



INVITED SPEAKERS



Prof James R Carey

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The evolutionary demography of humans as an industrial engineering problem

James R. Carey is Distinguished Professor of Entomology at the University of California, Davis, and Senior Scholar in the Center for the Economics and Demography of Aging at UC Berkeley. Carey has taught workshops on information design and presentation strategies in science throughout the world including the European Doctoral School of Demography and the Consortium for Advanced Research Training in Africa.



Benji Coetzee

Calibre Capital
South Africa

Benji is an energetically intentional South African behavioral industrialist, polymath, mental-athlete and protagonist for a Forbes Top60 woman in technology (2018), a Top50 woman by Entrepreneur Magazine, trailblazer for change by CNBC Africa and impact challenger by Singularity University.

She is founder of "Emptytrips" and "Seedpitch Consulting", whilst serving as an executive board influencer to companies listed in South Africa, Saudi Arabia, Dubai, and America.

Prior to entrepreneurship, Benji spent a decade within professional services in South Africa, Germany, Switzerland, and Dubai across strategy consulting, investment banking and insurance with the Boston Consulting Group, Singular Group and HSBC.

Benji is also founder of AI-freight marketplace "Emptytrips"; uses algorithmic space matching and behavioral science to influence better operational decisions to reduce space, cost and

carbon wastage on fleets. It boasts numerous awards including IITPSA Technology Excellence'18, Singularity U impact Venture'18, Frost & Sullivan Logistics Innovation'18.

Seedpitch has been recognised as one of the fastest growing strategic performance partners to executive leadership. Seedpitch Consulting enables progressive thinking paired with behavioural influence techniques for sustainable change.

Lastly, Benji is partner with investment company Calibre Capital to identify, invest in and grow businesses.

Benji holds a Bachelors (Finance) and Masters (Maritime) from Stellenbosch University and a LLM - Masters (Finance) from Goethe University in Germany.



Yanesh Naidoo

Sales and Design Director
Jendamark
South Africa

AS a 12-year-old boy, Yanesh Naidoo sold eggs and curry leaves to earn pocket money. Later, he moonlighted as a DJ to finance his B.Sc. Engineering studies in Mechatronics at the University of Cape Town. Today, as Jendamark's director of sales and design, he has a much more interesting product to offer – the ever-evolving technology landscape of Industry 4.0.

Yanesh started his career as a project engineer for Volkswagen South Africa, where he was responsible for managing all aspects involved in sourcing equipment for VW's production facilities.

It was this interest in automation that saw him join Jendamark as a business development engineer in 2004, serving various sectors including the automotive, pharmaceutical and packaging industries.

After the global economic crash of 2008, when many other industries turned inwards and diversified their interests locally, Jendamark took the bold step of seeking out new international markets and focusing solely on the automotive sector.

By then a company director driving this new vision, Yanesh was key in establishing new markets in Europe, Asia, Africa and North America. Under his guidance, Jendamark's technology exports have grown to over 95% of the company's annual turnover.

Today, he continues to identify opportunities for accelerated growth and aims to stay ahead of industry requirements by developing software solutions and using technologies such as augmented reality and virtual reality to create industry-leading assembly facilities.



Carel Snyman

Consultant
People | Energy | Mobility

Carel's involvement in energy started in 1988, when he joined the National Energy Council (NEC) – a governmental energy forum, funding related research and assisting government with the development of energy policy. He chaired various steering committees (Removing lead from petrol, optimising octane levels for petrol in South Africa, researching alternatives to petroleum, etc.) in collaboration with the automotive and oil industries. Most of his work focused on alternative transport energy and this led to the start of a programme to evaluate electric vehicle technologies and its application in South Africa.

When the NEC closed their doors in 1992 (due to changes in SA government), Carel continued his career at Eskom where he was responsible for and directed the Electric Transport Programme. Various electric vehicles were developed for demonstration purposes and put into real life operations. (Electric game viewing vehicle in the Kruger National Park, shuttle buses on Robben Island, Kyalami Business Park, etc.) A small electric utility vehicle developed locally with Nissan Sani was shown on the SA DTI stand in Paris, during April 2002. Eskom stopped doing work on electric vehicles in 2002 when the oil prices fell to \$12 a barrel - removing the risk to the country.

After a short career in information technology, Carel established his own business and energy consulting company in August 2006. Main clients were the Automotive Industrial Development Corporation and SANERI/SANEDI. In 2013 SANEDI persuaded Carel to take up a career in SANEDI as General Manager of the Cleaner Mobility Programme - in order to work with national government to lay the foundation for cleaner mobility in South Africa. Carel worked at SANEDI from June 2013 to January 2018. It was at SANEDI, working with city officials, that it became clear that by only changing the modes of transport to use energy more efficiently, is not the final road to sustainable mobility in cities. The city and its mobility options for people and freight needed to be re-invented. This led to work on a proposal to the African Development Bank for the development of smart cities with sustainable mobility in sub Saharan Africa – an ongoing project.

Currently, with the vision for sustainable cities for Africa in mind, Carel is actively developing community, energy and mobility products and projects, doing consulting, mentoring, lecturing and coaching.