



T 031 765 2514 | F 031 765 8029 | E [gloria@cga.co.za](mailto:gloria@cga.co.za)  
Unit 7, 22 on Main, Cnr Greenway Close & Old Main Road, Gillitts, 3610  
Website [www.cgasummit.co.za](http://www.cgasummit.co.za) | Facebook [CGA Citrus Summit](https://www.facebook.com/CGACitrusSummit) | Twitter [@CitrusSummit](https://twitter.com/CitrusSummit)

Platinum Sponsor:



Circular No. 6, Week ending 23<sup>rd</sup> December, 2016

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**Countdown to the Summit:**  
**76 days**

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## Spotlight on Speaker

Julian Ribeiro (TBWA Hunt Lascaris)



Julian graduated from Wits University with a B.Com, and he holds a Post-Graduate Diploma in Marketing Management from UNISA.

He began his career at Media Graphics in December 1994 and later joined Partnership (now Publicis) to work on Castle Lager.

Julian joined TBWA\Hunt\Lascaris in December 1996, initially working on Standard Bank and then Nando's, BMW, The UCB and Seychelles Tourism. From 2000, he led the Tiger Brands business. In March 2003, he was appointed Head of Account Management.

In 2004, Julian was appointed Worldwide Account Director for PlayStation, based at TBWA\London. His team completed the successful launch of PSP, 2 new brand campaigns for PlayStation2 and more than 30 software launches.

He returned to SA and after a brief stint as MD of Lowe Bull, Julian was appointed MD of O&M Johannesburg in June 2006. Some of the highlights during his 8 year tenure include Loerie Grand Prix, Cannes Grand Prix, being SA's No 1 agency at ACA Apex Effectiveness, and building a significant digital agency.

Julian took up the position of CEO of Lowe & Partners SA in November 2014. He consolidated the agencies in Cape Town & Johannesburg, and led a successful new business drive, resulting in multiple projects and six new clients. In 2015, Lowe was the best performing agency at the ACA Apex Awards, winning the Grand Prix, and was the Top Small Agency at Loeries.

Having achieved what he set out to do, Julian left in February 2016 and returned to TBWA\Hunt\Lascaris as COO, in April 2016. He and CEO, Karabo Denalane, successfully merged the advertising, digital and shopper marketing units into one integrated agency.

For more details & registration visit [www.cgasummit.co.za](http://www.cgasummit.co.za)

Limited seats available.

## Confirmed Speakers

- Mohammad Karaan (Dean of Faculty Agri Sciences, Stellenbosch University)
- Nico Groenewald (Standard Bank)
- Frans Cronjé (Institute of Race Relations)
- John Purchase (CEO, Agbiz)
- Mono Mashaba (Chairman, CGA-GDC)
- Jacomien De Klerk (General Manager, Citrus Academy)
- Thembeke Meyiwa (Intern, CGA)
- Julian Ribeiro (TBWA Hunt Lascaris)
- Jacques du Preez (Hortgro)
- Anton Kruger (CEO, FPEF)
- Hannes de Waal (CGA Lemon Focus Group)
- Jan-Louis Pretorius (CGA Grapefruit Focus Group)
- Graham Barry (Cultivar Specialist)
- Parth Karvat (Yupaa Group, India)
- Rocco Renaldi / Deon Joubert (CGA EU Representatives)
- Mikhail Fateev (CGA Russia Representative)
- Vaughan Hattingh (CEO, Citrus Research International)
- Inge Kotzé (World Wide Fund for Nature)

#### Costs (Registration fee):

CGA Members = R 1,200 + VAT

Exporters/Stakeholders = R 2,000 + VAT

Government Officials = R 1,200 + VAT

Students = R 1,200 + VAT

Overseas Delegates = \$200

#### Optional Extras:

Gala Dinner (8<sup>th</sup> March) = R250pp + VAT

Study Tour (incl. accommodation) = R 1,500 + VAT

#### Summit Registration Includes:

- Welcome Dinner (7<sup>th</sup> March)
- Conference bag
- Tea, coffee and/or water
- Lunch (8<sup>th</sup> & 9<sup>th</sup> March)
- 1½ Day Conference

#### Programme:

*Monday 6<sup>th</sup> March:* Study Tour

*Tuesday 7<sup>th</sup> March:* Study Tour

*Tuesday 7<sup>th</sup> March:* Welcome Dinner for registered CGA Summit delegates

*Wednesday 8<sup>th</sup> March:* Day 1 of Summit

*Wednesday 8<sup>th</sup> March:* Gala Dinner

*Thursday 9<sup>th</sup> March:* Day 2 of Summit

*Thursday 9<sup>th</sup> March:* CGA Members Meeting scheduled for after Summit

[Programme Download](#)

[Study Tour Programme Download](#)

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