

AGENDA

Activating Indigenous Food Systems for Tourism, Product Innovation & Market Transformation

DATE

29 – 30 October 2026

VENUE

Vergenoegd Löw Wine Estate
Western Cape, South Africa

AN AFRICARIBBEAN FLAGSHIP DIALOGUE AND PARTNERSHIP FORUM

UNDER THE WILD INITIATIVE™

THE WILD EXCHANGE

2026

AgriLuxe Marketing

IN COLLABORATION WITH
FAO, FANRPAN, IITA, THE CHIRANDU GROUP

The WILD[1] Initiative™ is an AfriCaribbean market activation platform repositioning indigenous food systems as drivers of luxury tourism, culinary innovation, and cross-regional trade. The WILD Exchange is its flagship dialogue and partnership pillar, convening senior leaders to mobilise high-potential opportunities at the intersection of indigenous crops and premium markets.

What We're Building

Curated fine dining and food experiences are among the fastest-growing travel trends worldwide, yet African and Caribbean indigenous crops remain underrepresented – an untapped opportunity with immense potential. Global culinary tourism is projected to surpass $1 trillion by 2030. The AfriCaribbean corridor, with its impressive indigenous crop diversity and deepening institutional momentum, is well placed to capture a meaningful share of this growing market by positioning indigenous food systems at the heart of premium gastronomy, heritage tourism, and cross-regional product innovation. The window for first-mover advantage is open now, but it will not stay open indefinitely.

The WILD Exchange 2026 is a working session designed to convert that opportunity into commitments to engage before delegates leave the room.

[1] WILD = Wholesome | Indigenous | Local | Diverse™

THE WILD EXCHANGE

ACTIVATING INDIGENOUS FOOD SYSTEMS FOR TOURISM, PRODUCT INNOVATION & MARKET TRANSFORMATION

PROGRAMME

OCT 29 Executive Roundtable Discussion 08:30 – 15:40

08:30 **WELCOME** – Opening Remarks & Keynote Address

CO-CHAIRS

Dr. Adesimi Freeman, Senior Advisor and Consultant, World Bank

Mr. Kudzai Bingepinge, Managing Director, The Chirandu Group

OPENING REMARKS

Mr. Le Roux Malan, Operations Manager, Vergenoegd Löw Agricultural and Wine Estate

Dr. Adebola Oruma, Head, Bottom of Pyramid Group, MSME Directorate, Bank of Industry, Nigeria

Dr. Lewis Hove, Resilience Team Leader, Subregional Office for Southern Africa, Food and Agriculture Organization (FAO)

SPECIAL ADDRESS

Mr. Randall Dolland, Chairman, Grenada Tourism Authority

Delivery via video

KEYNOTE ADDRESS

The Honourable Barbara Rwodzi, Minister of Tourism and Hospitality Industry, Zimbabwe

09:30 **OVERVIEW** – The WILD Opportunity: Purpose, Outcomes & Approach

The rationale behind the Exchange and its agenda: Place, Product and People

Ms. Jeanette Sutherland, Founder, AgriLuxe Marketing

09:45 **SESSION I** – Setting the Stage: From Commodity to Cultural and Economic Asset

Positioning Indigenous Crops at the Heart of Premium Tourism, Hospitality, and Destination Branding

Chair: Dr. Adesimi Freeman

Dr. Anna Trapido, Food Anthropologist & Culinary Consultant

Dr. Rachel Mkandawire, Programs Manager, Policy, Research, and Analysis, FANRPAN

Ms. Bertha Nherera, Managing Director, Orsha Wholesome Foods

Ms. Cecilia Shardey, Program Manager: Grants, Global Shea Alliance

Response: Dr. Hema Kesa, Director, Food Evolution and Research Center, School of Tourism and Hospitality, University of Johannesburg

10:35 **COFFEE BREAK**

SESSION II – The Business Case: The Evidence for the WILD Economy

10:45 **Chair:** Mr. Kudzai Bingepinge, Managing Director, The Chirandu Group

The Market Evidence: SME Voices on Hospitality Demand and Product Innovation

Participating enterprises share evidence from their businesses – customer demand, market traction, innovation opportunities and constraints to growth – to inform two interconnected commercial discussions.

SPOTLIGHT A – Hospitality as Market Maker

Focus: What evidence shows that indigenous ingredients and heritage-led culinary experiences can create distinctive, commercially viable premium hospitality and tourism offerings? What would enable these opportunities to expand through sourcing and destination partnerships?

