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Trade Promotion International Mission Plan 2019/20

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Wesgro Trade Promotion International Mission Plan 2019/20

Wesgro International Trade Mission Plan 2019-2020		
City, Country, & Dates	Focus + Stakeholder Involvement	Rationale
Addis Ababa, Ethiopia Date: 22-26 April Michael Gamwo	Outward Selling Mission (OSM) and Outward Foreign Direct Investment (OFDI) Mission Agro-processing + Trade-in-Services Stakeholder: Wesgro	<ul style="list-style-type: none"> Wesgro French knowledge advantage Geographic location as a hub for central African countries Traditional market with previous success Key growth market in Africa +/- 6% GDP Wesgro Air Access linkage
Shanghai, China Date: 16-18 May Denan Kuni Kgosi Motsoane	SIAL China http://www.sialchina.com Agro-processing + Wine Stakeholder: Wesgro/the dti/National Pavilion	<ul style="list-style-type: none"> Wesgro Strategic Market for Asia Project Khulisa Attended the show for the last 5 years
Amsterdam, Netherlands Date: 21-22 May Michael Matongo	PLMA Amsterdam www.plmainternational.com Stakeholder: Wesgro	<ul style="list-style-type: none"> The Netherlands is a key strategic export market for Western Cape agro-processed goods PLMA features more than 2,500 companies and 60 pavilions It attracts more than 14,000 visitors from more than 115 countries
Seoul, South Korea Date: 21-24 May Nadine Smith-Clarke	Seoul Food & Hotel www.seoulfoodnhotel.co.kr Stakeholder: Wesgro	<ul style="list-style-type: none"> 7th largest advanced economy 4th largest in Asia Pacific Imports over 70% of its food and agricultural products High consumer spending which increased in the 1st quarter of 2017 Dedicated to the Food, Wine and Spirits industries Programme will include B2B and in-market programme
Cape Town, Western Cape Date: 24 May Michael Gamwo Tatiana Dos Santos Denan Kuni Yaw Peprah	Africa Day Stakeholder: Wesgro/Western Cape Government	<ul style="list-style-type: none"> Wesgro organized event to create collaboration with African Ambassadors and CGs Strengthen relations with African Ambassadors and CGs to promote exports and OFDI Target Africa as the biggest Western Cape export market at R45B Target Africa as an OFDI market and align with the dti/DIRCO objectives Premier MEC Mayor
Cape Town, Western Cape Date: 4-6/10-11 June Nadine Smith-Clarke/Vuyo Geqe	EAP Training	EAP Training <ul style="list-style-type: none"> Module 1: Orientation to export Module 2: Preparing to export & develop an export marketing plan Module 3: Financial Risk Management Module 4: Export Costing and Logistics Module 5: Incoterms® 2010 & documentation
Vietnam and Indonesia Date: 11-15 June Kgosi Motsoane	Automotive components OSM Stakeholder: Wesgro/the dti	<ul style="list-style-type: none"> Both markets have the highest growth rates in Asia, with high potential for value-added manufactured products This is a dti led mission which also presents the Asia desk with the opportunity to arrange meetings with international trade agencies in the respective countries to gain more on- the-ground knowledge
New York, USA Date: 23-25 June Ruby Swigelaar	Summer Fancy Food Stakeholder: Wesgro	<ul style="list-style-type: none"> The Summer Fancy Food Show is the largest specialty food industry event in North America, and the premier showcase for industry innovation South African exhibitors are supported by the Southern African Trade and Investment Hub A platform used in the promotion of AGOA

