



2019 CANNABIS CONFERENCE

The big business of cannabis

JUNE **27 & 28**

Emperors Palace
Convention Centre
JOHANNESBURG



Objectives of the conference

- To evaluate the laws and policies around cannabis with particular focus on the importance of legalising and legitimising its growth and use in South Africa.
- To investigate the pitfalls of cannabis legalisation.
- To examine the implications of marijuana legalisation for businesses/ organisations (the workplace).
- To explore the business opportunities offered by the cannabis industry and how marijuana legalisation helps to boost the country's economy.
- To examine the medicinal properties and health benefits of cannabis.
- To assess the risks associated with use of cannabis.
- To help enlighten potential cannabis growers on how to grow high quality cannabis crop and how to obtain a grower's permit/license.
- To network industry experts and enthusiasts

Speakers Include

Peter Searl
Managing Director
Transformus

Dr. Mary Nel
Senior Lecturer: Public Law
Stellenbosch University

Paul-Michael Keichel
Partner
Schindlers Attorneys

Jeremy Acton
Founder
Dagga Party of South Africa

Rhys Evans
Director
ALCO-Safe

Kareema Shaik
Senior Associate
Adams and Adams

Swayam Dash
Co-founder & Managing Director
Grand View Research, Inc.

Ralph Higgo
CEO
Medical Cannabis South Africa

Krithi Thaver
Founder
Canna Culture and Holistic Relief

Shaun Shelly
Founder
SA Drug Policy
Also co-chair of **SANPUD**

Rajat Saxena
Assistant Manager Healthcare
Research and Consulting
Grand View Research, Inc.

Jason Law
Managing Director
Cannabis Development Council of the Eastern Cape (CDCEC)

Myrtle Clarke and Julian Stobbs (Dagga Couple)
Founders
Fields of Green for All

Gad Avnon
Program/Clinical Director
Harmony Retreat

Peter-William Nel
CEO, Head Engineer
Green Engineering Solutions



Media Partners





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Conference Background

For decades, the growth and use of cannabis (also known as marijuana, weed, pot, dagga) for either recreational and/or medicinal purposes remained prohibited in almost every part of the world. Despite its illegality, marijuana use has been fairly common as it remained one of the most popular illegal drugs used in the world. Only most recently have some countries (Canada, Switzerland, Peru, Portugal, Italy etc.) decriminalised cannabis use, with others restricting its use for medicinal purposes only (Netherlands, New Zealand, Poland, Greece etc.). Most African countries have remained adamant to decriminalise the use of cannabis, except for Lesotho and Zimbabwe which recently legalised growth of marijuana for medicinal use. It was only last year on the 18th of September when the South African constitutional court legalised adult use of cannabis in private and growing enough for personal consumption.

Many celebrated this long awaited court's decision such that a competition titled "Bushmastery" was launched from January to May 2019, offering R1000 cash to anyone who can grow the biggest cannabis plant in the country. One could argue that this may be a strategy to encourage cannabis growers to venture into the burgeoning global cannabis industry. South Africa is amongst the very first few African countries to legalise marijuana use even though its usage is limited to the private sphere. What are the implications of this legalisation of marijuana for the country?

The cannabis plant is known to possess significant medicinal properties and health benefits, therefore, this is another interesting avenue to be explored at this upcoming conference. But then, although private personal consumption of cannabis was legalised, smoking it in public and trading the plant (buying and selling) remains illegal. Yet commercialisation of the crop could actually help to boost the country's economy considering the booming global cannabis market. The American cannabis analytics company New

Frontier Data suggested that legal cannabis could generate almost \$132 billion in federal tax revenue by 2025 in the United States (Washington Post). 80 000 new jobs were created in the American state of California alone due to cannabis sales. So what can South Africa learn from this? According to analytical strategy development professional Vladislav Lakcevic in his MBA thesis, legalising cannabis in South Africa will likely result in increased tax revenue coupled with decreased government expenditure on law enforcement. Interestingly, despite actively enforced prohibition, South Africa is said to be a major producer and global supplier of cannabis (United Nations office on drugs). Would it be possible to legalise the trading of cannabis and then come up with an authentic framework to regulate the industry which could generate billions for the country?

