

Discussion

10.15 TEA/COFFEE



SESSION 6: BROADENING THE ECONOMIC BASE OF THE KAROO

11.45-12.45 Chair: Ms Judy Abrahams, Industrial Development Corporation

Ms Deidre van Rooyen, University of the Free State: *"Uranium in the Karoo: What would be the implications for local economies in the Karoo?"*

Mr Emil Nothnagel, Urban Dynamics: *"The creation of business hubs: A new approach to LED"*

Dr Bernie Fanaroff, Square Kilometer Array: *"Deep space: The potential impact of scientific investments on the Karoo"*, and **Ms Tracy Cheetham**: *On the Road to Delivery: Infrastructure Establishment for MeerKAT and its contribution to the Karoo*

Dr Stef Coetzee, Afrikaanse Handelsinstituut: *"Chambers of Business in Karoo towns: Fulfilling their unexplored potential"*

Discussion

CLOSING SESSION: THE WAY FORWARD

12.45-1.15 Chair: Prof Lucius Botes

Dr Ken Johnson, Desert Knowledge Australia: *"How does one organise a large desert region?: The Outback experience"*.

Vote of Thanks: Prof Doreen Atkinson

Closing Address: The MEC for Agriculture, Eastern Cape Provincial Government, **Mr Gugile Nkwinti**: *"Whither the Karoo? Prospects for economic growth and development"*.

CLOSURE: 1.15 PM

WITH GRATEFUL ACKNOWLEDGEMENT TO OUR SPONSORS:



DEPARTMENT OF ECONOMIC DEVELOPMENT & TOURISM

DEPARTEMENT VAN EKONOMIESE ONTWIKKELING & TOERISME

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The Karoo Conference and Trade Fair supports clean, renewable energy. Our Conference has purchased Transferable Renewable Energy Certificates (TRECs), sponsored by Mount Camdeboo Game Reserve, Graaff-Reinet.