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Yaoundé, Cameroon Date: 23-28 June Michael Gamwo	Halal Export and OFDI Mission Stakeholder: Wesgro	<ul style="list-style-type: none"> One of the largest export market for WC halal exports Conduit into West Africa Ideal Halal OFDI market Leverage off Halal Trade Missions from 2016
Cape Town, Western Cape Date: 25-27 June Nadine Smith- Clarke/ Vuyo Geqe	Inward Buying Mission (IBM) – Fashion Stakeholder: Wesgro	<ul style="list-style-type: none"> Development of the clothing and textile industry in the Western Cape Wesgro Trade Export Advancement Programme (EAP) focus Emerging Exporter focus Leverage off Africa Halal Week 2018
Delhi/Mumbai, India Date: 15-19 July Kgosi Motsoane	India OSM Agro-processing/Electro-technical/Defense and other manufactured goods Stakeholder: Wesgro/ the dti	<ul style="list-style-type: none"> India is a major export destination wherein South Africa has yet to achieve deep in-roads OSM presents a massive opportunity for Western Cape exporters manufactured products India is one of the largest markets in the world It presents several NTBs which this mission will attempt to navigate
Kuala Lumpur, Malaysia Date: 14-18 July Nadine Smith-Clarke	Cosmo Beaute Asia www.cosmobeauteasia.com Stakeholder: Wesgro	<ul style="list-style-type: none"> Cosmetics Trade – Biggest show in Asia represented in Malaysia Cosmetics market in Asia, one of the fastest growing markets The market value of the Asia Pacific has increased to more than US\$70billion Wesgro Trade EA focus
Luanda, Angola Date: 14-19 July Tatiana Dos Santos	Wine In-store Promotion in Shoprite Angola Aimed at increasing awareness and sales of SA wine brands in Angola Stakeholder: Wesgro/WOSA/DEDAT/DoA	<ul style="list-style-type: none"> Project Khulisa implementation Wesgro/DEDAT/DoA/WOSA/Shoprite Strategic Partnership
Yamoussoukro, Ivory Coast Date: 22-26 July Michael Gamwo	Halal Export and OFDI Mission Stakeholder: Wesgro	<ul style="list-style-type: none"> Muslims make up about 43% of the population of Côte- d'Ivoire Conduit into West Africa West Africa Halal strategy since 2016 Ideal Halal OFDI market
Thailand Date: 4-11 August Kgosi Motsoane	Bangkok FER requested OSM Food and Bev/Capital Equipment Stakeholder: Wesgro/the dti	<ul style="list-style-type: none"> Western Cape exports to the Philippines have been growing at a high rate in the last 5 years Mission is an opportunity to not only to introduce new companies to the market but to understand the landscape better for this majority English speaking country This mission also presents Wesgro Asia desk the opportunity to pay a courtesy visit to the SA mission in Thailand to improve relations and familiarity
Maputo, Mozambique Date: 25 August-2 September Tatiana Dos Santos	FACIM Trade Exhibition/Halal www.facim.org.mz Stakeholder: Wesgro/WOSA/DEDAT/DoA/ECDC	<ul style="list-style-type: none"> Demand/popular destination for Western Cape businesses Wesgro has an advanced knowledge of the Portuguese business culture Market size 30 million people Geographical location/proximity of market to SA Growing Halal consumer demand Mozambique is the third largest export market (USD8.24m) South Africa dominates the market in sparkling wines, volumes and value market with 82% of the market share South Africa is an SADC member country, SA exports qualify for a 20% duty waiver when exporting to Mozambique. Project Khulisa implementation