Moreover, just how much growth of cannabis is considered enough for personal consumption? And what are the implications of legalising marijuana for organisations (the work place)? Since the drug remains in a person's bloodstream for hours to days or even weeks after use, how can businesses set boundaries for marijuana use in the workplace? Furthermore, it is also interesting to note that global beverage company Coca-Cola has intentions of developing cannabis infused beverages which contain the ingredient cannabidiol, considering the growing market of the industry. What kind of ingredient is cannabidiol and what effects does it carry along? In fact, South African brewery, Poison City Brewing, recently produced a cannabis infused beer, Durban Poison, the first beer to be developed in the country. What does all this imply for the local cannabis industry? This conference offers a platform to discuss and shed light on all these issues.

It is not surprising that certain conservatives in South Africa, mostly in religious and political circles, are not pleased with the court's decision to legalise marijuana, arguing that there is "objective proof of the harmful effects of cannabis" (The Telegraph, UK). It can be argued that nothing has without effects! In fact, studies have shown that legalisation of cannabis poses certain public health risks.

Although the health benefits of cannabis have been widely celebrated, one should not overlook the pitfalls of marijuana legalisation. This ongoing debate on the decriminalisation of cannabis use is a pressing issue that needs attention. Hence, these issues are amongst the objectives of this conference, in order to gain more insight on the various effects of cannabis, both negative and positive, to discuss ways in which the plant can be utilised in doing more good than harm, and to explore the importance of growing the plant not only to the individual citizen, but also to the country as a whole, which could open up the eyes of those conservatives who seem to be against the legalisation of cannabis use. The Johannesburg Cannabis Conference brings together experts from the cannabis field to discuss the latest information regarding the plant/drug.

Target sectors

- Agriculture
- Beverage
- Textile
- Nutrition
- Health
- Fibres
- Oil
- Media
- Government agencies
- Universities
- Advertising
- Non-Governmental organisations



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PRELIMINARY PROGRAMME

Day 1 ~ Thursday 27 June 2019

08:00 REGISTRATIONS AND NETWORKING

08:45 Opening by Chairperson

09:15 **Topic: TBA**
Myrtle Clarke and Julian Stobbs (Dagga Couple)

10:00 An assessment of the cannabis industry in South Africa
Ralph Higgo, CEO, Medical Cannabis South Africa

10:45 REFRESHMENTS AND NETWORKING

11:00 Cultivating a plant and an industry
Peter Searll, Managing Director, Transformus

11:45 Evaluating the implications of legalising private use of cannabis
• the implications of the SA Constitutional Court judgment on cannabis
Dr. Mary Nel, Senior Lecturer of Public Law, Stellenbosch University

12:30 Global Reefer Regulation: Reaping the Rewards, Recognising & Reducing the Risks.
• An outline of risks associated with legal regulation of cannabis production and trade
• Why some risks are more relevant than others
• Possible ways of reducing risks associated with the legal regulation of cannabis
Shaun Shelly, Founder of SA Drug Policy (Also co-chair of SANPUD)

13:15 NETWORKING LUNCH

14:15 What valid framework could be utilised to monitor and control the cannabis industry
• Discussion on the opportunity that proper regulation presents, from a socio-economic perspective
Paul-Michael Keichel, Partner, Schindlers Attorney

15:00 An evaluation of the research and development regarding production of hemp, research and technology development and commercial feasibility
• Novel technologies used for the production of hemp fiber, extraction of hemp CBD oil (Alcohol extraction, Supercritical CO2 Extraction, Butane/Propane Extraction, Solvent free extraction and other extraction technologies)
• Key health benefits of CBD oil (with case studies and clinical investigational data)
• Technology development regarding plant growing, oils/concentrates extraction, buds drying and curing and other technologies
• Commercial feasibility (opportunity) in terms of expected revenue (if legalized) with the current user pool in South Africa, expected tax revenue for the government
Rajat Saxena, Assistant Manager Healthcare Research and Consulting, Grand View Research, Inc.

