

# RE: HOSTING OF WORLD AVOCADO CONGRESS 2027 IN SOUTH AFRICA



## LETTER OF ENDORSEMENT

To Whom it May Concern

January 2023

At Netafim South Africa we were pleased to hear that the South African Avocado Growers' Association (SAAGA) will submit a bid to host the World Avocado Congress in 2027.

On behalf of Netafim South Africa please take this letter as a pledge of our support to the South African Avocado Growers' Association (SAAGA) in submitting a bid to host the World Avocado Congress in 2027.

As a local business unit in a global irrigation company, we have time and again seen the massive value of strong international relationships, sharing of ideas across borders and the opportunity to learn from your counterparts across the globe. The avocado industry in South Africa has made massive strides and we have farmers who are world leaders in advanced avocado farming practices. Furthermore, the industry has a thirst for knowledge and further advancement. It would be immensely valuable for not only the visitors from other countries but also our local farmers and industry role players if a global platform for knowledge sharing is hosted in South Africa.

The World Avocado Congress is key in creating a platform for global interaction and we agree that South Africa is ideally positioned to host a successful World Avocado Congress in in 2027.

With the expertise within SAAGA and South Africa's excellent track record of hosting international events, we are confident that South Africa is ready to host the World Avocado Congress in 2027, both in terms of available facilities and the wide variety of tourist attractions that are available for visiting delegates. They have our full support.

Regards  
Michael Esmeraldo



Managing Director  
Netafim South Africa  
michael.esmeraldo@netafim.com