Moderator: Dr. Anna Trapido, Food Anthropologist & Culinary Consultant

SPOTLIGHT B – Product Innovation in Motion

Focus: What market opportunities and enterprise capabilities could support commercially promising indigenous-ingredient products and cross-regional collaborations? What would make them distinctive, viable and scalable?

Moderator: Ms. Lerato Mokonyane, Head, Chirandu Botanica, The Chirandu Group

CROSS-CUTTING RESPONSE – Enterprise Development and Commercialisation

Response: Dr. Sussy Munialo, ARUA Center of Excellence in Sustainable Food Systems, University of Pretoria

CONTRIBUTING ENTERPRISES AND ORGANISATIONS

- Ms. Shadel Nyack Compton, Managing Director, Belmont Estate
- Ms. Annabel Ola, Founder, BEKIRI
- Ms. Kim M. Reynolds, Maker & Founder, Home Spice
- Chef Wunmi Durosinmi-Etti, Founder, Oúnjẹ Co.
- Ms. Khanya Mncwabe, Co-founder & CEO, Matawi
- Ms. Siphiwe Sithole, Founder, African Marmalade
- Ms. Cecilia Shardey, Program Manager: Grants, Global Shea Alliance
- Chef Jeanette Marcelle, Founder & CEO, Handmade by Jeanette Co
- Chef Gracia Bvute, CEO, Pabvute Gourmet
- Chef Muneera Tahir, Founder, Dine for Impact
- Chef Absalom Kotsokoane, Executive Chef & Founder, Happy Spoon Ltd
- Ms. Roushana Gray, Founder, Veld & Sea
- Ms. Retang Phaahla, CEO, Setšong African Tea Crafters

12:30 **LUNCH**

13:30 **SESSION III** – From the Table to the Market: Investment, Policy & Enabling Partnerships

Investment, development and policy partners pressure-test the pipeline, responding to the market evidence from Session II. Together with participants, they identify the most actionable opportunities across destination-led culinary tourism, cross-regional product innovation and SME development, and the enabling support, partnerships and next steps that could advance them

Chair: Dr. Adesimi Freeman, Senior Advisor and Consultant, World Bank

INVESTMENT, DEVELOPMENT & POLICY PARTNERS

Dr. Adebola Oruma, Head, Bottom Pyramid Group, MSME Directorate, Bank of Industry Nigeria

Ms. Chrismaine Abrahams, Agriculture Manager, West Coast, FNB Business, FNB Agriculture

Mr. Paul Makube, Senior Agricultural Economist, FNB Commercial

Dr. Lewis Hove, Resilience Team Leader, FAO Subregional Office for Southern Africa

Dr. Rachel Mkandawire, Programs Manager, FANRPAN

Mr. Kudzai Bingepinge, Managing Director, The Chirandu Group (Chirandu Capital)

Dr. Rofhiwa Mulaudzi, Deputy Director, Biotechnology, Department of Science, Technology and Innovation (DSTI), South Africa

Dr. Andile Grootboom, Deputy Director, Indigenous Knowledge-Based Technology Innovation, DSTI

15:00 **COFFEE BREAK**

15:10 **CLOSING SESSION** **Chair:** Dr. Adesimi Freeman

SME Voices: *Voluntary SME reflections on what resonated, what remains unresolved and what would be useful next.*

15:30 **SYNTHESIS** – Summary Thoughts

Dr. Adesimi Freeman

15:35 **CLOSING REMARKS** – Wrap-up

Ms. Jeanette Sutherland

OCT 30 Immersive Experiences: Indigenous Food Systems in Practice

09:00 **DEPARTURE** – Transfer from Vergenoegd Löw to !Khwa ttu

10:30 **ARRIVAL & SITE VISIT** – !Khwa ttu: Indigenous Ingredients in Practice (arrival approx. 10:30)

Welcome and overview of !Khwa ttu's food and heritage tourism model · guided museum tour · lunch on site

13:00 **DEPART SITE** – Return transfer to Vergenoegd Löw (*arrival approx. 15:00 – 15:30*)

18:00 **COCKTAIL SESSION** – Executive networking

19:30 **WILD FEAST GALA DINNER**

A multi-course dinner with a provenance note for each course – the crop, its origin, the producer and the innovation story behind it

An Exchange Report will be circulated within 30 days of the Roundtable discussions.