

RSA DEALER CONFERENCE: 18-19 FEBRUARY 2026

TIME			Wednesday - 18 February 2026			
06:00	09:00		TRAVEL			
09:00	10:00	60	ARRIVAL and REGISTRATION			
09:45	10:00	15	Video			
10:00	10:10	10	Opening and Welcome			Lionel Coetzee
10:10	10:40	30	Business Update			Felix Seitz
10:40	11:05	25	Sales Objectives 2026			Robby Lee
11:05	11:35	30	Progress: Dealer Network			Fortune Moremi
11:35	12:30	55	Aftersales: Sparex			Richard Berner
12:30	14:00	90	LUNCH			
			Break-away Group Sesions	MF9S George Cilliers	NEW LHP OFFERING Ryan Clark	GOLD HARVEST & SPRAYERS - Thomas Wait SPAREX - Richard Berner
14:00	15:00	50	Group 1	Group 2	Group 3	
15:00	16:00	50	Group 2	Group 3	Group 1	
16:00	17:00	50	Group 3	Group 1	Group 2	
17:00	18:00	60	Free time			
18:00	22:00		Social and Dinner			

TIME			Thursday - 19 February 2026			
06:30	07:45		BREAKFAST			
07:40	07:55	15	Video			
07:55	08:00	5	Welcome			Lionel Coetzee
08:00	08:40	40	MF 2026 Marketing Campaign			Rob Keir
08:40	09:30	40	Aftersales: Technical			George Karp
09:30	10:30	60	The Funding Equation			Dawie Maree
10:30	10:50	20	TEA BREAK			
10:50	11:30	40	PTx - "Being prepared for the future and whats to come"			Jaco Viviers
11:30	12:00	30	The MF 9S Experience - "Voices from the field"			George Cilliers
12:00	13:00	60	<i>"World grain markets and the state of Southern African grain production and</i>			Corne Louw
13:00	14:00	60	LUNCH			
			Break-away Group Sesions	GREEN HARVEST and PLANTERS Nardu Schutte	MF 5M Ryan Clark	PTx Trimble - "Selling PTx with Confidence" Emile Renke
14:00	15:00	60	Group 1	Group 2	Group 3	
15:00	16:00	60	Group 2	Group 3	Group 1	
16:00	17:00	60	Group 3	Group 1	Group 2	
17:00	18:00	60	Free time			
18:00	22:00		Closing and Awards Dinner			