

Made in the Cape 2023: Post Show Report

Made in the Cape 2023 was launched to ramp up support for local exporters, deepening the Western Cape's positioning as a sought after source-market, and a producer of premium, sustainable products and services. The dedicated hosted buyers programme, initiated and hosted by Wesgro, brought together 31 buyers from 18 different countries from around the world, to meet and engage with Western Cape exporters. Bringing to life the digital trade matchmaking platform with in-person interaction, the 31 buyers pre-selected the exporters they wished to meet with through the www.capetradeportal.com.

International Buyer Attendance

Out of the +600 B2B meetings held, the 31 buyers left with +350 trade leads.

Buyers came predominantly from the following regions: Africa, the Americas, Asia and the Middle East, Europe, and the United Kingdom.

620
B2B MEETINGS

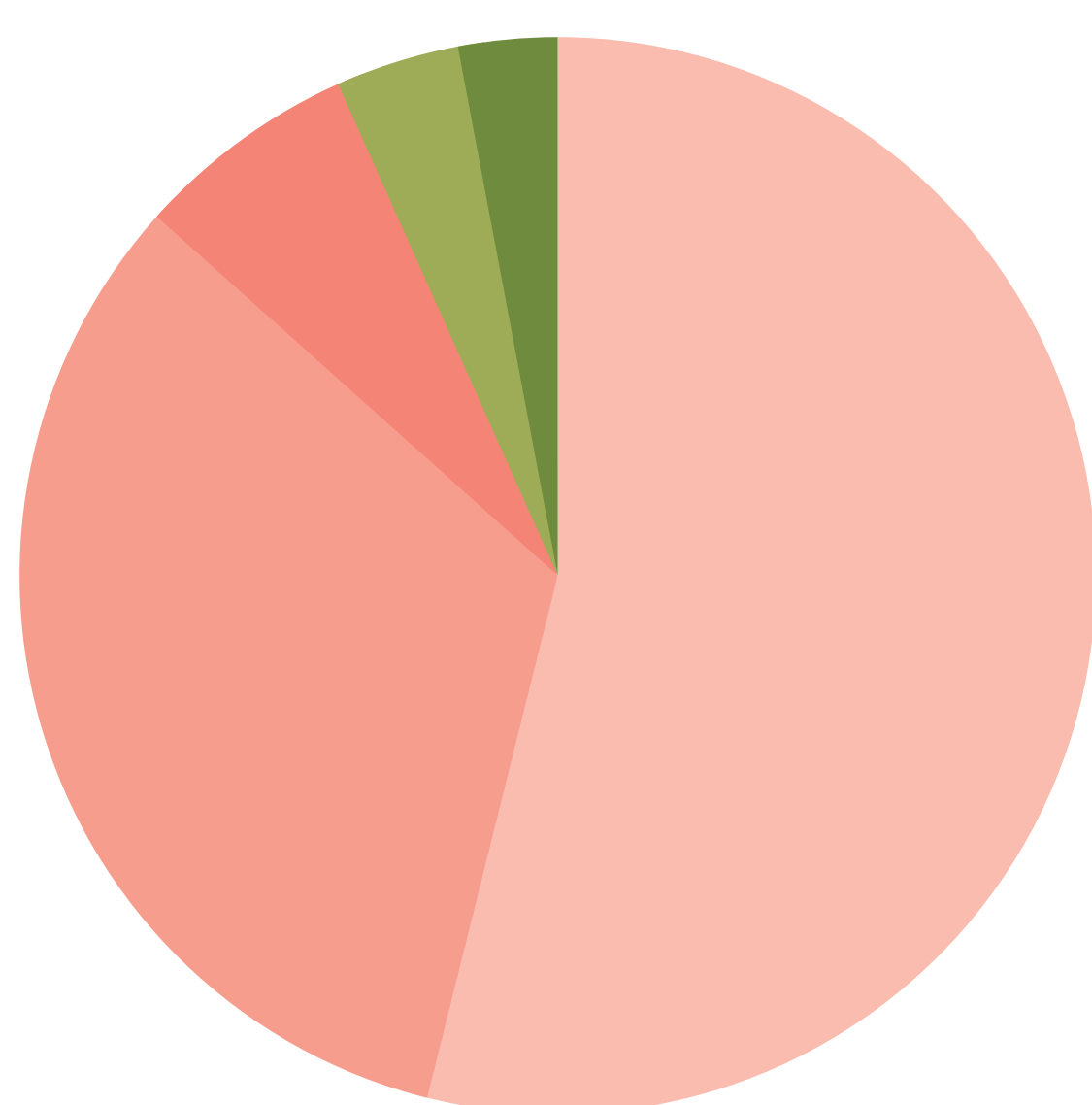
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TRADE LEADS

71% of the international buyers were from the Food & Beverage sector. Other key sectors included: Primary Agriculture, Manufacturing and Cosmetics.

Western Cape Exporter Selection

Using the Cape Trade Portal, the international buyers selected 269 unique suppliers for the B2B sessions.

70% of those selected were Food & Beverage focused. Other key sectors included: Primary Agriculture, Cosmetics, Manufacturing and Clothing and Textiles.



145	Cape Town
88	Cape Winelands
18	Cape West Coast
10	Cape Overberg
8	Garden Route



95% OF SOUTH AFRICA'S WINE COMES FROM THE WESTERN CAPE = 4% OF GLOBAL WINE PRODUCTION

#DidYouKnow

Following the conclusion of the programme, a Western Cape exporter confirmed a trade deal from a US-based buyer looking to source dried fruit. The trade deal was confirmed and signed, estimating a total of R6 million for the requested product.

Positive feedback following Made in the Cape 2023:

★ ★ ★ ★ ★ **84%**

of exporters rated the programmed 5 / 5 stars.
Over 50% of buyers gave the same perfect score

“Very slick!! Well organized and very clear and accurate matches!”
Food & Beverage, West Coast

“I’ve enjoyed coming to Made in the Cape 2023 to connect with suppliers. This is one event no buyer should miss. Excellent!”
Multi-sector, United States of America

“We thoroughly enjoyed the conference and will apply again in 2024. 85% of our meetings generated high-potential leads. The event was well organized and the staff very friendly.”
Food & Beverage, Cape Winelands

“Thank you to the Wesgro Team for arranging Made in the Cape 2023. The B2B program was extremely well organized and very efficiently managed during the arranged meetings. Thank you and well done!”
Primary Agriculture, City of Cape Town

“Awesome trade event put together by the Wesgro team!!!! The event was properly planned and well organized. Certainly, opened doors for many local Cape Town producers and one can see why Cape Town is the best-run region in South Africa.”
Food & Beverage, Botswana

“Made in the Cape 2023 was eye-opening event for doing Business with Cape Town. There are so many opportunities to do business with South Africa. The event was very well organized, and the Exporter / Buyer meeting was worthwhile.”
Food & Beverage, United Arab Emirates

“What an incredible event at the Vineyard Hotel recently. Brilliant consideration for pairing up potential business contacts with local CT companies. Well done to Cape Trade Portal and Wesgro!”
Manufacturing, City of Cape Town

“Outstanding possibility.”
Food & Beverage, Denmark

“I’ve enjoyed coming to Made in the Cape 2023 to connect with suppliers. This is one event no buyer should miss. Excellent!”
Multi-sector, United States of America