15:45 CLOSING AND NETWORKING

Day 2 ~ Friday 28 June 2019

08:00 REFRESHMENTS AND NETWORKING

08:45 Remarks by Chairperson

09:00 Implications of marijuana legalisation for the workplace
• Testing for THC: Challenges and Solutions
• Setting boundaries or policies for marijuana use at the workplace
Rhys Evans, Director, ALCO-Safe

09:45 Negative effects of prolonged cannabis use
• Long term effects
• Gate-Way drug
• Adolescents' misuse
• Effects on the Family
• Future Education
Gad Avnon, Program/Clinical Director, Harmony Retreat Rehabilitation Centre

10:30 REFRESHMENTS AND NETWORKING

11:00 How cannabis can play an integral role in improving our economy
Krithi Thaver, Founder of Canna Culture and Holistic Relief

11:45 Cannabis and Intellectual Property
• Trademark responsibility and other IP considerations
Kareema Shaik, Senior Associate, Adams and Adams

12:30 How South Africa can prepare itself for commercial medical cannabis production and what might this industry look like?
• Emphasis on project engineering and infrastructure required
• The technology, research and production lines
• The Do's and Don'ts of setting-up your commercial medical cannabis project from an engineering perspective
• The Do's and Don'ts of setting-up your commercial medical cannabis project from an engineering perspective
• The real costs associated with setting up a world-class medical cannabis project for global trade
• Give legitimate investment strategies and return on investment strategies
• How this strategic investing will boost the local economy.
• Based on the investment required for a project give some costs associated with that investment that gets pumped back into the local economy
Peter-William Nel, CEO, Head Engineer, Green Engineering Solutions

13:15 NETWORKING LUNCH

14:15 The role of the Cannabis Development Council of the Eastern Cape and how our role out strategy will benefit the rural farmers and all people wanting to participate in the South African Industry.
Jason Law, Managing Director, Cannabis Development Council of the Eastern Cape

15:00 Topic: TBA
Jeremy Acton, Founder, Dagga Party of South Africa

15:45 CLOSING AND NETWORKING



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Organised by



REGISTRATION FORM

To register, please complete form below

Participant 1: _____

Designation: _____

Company / Organisation: _____

Email: _____

Phone: _____

Participant 2: _____

Designation: _____

Company / Organisation: _____

Email: _____

Phone: _____

Participant 3: _____

Designation: _____

Company / Organisation: _____

Email: _____

Phone: _____

Postal Address: _____

Person dealing with accounts: _____

Country: _____

Company VAT No: _____

Email Address: _____

Signature: _____

Date : _____

By completing and signing this form, the signatory accepts the terms and conditions as stated on the registration form.

Please indicate your choice of payment method

Bank Transfer

Cash Deposit

Banking Details

Vukani Communication Consultancy (PTY)
First National Bank
Account No. 62584405867, Account Type : Cheque
Branch Name : Randburg Square
Branch Code: 261750

CONFERENCE FEE

R3,997 Per Delegate Excl. VAT
R2,997 for Groups Per Delegate Excl. VAT

Conference fee above INCLUDES the following entitlements: Entrance to session, registration pack, daily lunch and refreshment breaks.

Registration fees above EXCLUDES the following entitlements: Travel costs and accomodation.

REGISTER NOW

Terms and Conditions

- The following terms and conditions will apply
- Vukani Communication reserves the right, due to circumstances beyond our control, to change speakers, conference content, date and venue.
 - The signed registration form is a binding contract.
 - No seats will be reserved unless Vukani Communications receives a signed registration form.

SUBSTITUTIONS:

- Delegate Substitution. Substitution is welcome at any time and do not incur any additional charges. Please notify Vukani Communication in writing of any such changes at least 3 days before the date of the event.
- Please note that the speakers and topics were confirmed at the time of publishing however circumstances beyond the control of the organizers may necessitate substitutions, alterations or cancellations of the speakers and/or topics.
- As such, Vukani Communication reserves the right to alter or modify the advertised speakers and/or topics if necessary. Any substitutions or alterations will be updated and sent to you as soon as possible.
- Delegate substitution must be made in writing 7 days before the start of the event.

CANCELLATION:

By signing and returning the registration form, the authorizing signatory on behalf of the stated company is subject to the following terms and conditions.

Charge of 50% of the Registration Fees, plus R700 (+VAT) Administrative charge will be made for cancellations recieved in writing at least 14 working days prior to the event.

For any cancellations recieved in less than 7 working days before the date of the event, the full fee will be payable and no refunds or credit notes will be given.

If registered delegate does not cancel and fails to attend the summit, this will be treated as cancellation and no refund or credit will be issued