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Lagos, Nigeria Date: 26-30 August Michael Gamwo	Halal Trade and OFDI Mission Stakeholder: Wesgro	<ul style="list-style-type: none"> 31% of the population is Muslim – approx. 21 million people Wesgro has an advanced knowledge of the Portuguese business culture Geographic location as a hub for central African countries Traditional market with previous success
London, United Kingdom Date: 1-3 September Ruby Swigelaar	Halal OSM – Speciality & Fine Food Fair www.specialityandfinefoodfairs.co.uk Stakeholder: Wesgro	<ul style="list-style-type: none"> Wesgro strategic market and hub for WC products to enter Western Europe The UK currently has over the 3.1 million Halal consumers Halal Food and Drink is worth more than £900bn
Kuala Lumpur, Malaysia Date: 4-7 September Denan Kuni Kgosi Motsoane	Halal OSM – Food and Hotel Malaysia https://www.foodandhotel.com/ Stakeholder: Wesgro	<ul style="list-style-type: none"> Food & Hotel Malaysia (FHM) 2019 is the 15th Malaysian international exhibition of food, drinks, hotel, food service equipment and services related technology The exhibition showcases products and services from raw materials to finished food products and equipment FHM 2019 will also incorporate and feature Halal Food Asia 2019 and Bakery & Confectionery Malaysia 2019
Singapore Date: 10–12 September Kgosi Motsoane	TechXLR8 Tech/Services Mission Stakeholder: Wesgro	<ul style="list-style-type: none"> The largest tech expo in Asia Presents an opportunity to increase exposure of companies to offer their services abroad Attended by 8000 tech companies globally, including some of the largest in the world
Cape Town, Western Cape Date: 11-13/16-17 September Nadine Smith- Clarke Vuyo Geqe	EAP Training	EAP Training <ul style="list-style-type: none"> Module 1: Orientation to export Module 2: Preparing to export & develop an export marketing plan Module 3: Financial Risk Management Module 4: Export Costing and Logistics Module 5: Incoterms® 2010 & documentation
Miami, USA Date: 23-24 September RubySwigelaar	22nd Americas Food and Beverage show Stakeholder: Wesgro, TIKZN	<ul style="list-style-type: none"> Key show for accessing cruise liners, hotels, resort operators, restaurants, wholesalers and retailers Miami has agents/distributors representing virtually every region of the world
Miami, USA Date: 24-25 September RubySwigelaar	Africando Stakeholder: Wesgro, DEDAT	<ul style="list-style-type: none"> Key show for accessing hotels, resort operators, restaurants, wholesalers and retailers
Moscow, Russia Date: 24-27 September Denan Kuni	World Food Moscow www.world-food.ru/en-GB Stakeholder: Wesgro/the dti/National Pavilion	<ul style="list-style-type: none"> Visited market over last 2 years Large interest from WC companies to attend Key platform for introducing new products to Russia
Accra, Ghana Date: 16-23 September Tatiana Dos Santos	Accra Food Festival Wine Promotion/Project Khulisa Aimed at increasing awareness and sales of WC wine brands in Ghana Stakeholder: Wesgro/WOSA/DEDAT/DoA	<ul style="list-style-type: none"> Host Tasting Tents to pair the finest food, drink, hospitality and lifestyle celebration in Accra Wine and food cocktail (Ghana Food & Wine Pairing) with selected trade & consumers In- store promotion Project Khulisa implementation Wesgro/DEDAT/DoA/WOSA/Shoprite Strategic Partnership

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Accra, Ghana Date: 23-27 September Michael Gamwo	OSM + OFDI Mission Agro-processing + Trade-in-Services Stakeholder: Wesgro Trade/Air Access	<ul style="list-style-type: none"> Market size of 30 Million people Demand/popular destination for Western Cape businesses Traditional market with previous success Extensive Wesgro network and market knowledge
Paris, France Date: 27 September-3 October Nadine Smith-Clarke	Tranoi Femme Paris www.tranoi.com Stakeholder: Wesgro	<ul style="list-style-type: none"> Fashion Design companies focus Revenue in the Fashion segment amounts to US\$13,961m in 2017 Wesgro Trade EA focus
Riyadh, Saudi Arabia Date: 3-7 October Denan Kuni	Halal Export Mission + Exhibition Stakeholder: Wesgro	<ul style="list-style-type: none"> Wesgro Strategic Market for Middle East Proven successful platform for companies Leverage off buyers from market that attended IBM in October 2017/8 Follow-on from the fact-finding mission in February 2019
Toronto, Canada Date: October 2019 Ruby Swigelaar	OSM Canada Agro-processing – Food and Beverages Stakeholder: Wesgro/WOSA	<ul style="list-style-type: none"> Wesgro Strategic Market Strengthening and engaging with key stakeholders in Canada Supporting WOSA initiatives in Canada
Kampala, Uganda Date: 14-18 October Tatiana Dos Santos	Wine Trade Delegation to Uganda Media Cocktail: Wine and Food pairing Wine Promotion/Project Khulisa Aimed at increasing awareness and sales of SA wine brands in Uganda Stakeholder: Wesgro/WOSA/DEDAT/DoA	<ul style="list-style-type: none"> The Media cocktail will include wine and food pairing Pair South African wine with Ugandan food In store promotion in Shoprite Uganda Project Khulisa implementation Wesgro/DEDAT/DoA/WOSA/Shoprite Strategic Partnership Real GDP is expected to grow by 5.7% in 2019
Cologne, Germany Date: 5-9 October Michael Matongo	Anuga www.anuga.com Stakeholder: Wesgro/the dti/National Pavilion	<ul style="list-style-type: none"> the dti National Pavilion Attended over the last 2 years Excellent feedback from companies
Cape Town Africa Halal Week Date: 7-9 October Trade Unit	Africa Halal Week	<ul style="list-style-type: none"> Project Khulisa implementation Leverage off buyers from market that attended IBM in October 2017 Leverage off AHW 2018 Trade, Investment and Tourism focus
Warsaw, Poland Date: 27-31 October Denan Kuni	OSM Multi-sectoral + Trade-in-Services Stakeholder: Wesgro/SA Embassy Warsaw	<ul style="list-style-type: none"> Wesgro Strategic Market Forms part of Wesgro efforts to open the Eastern European region Proven successful platform for companies Leverage off buyers from market met during 2017/2018 missions Leverage off prominent buyers brought to Cape Wine 2018
Maputo, Mozambique Date: 1-5 November Tatiana Dos Santos	Wine Trade Delegation to Mozambique Media Cocktail Pairing Wine Promotion/Project Khulisa Stakeholder: Wesgro	<ul style="list-style-type: none"> Mini Wine Exhibition during Wine & food pairing cocktail event In-store Promotions in Mozambique Project Khulisa implementation Wesgro/DEDAT/DoA/WOSA/Shoprite Strategic Partnership
Gaborone, Botswana Date: 4-8 November Tatiana Dos Santos	Botswana OFDI Mission Multi-sectoral + Services Investment Stakeholder: Wesgro	<ul style="list-style-type: none"> Market proximity Traditional market Previous success Extensive engagement with BITC

