



Wesgro 2021-2021 Financial Year

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9 June 2021

Overview

- Performance Overview 2020/2021
- Virtual Education & Networking Sessions – Webinars
- Export Advancement Promotion Program
- Virtual International Missions
- Q&A



Wesgro Export Unit: Performance Overview – 2020-2021

	Result:	Target (lower band)	%	Target (higher band)	%
Export Declarations:	R4.7B	R2.8B	↑	R4.1B	↑
Direct Jobs:	357	535	↓	700	↓
Export Business Agreements:	67	45	↑	65	↑
OFDI:	R727.9M	R257.5M	↑	R515M	↑
OFDI Business Agreements:	7	7	↑	7	↑
EAP - Companies:	148	n/a	n/a	n/a	n/a
EAP - Number of Trainings:	7	n/a	n/a	n/a	n/a

42 Virtual Networking Sessions – webinars, workshops

Business Support:

- Moving Cargo during COVID-19
- COVID-19 and its Implications for Employee Relationships
- Navigating Contracts During the COVID-19
- Addressing Freight Concerns during Covid-19
- Leveraging air cargo to boost exports

Sector/Region Awareness and Education:

- Africa Day
- Region: Africa, Botswana, Guinea, Zambia (2), Mozambique, USA (2), Canada, China (2), Southern Europe, Poland, Russia, BRICS, Australia, Angola, Dominican Republic, Mexico, Middle East (2)
- Sector: Boatbuilding (2), Organic and Natural Ingredients (3), Cannabis (2), Wine (3)

Trade Agreements:

- The Future of Africa Regional Integration - AfCFTA
- Export to Europe under SADC-EU EPA
- Exporting to the UK post-EU exit
- Food and Beverage exports to the USA under AGOA

Export Advancement and Promotion (EAP)

❖ Technical Export Training

- Builds the competitive capacity of businesses
- Combines theory with practical assignments
- Modules incl. orientation & preparing to export | financial risk management | export logistic | costings | Incoterms | developing an export marketing plan.

❖ Market and Sector Seminars

- Focus is on the priority markets and new 'opportunities' markets information sharing related to opportunities, threats barriers and requirements linked to mission plan.

❖ Export Mentorship

- PUM - international experts in business improvement
- 1-on-1 export mentoring - local experts providing export specific support.

❖ Export Missions

- Market access – meeting buyers/distributors/partners
- Market scan & identifying threats and opportunities in terms of pricing and competition
- Promotion through exhibitions

Export Advancement and Promotion (EAP) Activities 2020-21

Export Training – Online Courses

Metro

- 3 courses - 70 companies

District Municipalities (Winelands, Overberg, West Coast and the Garden Route)

- 4 courses - 78 companies

Total

- 7 courses - 148 companies

Mentorship - Online

1-on-1 Export mentorship

- Metro - 15 companies
- District Municipality - 14 companies

PUM

- Metro - 16 companies
- District Municipality - 11 companies

Total

- Metro - 31 companies
- District Municipality - 25 companies
- Total – 56 companies

Export Advancement and Promotion (EAP) - Outcomes

- 27 exporters through the EAP in 2020/21 participated in 34 virtual missions collectively
- 35 exporters from previous financial years participated in 50 virtual missions collectively
- 14 declarations from exporters through the EAP in previous financial years signed in 2020-21. Value of R516 555 184 and 28 jobs

40 Virtual/Hybrid Missions: April 2020 – March 2021



➤ Africa: 18

- Nigeria, Uganda, Kenya, Cameroon, Ghana, Botswana, Guinea, Mozambique, Angola, Ethiopia, Cote d'Ivoire

