

AFMA Forum 2026

8–10 September 2026 • Sun City • South Africa

DRAFT DETAILED OVERVIEW

TIME		DESCRIPTION	VENUE
MONDAY, 7 SEPTEMBER 2026			
08:00	00:00	Exhibition Build-Up for Custom stands (GL Events)	Superbowl
TUESDAY, 8 SEPTEMBER 2026 Reflection of our journey & legacy: The industry we operate in			
06:00	11:00	Exhibition build-up & sign off	Superbowl
07:00	17:00	Registration Open	King's Ballroom Foyer
12:30	14:00	Welcome lunch	Superbowl
12:30	22:30	Exhibition Open	Superbowl
14:00	16:10	Opening Plenary 1 CONFRONTING THE REALITY DRIVING THE CHAIN	King's Ballroom
		Opening	
		Welcome Address	
		Ministerial Address: Minister John Steenhuisen	
		Keynote 1	
16:10	17:10	AFMA General Meeting (all AFMA members)	Seers Court
16:05	17:35	Tea / Coffee Break	Foyer at Warriors
18:30	22:30	Welcome Function	Superbowl
WEDNESDAY, 9 SEPTEMBER 2026 Responding to the reality for a sustainable feed industry			
07:00	17:00	Registration Open	King's Ballroom Foyer
07:00	22:00	Exhibition Open	Superbowl
07:00	08:00	Welcome refreshments	Superbowl
08:00	10:05	Plenary 2 AMR & BIOSECURITY: SCIENCE, COMPLIANCE AND RESILIENCE	King's Ballroom
		Keynote 2	
		Presentation 1	
		Panel discussion 1 – Biosecurity & Antimicrobial Stewardship in South Africa: Current Status and One Health Response	
10:05	10:55	Tea / Coffee Break	Superbowl
10:55	13:15	Breakaway Sessions MARKETS AND NUTRITION: DRIVERS OF INDUSTRY PERFORMANCE	King's Ballroom
		SESSION 1 Markets, risks & economics	SESSION 2 Nutritional strategy, requirements & constraints
		Presentation 2	Presentation 4
		Presentation 3	Presentation 5
		Panel discussion 2 – Livestock sector outlook: Challenges and opportunities across species	Presentation 6
			Presentation 7
13:15	14:45	Lunch	Superbowl
14:45	16:35	Breakaway Sessions SUSTAINABILITY IN FEED MANUFACTURING & NUTRITION	King's Ballroom 1 / 2
		SESSION 3 Sustainability: From reality to action	SESSION 4 Nutrition: Efficiency, performance & application
		Presentation 8	Presentation 11
		Presentation 9	Presentation 12
		Presentation 10	Presentation 13
16:35	17:25	Tea / Coffee Break	Tea / Coffee Break
17:25		Delegates at leisure	Sun City
17:00	20:00	Sponsored Commercial Sessions	King's Ballroom 1 / 2
	22:00	Exhibition close	Superbowl

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TIME		DESCRIPTION	VENUE
THURSDAY, 10 SEPTEMBER 2026			
Innovating for Tomorrow			
07:00	12:00	Registration Open	King's Ballroom Foyer
07:00	12:00	Exhibition Open	Superbowl
07:00	08:00	Welcome refreshments	Superbowl
08:00	10:35	Plenary 3 AI & DIGITAL TRANSFORMATION IN THE FEED INDUSTRY	King's Ballroom
		Keynote 3	
		Keynote 4	
		AFMA Student Industry Case Challenge	
		AFMA Awards	
10:35	11:20	Tea / Coffee Break	Superbowl
11:20	13:10	Plenary 4 FROM DATA TO DECISIONS: INNOVATION IN FEED MANUFACTURING	King's Ballroom
		Presentation 14	
		Presentation 15	
		Presentation 16	
12:00		Exhibition Breakdown	Superbowl
13:10	14:30	Lunch	King's Ballroom Foyer
14:30	16:50	Closing Plenary 5 PREPARING FOR THE NEXT DECADE	King's Ballroom
		Keynote 5	
		Panel discussion 3 - Future Legislative landscape & market access	
		Keynote 6	
16:50	17:30	Tea / Coffee Break	Foyer
17:30	18:30	Pre-drinks for Closing function	Seers Court & Kings Ballroom Foyer
18:30	22:00	Closing function	Valley of the Waves
FRIDAY, 11 SEPTEMBER 2026			
10:00		Delegates check out and departure	Various Hotels