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## PALTRACK ATTENDS GLOBAL CITRUS CONFERENCE 2010 AS BRONZE PARTNER

Paltrack recently attended the Global Citrus Conference 2010 (GCC2010) at The Bay Hotel in Cape Town from 8<sup>th</sup> to 9<sup>th</sup> July 2010 as a Bronze Partner. Paltrack is proud to be able to support the South African Fruit Industry through participating in prominent events like the GCC2010 conference.



The conference programme, with speakers from all over the world, covered topical subjects highlighting current citrus industry issues locally and abroad. The conference offered excellent networking opportunities, not only for Paltrack but also for various stakeholders within the industry.

Justin Chadwick (CGA) commented as follows: *"The first Global Citrus Conference achieved all the goals set out by the organizing committee and Citrus Growers' Association (CGA). The program included expert speakers who covered all the hot issues facing citrus industry role players around the world – fresh speakers with fresh topics. Delegates will have left the conference with a firm grasp on what the international citrus scene looks like, and with much food for thought on how to meet the different challenges faced in a continuously changing environment."*

*The CGA paid tribute to the sponsors – sponsors have many alternative options when considering their promotion spend; the fact that they chose to support a citrus industry initiative is indicative of their commitment to the sector. Paltrack has been a key element of the citrus industry through the many years of regulation and deregulation, and it was fitting that Paltrack supported this event."*

### About Paltrack:

Paltrack (Pty) Ltd develops information technology solutions and provide these solutions to the fruit industry under license agreements. It is a wholly South African owned company with majority shareholder, the IMPERIAL Group. Paltrack is the leading supplier of information systems and related services to the South African fruit export industry. It operates within the vertical market from production unit to terminal facility and related entities. A number of ancillary services has been establishes to compliment the software solutions. These services are mainly related to information provision and setting of standards to ease information exchange. See [www.paltrack.co.za](http://www.paltrack.co.za) for more information.

