



FIRST EVER WAGYU VIRTUAL INTERNATIONAL CONFERENCE

10-12 November 2020 | Host country: South Africa

WAGYU SOUTH AFRICA

In partnership with the South African Wagyu Society and the South African National Convention Bureau.

Highlights

- Why Wagyu can make the claim that it has a superior product
- International Wagyu cook-off by some of the world's best chefs
- Reasons to be optimistic about Wagyu's international demand
- The case for Wagyu as part of a healthy diet
- Carcass grading technologies and systems

PROGRAMME

DAY 1

Theme: Wagyu's international development continues

19:00-19:20 Welcome – convener and key sponsor
19:20-19:30 Opening and handover – Mr Scott de Bruin – Chairman of Wagyu World Congress in 2015
19:30-19:50 Mr Roelf Meyer – The value of cooperation
19:50-20:00 Mr Yukio Sato – Succeeding internationally by adopting Japanese values
20:00-20:30 Prof Dale Woerner – Why Wagyu can claim it has a superior product

20:30-20:45 Break

20:45-21:30 Chairman/CEOs in the Wagyu industry – Feedback from all major countries
21:30-22:00 Panel discussion – Vision for the future of Wagyu internationally

DAY 2

Theme: Celebrating the product

19:00-19:10 Welcome – convener and key sponsor
19:10-20:15 Chef's corner – Wagyu cook-off between four top international chefs – two from America, one from Australia and South Africa's MasterChef

20:15-20:30 Break

20:30-21:15 Mr Andrew Cox, Mr JK Ha and Mr Charlie Bradbury – Reasons to be optimistic about international demand for Wagyu and Akaushi
21:15-21:45 Dr Alison Van Eenennaam – The importance of innovation to the future of beef production
21:45-22:15 Prof Tim Noakes – The case for Wagyu meat as part of a healthy diet
22:15 Panel discussion – Reasons to be optimistic about Wagyu

DAY 3

Technical sessions

19:00-19:10 Welcome – convener and key sponsor
19:10-19:45 Mr Andrew Cromie (ICBF) – Genetic evaluations: the Irish beef and dairy experience of going global
19:45-20:30 Carcass grading technologies and systems (15 minutes per session) – MJJ (Japan); Masterbeef OCM technology (Australia); E&V technologies (Germany)

20:30-20:45 Break

20:45-21:15 Wagyu certification programs (10 minutes per delegate)
21:15-21:45 Genetic evaluation (10 minutes per delegate)
21:45-22:15 CEOs and chairmen's open meeting with facilitator – Feedback from the previous international conference; creating a bold joint vision; establishment of a world Wagyu organising and technical committee



America (CST) – 11:00-14:00
South Africa (SAST) – 19:00-22:00
Australia – 11-13 November (AEDT) – 04:00-07:00

TICKETS: USA \$50 / R500
E-mail: events@landbou.com



TICKETS

Bookings and payments on Quicket:

<https://www.quicket.co.za/events/114068-wagyu-virtual-international-conference/#/>

Alternatively: You are welcome to pay via EFT. Please e-mail the proof of payment as well as the name/s and e-mail address/es of the person/s who should get access to the online conference to events@landbou.com

- **Banking details:**
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