



Coming to Grips with Agri-Competitiveness Measuring and Analysis

This public lecture is part of the Agricultural Trade Policy Institute's lecture series that focuses on sharing information to stimulate public dialogue on agricultural trade policy in Namibia. Furthermore, the lecture series creates an avenue for sharing the latest trends in the agri-trade policy space.

About the Speaker

Prof Johan van Rooyen is the director of The Standard Bank Centre for Agri-leadership and Mentorship Development, and a Professor Emeritus in Agricultural Economics at Stellenbosch University (SU). He teaches Agri-business Strategy, Agricultural and Rural Development, and Business Cases at SU. He also lectures at the Universities of the Free State, Pretoria, Antwerpen and Ghent, Belgium. To date, he has published more than 100 peer-group refereed scientific papers, and presented over 100 papers at local and international events. He is a National Research Foundation (NRF) rated scientist. Prof van Rooyen serves on several boards of agri-business companies and agencies. He is currently a board member of the International Agri-business and Food Industry Management Association and serves on an expert panel of the World Competitive Report, University of Lausanne, Switzerland, amongst others.



Previous Employment

- The Development Bank of Southern Africa (1984-1993) - Executive Group Manager, Agriculture and Rural Development; and Director of the Centre for Policy Analysis
- Director of the Postgraduate School for Agricultural and Rural Development and Professor in the ABSA Chair of Agribusiness Management, University of Pretoria (1993-2002)
- Chief Executive Officer, Agri-business Chamber of South Africa (1998-2002)
- Chief Executive Officer of the South African Wine Industry Council (2003-2008)

Research Interests

Agri-business, Agricultural and rural development, Agricultural Extension and Agricultural Economy with a special focus on competitive analysis.

Date: Thursday, 04 March 2021

Time: 18:00 - 19:30

Venue: Brahms Street, Mining Auditorium, NUST Lower Campus

Enquiries

Mr Salomo Mbai
Director: Agricultural Trade Policy Institute (ATPI)
T: +264 61 207 2141/2194
E: smbai@nust.na

Dr Thinah Moyo
Co-Director: ATPI
T: +264 61 207 2331
E: thmoyo@nust.na



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