

AFMA Forum 2026

8–10 September 2026 • Sun City • South Africa

DRAFT PROGRAMME OVERVIEW

TIME		DESCRIPTION	VENUE
MONDAY, 7 SEPTEMBER 2026			
08:00	00:00	Exhibition Build-Up (Custom stands)	Superbowl
TUESDAY, 8 SEPTEMBER 2026			
06:00	11:00	Exhibition Build-Up (Custom & General stands)	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
16:10	17:10	AFMA General Meeting (All AFMA members)	Seers Court
16:10	17:40	Tea / Coffee Break	Foyer @ Warriors
18:30	22:30	Welcome Function	Superbowl
WEDNESDAY, 9 SEPTEMBER 2026			
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
10:05	10:55	Tea / Coffee Break	Superbowl
10:55	13:15	Breakaway Session 1 MARKETS & NUTRITION: DRIVERS OF INDUSTRY PERFORMANCE	King's Ballroom
13:15	14:45	Lunch	Superbowl
14:45	16:35	Breakaway Session 2 SUSTAINABILITY IN FEED MANUFACTURING & NUTRITION	King's Ballroom
16:35	17:00	Tea / Coffee Break	Superbowl
17:00		Delegates at leisure	Sun City venues incl Superbowl
17:00	18:00	Sponsored Commercial Sessions 1 & 2	King's Ballroom 1 & 2
18:00	19:00	Sponsored Commercial Sessions 3 & 4	King's Ballroom 1 & 2
19:00	20:00	Sponsored Commercial Sessions 5 & 6	King's Ballroom 1 & 2
	22:00	Exhibition Close	Superbowl
THURSDAY, 10 SEPTEMBER 2026			
07:00	12:00	Registration Open	King's Ballroom Foyer
07:00	12:00	Exhibition Open	Superbowl
07:00	8:00	Welcome refreshments	Superbowl
08:00	10:35	Plenary 3 AI & DIGITAL TRANSFORMATION IN THE FEED INDUSTRY	King's Ballroom
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
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
16:50	17:30	Tea / Coffee Break	King's Ballroom Foyer
17:30	18:30	Happy Hour sponsored by Automill	Seers Court & King's Ballroom Foyer
18:30	22:00	Closing function	Valley of the Waves
FRIDAY, 11 SEPTEMBER 2026			
10:00		Delegates check out from hotels and departure	