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Cape Town, Western Cape Date: 4-8 November Michael Matongo	IBM – Europe SIPPO (Natural Ingredients, Dry, Fruits, Nuts) Stakeholder: Wesgro	<ul style="list-style-type: none"> Facilitate inward buying mission with key buyers engaged through missions and business seminars in-market and in the province
Nairobi, Kenya/Kigali, Rwanda Date: 4-9 November Michael Gamwo	OSM + OFDI Mission Multi-sectoral + Trade-in-Services Stakeholder: Wesgro	<ul style="list-style-type: none"> Geographic location as a hub for East African countries Wesgro French knowledge advantage Increased demand by Western Cape businesses to enter Kenya Established Wesgro connections/networks Wesgro French knowledge advantage Increased demand by Western Cape businesses to enter Rwanda New Air Access connection Cape town to Kigali Established Wesgro connections/networks
Shanghai, China Date: 5-10 November Denan Kuni Kgosi Motsoane	China International Import Expo Stakeholder: Wesgro/the dti /National Pavilion	<ul style="list-style-type: none"> Wesgro Strategic Market for Asia Import opportunities to China identified 2nd international import Expo in China to balance trade deficit globally, especially with developing economies BRICS advantage – forms part of Wesgro BRICS Strategy Leverage off attendance in 2018
Shanghai, China Date: 14-16 November Kgosi Motsoane	Food and Hotel China (Prowine) www.fhcchina.com Agro-processing and Wines Stakeholder: Wesgro/the dti/DoA	<ul style="list-style-type: none"> Wesgro Strategic Market for Asia Project Khulisa Implementation Focus on BEE wine brands and producers to enter Chinese market Strong collaboration with DoA
Luanda, Angola Date: 16-21 December Tatiana Dos Santos	Angola 5 Chefs 5 Wines – Pairing Dinner Angola/Wine Promotion/Project Khulisa Aimed at increasing awareness and sales of SA wine brands in Angola Stakeholder: Wesgro	<ul style="list-style-type: none"> Project Khulisa implementation Wesgro/DEDAT/DoA/WOSA/Shoprite Strategic Partnership
Cape Town, Western Cape Date: 11-13/17-18 February Nadine Smith- Clarke Vuyo Geqe	EAP Training	EAP Training <ul style="list-style-type: none"> Module 1: Orientation to export Module 2: Preparing to export & Develop an export marketing plan Module 3: Financial Risk Management Module 4: Export Costing and Logistics Module 5: Incoterms® 2010 & documentation
Dubai, UAE Date: 18-27 February Denan Kuni	Gulf Food Exhibition/Halal http://www.gulfood.com/ Stakeholder: Wesgro/the dti/National Pavilion	<ul style="list-style-type: none"> Wesgro Strategic Market for ME National Pavilion Proven successful platform for companies Leverage off buyers from market that attended IBM in October 2017 Leverage off attendance from 2016-2018
Toronto, Canada Date: 1-3 March Ruby Swigelaar	Restaurant Canada Show	<ul style="list-style-type: none"> 75th edition of Canada's largest food service trade event Wesgro Strategic Market Agro processing focus
Santiago, Chile Date: 23-27 March Ruby Swigelaar	Chile OSM Stakeholder: Wesgro/the dti	<ul style="list-style-type: none"> Mission led by the Department of Trade and Industry Agro processing focus

