

Virtual country seminar South Africa

Focus: Food, via video conferencing software

on Tuesday, 16. February 2021

Situation

With an export volume of 312 million euros in 2019 (+19.2 % compared to 2018), South Africa is the most important African export target market for the agricultural and food industry and is also one of the top 15 export target markets outside the EU. South African retail chains export from South Africa to other African countries, including the neighbouring countries Namibia, Botswana and Mozambique, so that foreign products can also find their way to other African countries via South Africa.

Necessity of implementation

Due to the current Covid-19 situation, the country is currently experiencing a considerable economic setback.

Objective

The overriding goal is to further increase export activities to the country. The seminar will enable the participants to assess the current economic situation and Covid-19-related changes in the marketing situation and to make concrete conclusions for their export activities.

Target group

The seminar is primarily aimed at small and medium-sized German companies in the food industry.

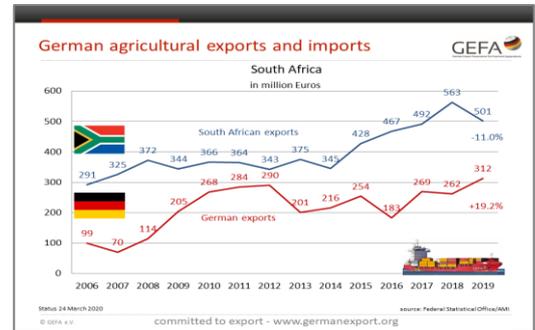


Figure: Agricultural goods exchange Germany and South Africa

Agenda on 16 February, in German Time, in English

9:00 am	Greetings and introduction: GEFA e.V., Mr. Holger Hübner
9:05 am	The export promotion program of the German Federal Ministry for Food and Agriculture (BMEL): BMEL Representative, Mr. RD Michael Hauck
9:15 am	Greetings and introduction: Southern African-German Chamber of Commerce and Industry, Ms. Danilla van Jaarsveldt
9:25 am	Overview of the current economic situation and the situation in the South African food industry against the background Covid-19: BMEL Representative in South Africa, Mr. Ralph Schmidt
09:55 am	Requirements of the leading retailer, Checkers Shoprite, in South Africa for imported products: Shoprite/Checkers South Africa, Mr. Renaldo Phillips
10:25 am	The practical requirements for importing foreign products to South Africa: Globalvegs Pty Ltd, Mr. Chris Ammer
10:55 am	Packaging and labelling of imported products in South Africa: Sunley Consulting, Mr. Nigel Sunley
11:30 am	Short discussion and end of the seminar

For registration please use the following registration form.

Please return until **05.02.2021** to

hammann@germanexport.org

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Dear Mrs. Hammann,

we book bindingly the participation in the above-mentioned virtual country seminar at the price of 90 Euro. The costs are per company and plus VAT.

We agree that a short overview of our participant(s) may be made available to the Federal Ministry of Food and Agriculture for project evaluation.

Our responsible contact for further project coordination is:

Contact

Company:

Street:

Postal Code + City:

Mr. / Ms.:

Phone:

Mobile:

E-Mail:

We have the following specific question for (please specify):

Place

Date

legally binding signature