**IBD African Section Annual Chair Report 2017/18**

**Kate Jones Africa Chair**

The IBD Africa Section continues to be supported by the 3 major brewers in Africa with Heineken increasing their examination candidate numbers substantially in 2017. Diageo numbers remain steady although it is disappointing to see that Guinness Nigeria pulled out of the examinations in 2017

The takeover of SABMiller by ABInBev has resulted in global uncertainty of how ABInBev will support the IBD going forward

Current status is that ABInBev in Africa is using the IBD Diploma in Brewing as the training mechanism for new brewers & therefore is supporting membership & examination costs for those candidates actively writing exams

At the Africa Section Committee meeting last week the potential of running an African Convention in Kenya in 2019 was discussed

Historically these conventions have been a great success with 3 days of technical papers & posters plus a day of interaction with industry suppliers. The convention is also the only source of income that the IBD Africa, as a charitable institution, has.

Clive Belcher has been in dialogue with East African Breweries Limited for over a year regarding EABL’s support in hosting the convention to no avail & has now been told that Diageo in London must make the final decision. London as yet has not been approached

The 3 major brewers in Africa are Heineken, Diageo & ABInBev

Heineken do not support the Africa conventions

Diageo do – but not with significant numbers

The unknown here is what support will the convention receive from ABInBev. Historically SABMiller has provided the bulk of the delegates, however ABInBev has significantly reduced its travel budgets & it was considered that this potentially would result in a large reduction of the number of delegates that ABInBev would send

With a reduced number of brewers attending the suppliers are not likely to participate with their significant costs for stands & sponsorship

With consideration of all of these factors the Committee reluctantly decided that it was not feasible to offer a convention in Kenya next year

The Africa Section will get an indication of the level of ABInBev support by the attendance at the Asia Pacific Section convention in Wellington in March this year

Craft Brewers – as these numbers keep growing the IBD globally needs to find a way to engage with the brewers & to be relevant to them

The cost of the examinations & membership coupled with poor African exchange rates makes joining the IBD & writing exams extremely expensive especially for a small business starting off

A few candidates from the bigger craft breweries are writing again this year, as the craft beer industry in Africa matures a professional qualification is likely to become a requirement.

In an attempt to make the IBD better known & to attract more membership an Introduction to the IBD was held at Redrock Brewery, this was a social session with a short presentation, a brewery tour & a few beers. From the questions asked it was apparent that not that many of the attendees were aware of the function of the IBD. About 35 attended & despite the apparent interest sadly there was no follow up questions or membership applications

Continuing to try & market the IBD within the craft beer category stands were purchased at 2 Beer Boot Camps held in Johannesburg & Cape Town. Attendance was very poor compared to previous years with about 80 attending each session. These were primarily home brewers who did not see the IBD as at all relevant to them – so a disappointing response but we do need to keep marketing the IBD

There was an attempt to set up a Craft Brewers Breakfast to be held at Jack Black which did not come to fruition. However, the idea still does have merit & Clive will continue to try & get it set up for this winter

The Africa Section is trying to promote itself within the brewing fraternity so if any attending the AGM have any ideas regarding socials or events where the IBD could be involved – please let us know.

As I come to the end of my tenure as Chair of the Africa Section I would just like to thank my Committee members for their continued support over the last 2 years and in particular Alastair Kennedy, who in his position as Permanent Treasurer & Secretary has held this Section together. His continued efforts at resolving the financial issues that have dogged the Africa Section for many years have finally paid off & we finally have up to date audited accounts & can retain our charitable status

Thank you all

And as I step down I would like to welcome Apiwe Nxusani into the position of Africa Chair – good luck in your tenure in difficult & challenging times for the IBD

Kate Jones

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