MEDIAVRYSTELLING

VIR ONMIDDELLIKE VRYSTELLING 16 September 2024

NAMPO KAAP 2024 - 'N BAKEN VIR DIE LANDBOUGEMEENSKAP

Bredasdorp, Wes-Kaap – NAMPO Kaap 2024, aangebied deur Graan SA in samewerking met Bredasdorp Park NPC, het nog 'n suksesvolle Ekspo van **11-14 September 2024** afgesluit. Die vierdag-geleentheid het **45 894 besoekers** gelok en innovasies regoor die landbousektor ten toon gestel. Dit het sy posisie verstewig as 'n noodsaaklike platform vir bedryfslui, industrie rolspelers, produsente en die breër gemeenskap om die nuutste tegnologie te verken, huidige uitdagings te bespreek en die toekoms van landbou te vier.

NAMPO Kaap 2024, wat sy **5de bestaansjaar** gevier het, het met die tema *"Landbou: Die Ruggraat van Ekonomiese Groei"* gefokus op die belangrike rol wat die landbousektor speel in die bevordering van beide die nasionale en globale ekonomie, sowel as voedselsekerheid. Henk Aggenbach, voorsitter van Bredasdorp Park NPC, het die **ekonomiese hupstoot** wat die ekspo vir die streek bring, uitgelig, wat 'n geskatte **R15 miljoen tot R25 miljoen** bygedra het tot die plaaslike ekonomie en meer as **100 werksgeleenthede** in die Overberg-distrik, tydens die ekspo geskep het.

Die Minister van Landbou, John Steenhuisen het op Vrydag, 13 September 'n blitsbesoek aan NAMPO Kaap gebring. Minister Steenhuisen het 'n kort toer deur die ekspo geneem en 'n paar sleutelgesprekke met vennote gehad, maar het bowenal die gasvryheid en atmosfeer terdeë geniet.

'n Kenmerk van die geleentheid was sy **diversiteit in uitstallers en program aanbieding**. Met meer as 600 uitstallings en 'n nuwe rekord van 542 uitstallers, het NAMPO Kaap die nuutste tegnologie, masjinerie en landbouprodukte aan die Wes-Kaapse gemeenskap en ander besoekers ten toon gestel. Die uitbreiding van die uitstalruimte met 38 bykomende erwe het die verhoogde vraag na ruimte aangespreek, terwyl die nuutste landboumasjinerie en tegnologie, insluitend battery-aangedrewe voertuie, op 'n spesiale demonstrasiebaan ten toon gestel is.

Een van die hoogtepunte van NAMPO Kaap 2024 was die **Skaaphond-ekspo**, wat saam met die Suid-Afrikaanse Skaaphondvereniging aangebied is. Besoekers het skouklasse en veilings bygewoon, terwyl die **Nasionale Toyota Jong Afslaerskompetisie** ook vir groot opwinding gesorg het. Vermaak en kulturele vertoonvensters was ook sleutelhoogtepunte, met daaglikse optredes deur die **Suid-Afrikaanse Lipizzaners** en 'n lewendige **Fynbosfees**, wat die streek se unieke plantbiodiversiteit ten toon gestel het.

Benewens tegnologie, het **jeugbetrokkenheid** die middelpunt geneem. 'n Spesiale skoolprogram wat deur die Wes-Kaapse departement van landbou aangebied is, het **500 leerders van 30 skole** bymekaar gebring, wat praktiese leerervarings gebied het om hul akademiese kurrikulums aan te vul. Die Overberg Streeksjeugskou, wat op die laaste dag plaasgevind het, het geleenthede gebied vir jong deelnemers om hul vaardighede oor verskeie landboudissiplines ten toon te stel.

"Landbou strek verder as net produksie. NAMPO Kaap speel 'n sleutelrol in die bevordering van landelike ontwikkeling en sosiale groei. Deur ons produsente met moderne tegnologie en kennis te bemagtig, kan ons produktiwiteit en inkomste verhoog. Verder skep die integrasie van landbou met sektore soos hernubare energie en biotegnologie nuwe geleenthede vir ekonomiese diversifikasie en innovasie. Dit dra by tot 'n meer volhoubare en robuuste landbousektor vir die toekoms", het dr Dirk Strydom, besturende direkteur van NAMPO (Edms.) Bpk, afgesluit.

