



Final Agenda for the World Baobab Congress 2019



Monday 11th February 2019, Erlangen, Germany

TIME	TOPIC	SPEAKER	SPEAKER BIO
08.30 - 09.00	Registration		
09.00 - 09.15	Opening Remarks	Gus Le Breton, African Baobab Alliance	<i>Gus' company B' Ayoba are baobab producers from Zimbabwe. As the founding CEO of PhytoTrade Africa, Gus was responsible for the EU Novel Foods application that put baobab on the market. He is the current board chair of the African Baobab Alliance.</i>

Session 1 The Market for Baobab Products

09.15 - 09.40	Overview of the Development of the Baobab Industry to Date	Arthur Stevens, PhytoTrade Africa	<i>Arthur is the Supply Chain Manager with PhytoTrade Africa, and has been responsible for much of PhytoTrade's market development and research work around baobab. He also freelance consults to a wide range of businesses on sustainable supply chain development.</i>
09.40 - 10.05	Assessment of the Scale of the Market for Baobab Products	Gus Le Breton, African Baobab Alliance	<i>See above</i>
10.05 - 10.30	Perspective on the US Market for Baobab	Tracey Kelly, Baobab Foods	<i>Tracey is the President and COO of Baobab Foods in the US. A highly experienced CEO with a background in multiple industries, he now heads this diversified business with production in South Africa and sales in the US and elsewhere.</i>
10.30 - 11.00	Making Baobab Famous - Lessons from the Demand Creation Frontline	Andrew Hunt, Aduna	<i>Co-founder and MD of Aduna, Andrew is a Wolof-speaking Oxford University MBA who moved into the baobab world from a background in advertising. Most famous for making baobab famous.</i>
11.00 - 11.15	COFFEE BREAK		
11.15 - 11.45	Strategic Options for Growing the Market for Baobab Products	Henry Johnson, Baobab Exports	<i>Henry runs a baobab broking business within Europe, having previously worked in market development for both PhytoTrade Africa and Baobab Foods. He has a background in finance and management consulting with Accenture.</i>

Session 2 Scientific Research Relating to Baobab

11.45 - 12.10	Summary of Research Findings on the Cosmeceutical	Nyarai Kurebgaseka, KAZA Natural Oils	<i>Nyarai is biochemist whose company, KAZA Natural Oils, are Zimbabwean specialists in the natural cosmetic oils sector. Her experience with baobab oil extends back 20 years, and</i>
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	Benefits of Baobab Oil		<i>includes stints with SAFIRE, PhytoTrade Africa and Speciality Foods of Africa.</i>
12.10 – 12.35	Summary of Research Findings on the Nutritional Benefits of Baobab Powder	Dr Shelly Coe, Oxford Brookes University	<i>Shelly Coe is a research fellow at Oxford Brookes University, specialised in Clinical Nutrition. Her PhD research examined the impact of consuming baobab fruit on metabolic risk factors associated with Type 2 diabetes.</i>
12.35 – 13.00	Preliminary Findings from the BAOFOOD Project and Planned Activities for BAOQUALITY	Katie Meinhold, Rhine-Waal University	<i>Katie Meinhold is the Project Coordinator of the BAOFOOD project, from the Rhine-Waal University. This project explores the impact of baobab on local food security and nutrition in East Africa. Her ongoing PhD research is into baobab value chains in Malawi.</i>
13.00 – 14.00	LUNCH BREAK		
14.00 – 14.25	Long Term Ecological Research into Baobab	Dr Sarah Venter, EcoProducts	<i>Sarah Venter is a pioneering baobab producer from Limpopo, South Africa. Her company EcoProducts was the first baobab producer to gain FSSC22000 certification in 2017. Her PhD research was on the ecological impact of baobab harvesting in Venda communities.</i>
14.25 – 14.50	Is Climate Change Really Threatening the Baobab Tree?	Dr Aida Cuni Sanchez, University of York	<i>A plant ecologist with a distinguished research career, including stints at University College London, Copenhagen, Oxford, Colorado State and York. Aida has undertaken fieldwork in several African countries and specific research on climate change and baobab.</i>
14.50 – 15.15	Discussion on Research Priorities for Baobab Going Forward	Facilitator	

Session 3 Quality Standards for Baobab Products

15.15 – 15.45	Key Quality Parameters for Baobab Powder	Wolfgang Moritz	<i>Wolfgang is a Swiss food chemist who has run quality control laboratories, trained and audited quality management teams, led product development research and lectured to food technologists. He has been leading the African Baobab Alliance work on developing quality standards for baobab.</i>
15.45 – 16.00	COFFEE BREAK		

Session 4 African Baobab Alliance Annual General Meeting

16.00 – 17.30	Annual General Meeting for the members of the African Baobab Alliance		
	<i>Topics of discussion include election of Board members for 2019, plans for new research around health benefits of baobab, plans for market development activities in key markets.</i>		

CLOSE

All participants are invited to join us for dinner after the Congress at the Kitzmann Bräuschänke restaurant in Erlangen