➤ Asia: 6

- South Korea, Vietnam, Singapore, Asia

➤ Europe: 9

- UK, Russia, Poland, Spain, Italy, EU

➤ Americas: 4

- USA, Canada

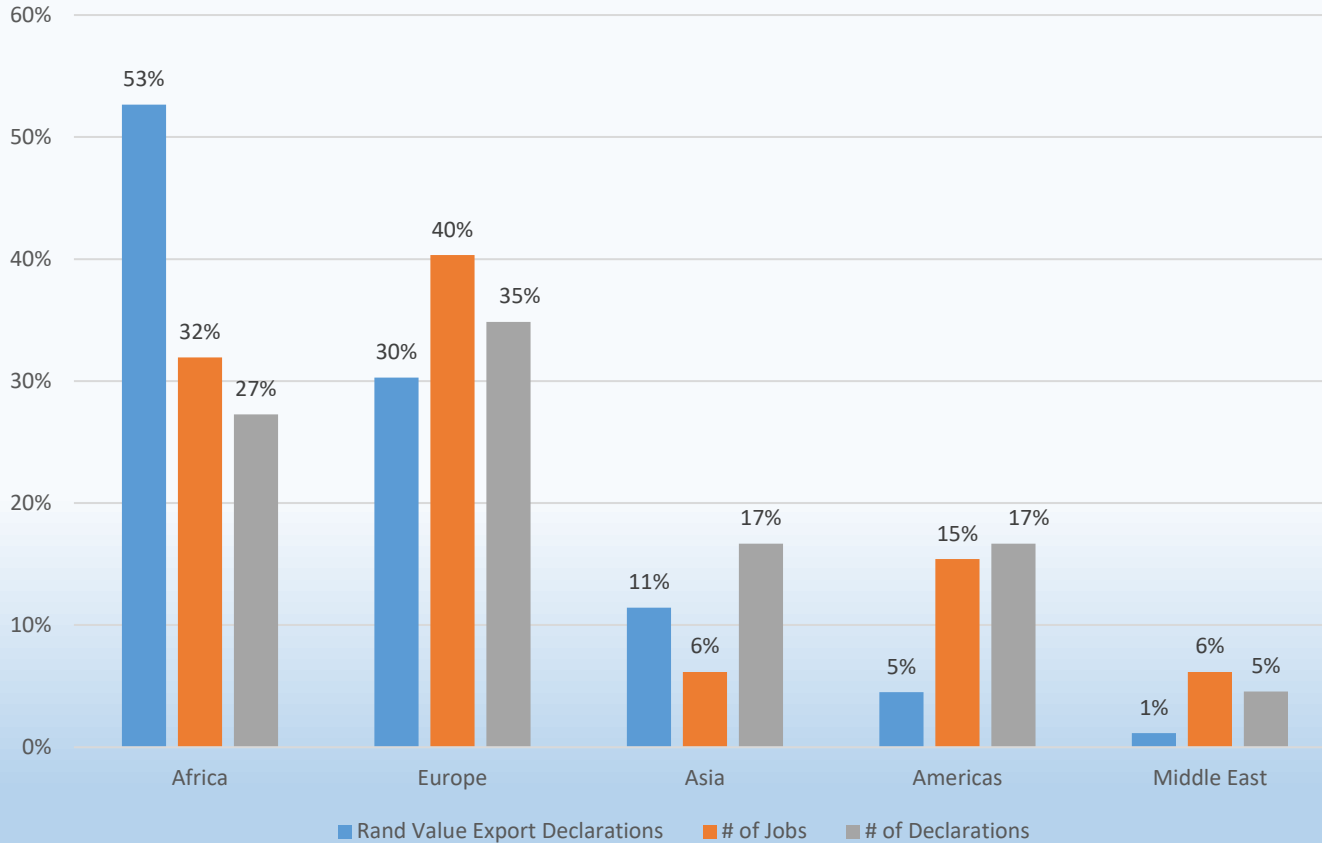
➤ Middle East: 2

- UAE, Saudi Arabia, Qatar, Kuwait, Bahrain

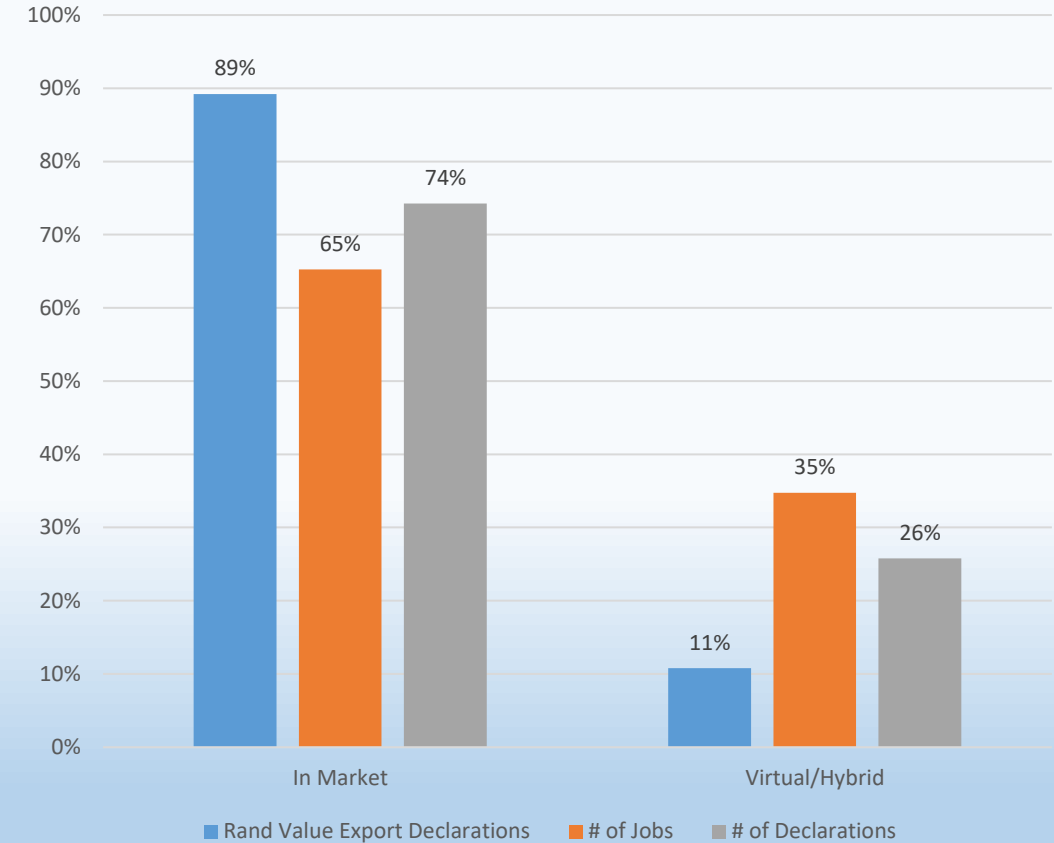
➤ Cape Agri Export Week: 1

Export Declarations and Jobs: 66 Declarations - R4.7B - 357 jobs