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Cape Town, Western Cape Date: 24-28 March Denan Kuni Tatiana Dos Santos	Inward Buying Mission (IBM): Wine Promotion: Mozambique, Ghana and Uganda Wine Promotion/Project Khulisa Stakeholder: Wesgro/WOSA/DEDAT/DoA	<ul style="list-style-type: none"> • Invite key buyers met during trade missions to these countries • Invite media, wine importers and sommeliers from these countries • Project Khulisa implementation • Wesgro/DEDAT/DoA/WOSA/Strategic Partnership
New York, USA Date: 3-5 March Nadine Smith-Clarke	International Restaurant Show Stakeholder: Wesgro	<ul style="list-style-type: none"> • Traditional export market for WC • Inclusive of food, beverages, wine and spirits • Leverage off 2018 participation
Tokyo, Japan Date: 7-10 March Kgosi Motsoane	Foodex Japan http://www.jma.or.jp/foodex/en/ Food and Beverages/Wines Stakeholder: Wesgro/the dti/National Pavilion	<ul style="list-style-type: none"> • Wesgro Strategic Market for Asia • National Pavilion • Attended over the last 3 years • Exhibition aimed at providing the platform for SA companies to meet with existing and potential buyers and maintain relationships
Dubai, UAE Date: 15-20 March Nadine Smith-Clarke	Dubai Modest Fashion Week https://www.modestfashionweeks.com/en/ Stakeholder: Wesgro	<ul style="list-style-type: none"> • Wesgro Strategic market for ME • Focus is on the EAP and emerging exporters • Implementation of the Clothing and Textile Strategy • Leverage off Africa Halal Week Modest Fashion component
USA Date: March 2020 Ruby Swigelaar	AGOA IBM Stakeholder: Wesgro	<ul style="list-style-type: none"> • Wesgro Strategic Market • Build on the Wesgro AGOA Strategy • A successful platform for companies
Singapore, Singapore Date: 25 March-3 April Kgosi Motsoane	Food and Hotel Asia http://www.foodnhotelasia.com/Halal , Multi-Sectoral and Wine Stakeholder: Wesgro	<ul style="list-style-type: none"> • Wesgro Strategic Market for Asia • Largest show in Asia and held every 2 years • Hub into Asia/ASEAN + Soft Landing for WC companies • WC Premier visited market in 2017 • Leverage off buyers from market that attended IBM in October 2017 and AHW 2018 • Access to My Halal Outlets – major Halal retail outlet



Provincial/National Missions

Month	Country	City	Focus
April 2019 – March 2020	South Africa	Major Cities in SA + municipalities in the Western Cape	Municipal outreach, partnership building, stakeholder engagements, export promotion, export development, market access

Wesgro International Trade Team – 2019/2020:

Global Trade and Africa OFDI	Denan Kuni	Head – International Trade & Development
Africa	Michael Gamwo Denan Kuni Tatiana Dos Santos	Head – Africa Head – International Trade Trade Manager – Africa
Export Advancement Programme (EAP) – Export Training	Nadine Smith-Clarke Vuyo Geqe	Senior Trade Manager/Emerging Exporters and Sector Development /EAP Trade Administrator & Trade CRM Advisor
Americas(Canada/US/Central & South America)	RubySwigelaar	Senior Trade Manager
Western Europe	Michael Matongo	Trade Manager
Eastern Europe and Russia	Denan Kuni	Head – International Trade
Asia	Kgosi Motsoane	Trade Manager
Middle East	Denan Kuni	Head – International Trade
Halal Export Promotion	Denan Kuni	Head – International Trade
Wine Export Promotion	Denan Kuni	Head – International Trade
Trade Law Advisor	Karen Bosman	
Chief Business Officer	Yaw Peprah	
Trade Executive Assistant	Kamiela Domingo	





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