NAMPO Kaap 2024 het sy doelwit bereik om 'n platform vir netwerkvorming, innovasie en die uitruil van kennis te skep en bly 'n belangrike bymekaarkomplek vir Suid-Afrika se landbougemeenskap, wat beide huidige en toekomstige generasies produsente inspireer.

NAMPO Kaap se datums vir volgende jaar is vasgestel vir 10-13 September 2025 op Bredasdorp Park. Besoek www.nampokaap.co.za vir meer inligting of volg ons op sosiale media platforms.

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MEDIA RELEASE

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NAMPO CAPE 2024 - A LANDMARK EVENT FOR THE AGRICULTURAL COMMUNITY

Bredasdorp, Western Cape – NAMPO Cape 2024, hosted by Grain SA in collaboration with Bredasdorp Park NPC, concluded another successful Expo from **September 11-14, 2024**. The four-day event attracted **45,894 visitors** and showcasing innovations across the agricultural sector, the event has cemented itself as a vital platform for industry professionals, farmers, and the broader community to explore cutting-edge technology, discuss current challenges, and celebrate the future of agriculture.

Celebrating its **5th anniversary**, NAMPO Cape 2024, themed “Agriculture: The Backbone of Economic Growth,” emphasised the pivotal role the agricultural sector plays in driving both the national and global economy and the crucial role of the sector towards national food security. Henk Aggenbach, Chairman of Bredasdorp Park NPC, highlighted the **economic boost** the event brings to the region, contributing an estimated **R15 million to R25 million** to the local economy and generating more than **100 jobs** for the Overberg District during the event period.

The Minister of Agriculture, John Steenhuisen paid a quick visit to NAMPO Cape on Friday, September 13. Minister Steenhuisen enjoyed a short tour of the expo and had a few key conversations with partners, but above all thoroughly enjoyed the hospitality and atmosphere.

A hallmark of the event was its diversity in **exhibitors and programming**. With more than 600 exhibits and a new record of 542 exhibitors, NAMPO Cape showcased the latest technology, machinery and agricultural products to the Western Cape community and other visitors. The expansion of the exhibition space with 38 additional stands addressed the increased demand for space, while the latest agricultural machinery and technology, including battery-powered vehicles, was showcased on a special demonstration track.

One of the highlights of NAMPO Cape 2024 was the Sheepdog expo, which was presented together with the South African Sheepdog Association. Visitors attended show classes and auctions, while the National Toyota Young Auctioneers Competition also provided great excitement. Entertainment and cultural showcases were also key highlights, with daily performances by the **South African Lipizzaners** and a vibrant **Fynbos Festival**, which showcased the region’s unique plant biodiversity

In addition to technology, **youth engagement** took centre stage. A special school’s programme hosted by the Western Cape Department of Agriculture brought **500 learners from 30 schools**, offering hands-on learning experiences to complement their academic curricula. The Overberg Regional Youth Show, which took place on the final day, offered opportunities for young participants to showcase their skills across various agricultural disciplines.

"Agriculture extends beyond just production. NAMPO Cape plays a key role in promoting rural development and social growth. By empowering our producers with modern technology and knowledge, we can increase productivity and income. Furthermore, the integration of agriculture with sectors such as renewable energy and biotechnology creates new opportunities for economic diversification and innovation. This contributes to a more sustainable and robust agricultural sector for the future", Dr Dirk Strydom, MD of NAMPO (Pty) Ltd. concluded.

NAMPO Cape 2024 achieved its goal of creating a platform for networking, innovation and the exchange of knowledge and remains an important gathering place for South Africa's agricultural community, inspiring both current and future generations of farmers.

NAMPO Cape's dates for next year have been set for 10 - 13 September 2025 at Bredasdorp Park. Visit www.nampocape.co.za for more information or follow us on social media platforms.

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Issued by:
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