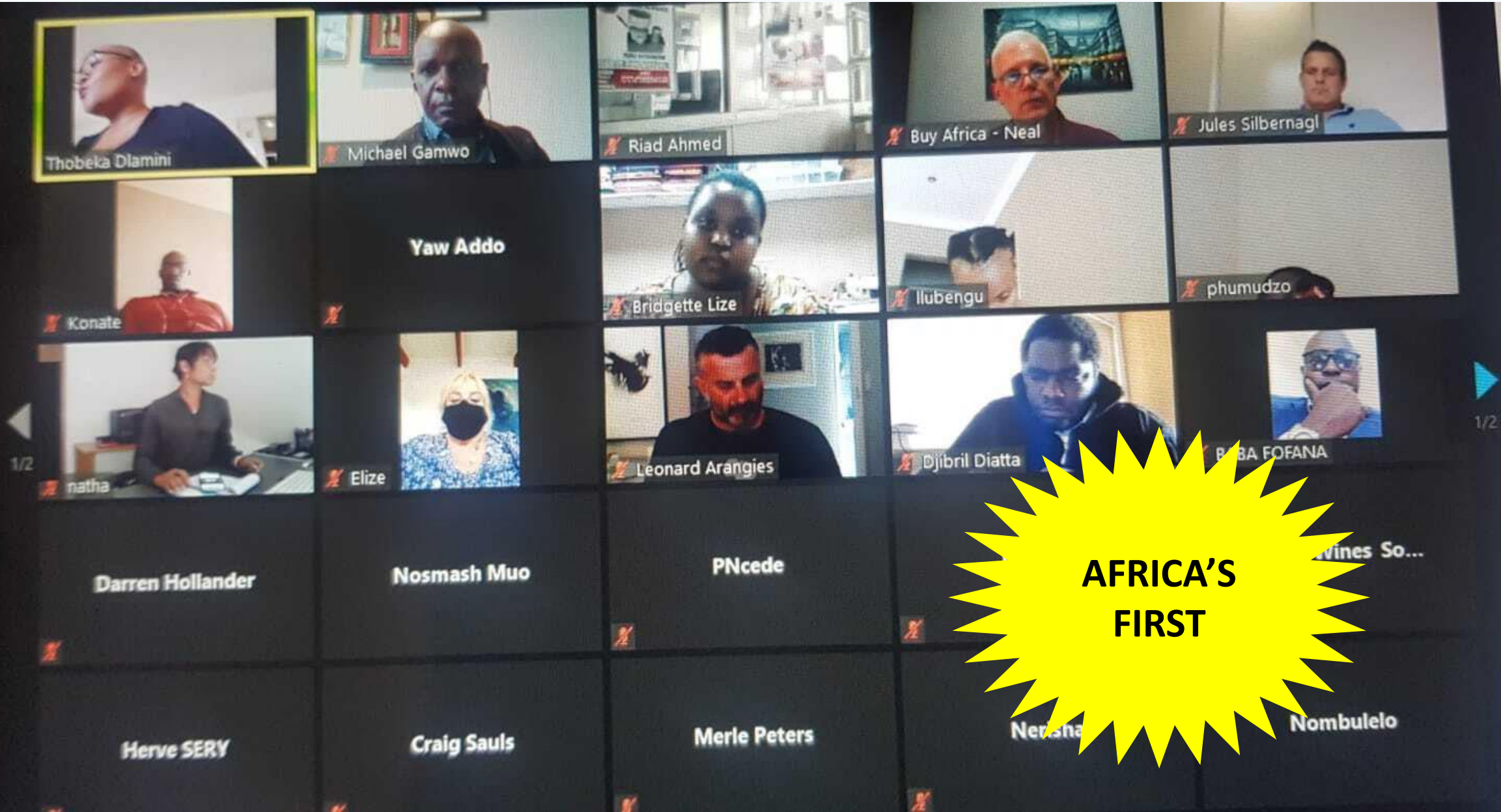
Region Breakdown



In-Market vs Hybrid/Virtual



GUINEA VIRTUAL TRADE MISSION: 13 - 15 MAY 2020



SOUTH KOREA VIRTUAL WINE TASTING: 27 AUG 2020



SOUTH AFRICA'S FIRST

RUSSIAN & EASTERN EUROPEAN FOOD & BEVERAGES B2B EXPORT VIRTUAL MISSION: 18 NOV 2020

TASTE SOUTH AFRICA

Event time 17:30 UTC+02:00 My time 17:30

- TASTE SOUTH AFRICA
- LIVE STREAM Stage
- My Meetings
- Virtual Expo Stands
- Attendees
- Conference Agenda
- Speakers
- Companies
- Sponsors & Partners
- Tech Support

TASTE SOUTH AFRICA



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Cape Agricultural Export Week – 31 March 2021



Q&A