

Virtual GEFA Export Seminar South Africa

Focus: Food, via videoconferencing software MS Teams

21-22 September 2022

Participation only for members of the GEFA branch organisations

Initial situation

South Africa, Africa's second largest economy after Nigeria, is the only African member of the G20. Especially the demand for new, innovative products will increase due to the change in consumer behavior and the growing middle class of over 15 million people. This offers German food producers the opportunity to enter the market with high-quality products. South Africa's large retail chains also supply other countries in Southern Africa, including the neighboring countries of Namibia, Botswana and Mozambique.

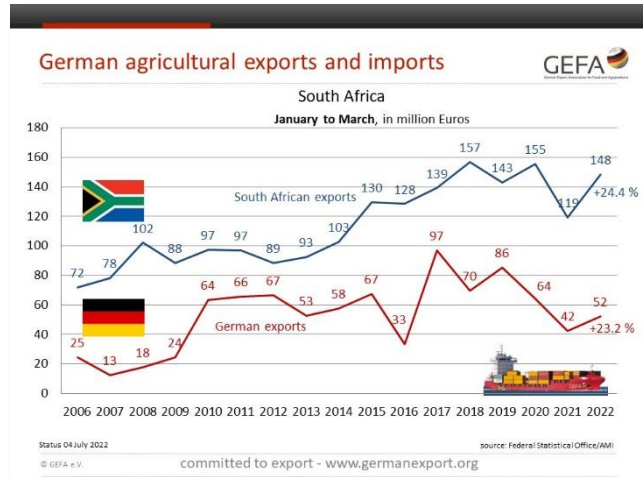


Figure 1: Agricultural Exchange between Germany and South Africa, first quarter 2006 - 2022

Target

Presentations by practitioners enable participants to assess their market opportunities for South Africa. They will receive the necessary information for market entry into this demanding and challenging export market.

Target group

The seminar is aimed at **newcomers (companies / export employees)** in the German food industry to the South African market.

GEFA service package

- **Practical orientation:** Speakers are experienced practitioners with many years of references
- **Product group reference:** the lectures take into account the participants' product groups.
- **Target market specific market data:** participants receive additionally current trade market data (source: GlobalData) and the export statistics (source: AMI) of the South African market
- **One-off cost contribution:** several company representatives can participate
- **Limitation of the number of participants:** Participation is limited to 12 companies in view of the desired level of quality and the consideration of the participant commodity groups.
- **Implementation in English:** The seminar will be held in English.

Agenda, Wednesday, 21 September 2022	
09:00 am CEST	Greetings and introduction: Holger Hübner, GEFA Export Academy
09:05 am CEST	Introduction to Centre of Excellence for Food and Agriculture Southern Africa, Danilla van Jaarsveldt, SA-German Chamber of Commerce and Industry NPC
09:10 am CEST	Identifying untapped opportunities for exports from Germany to South Africa: Dr Martin Cameron, Trade Research Advisory (Pty) Ltd
09:45 am CEST	Trade environment in South Africa – administration and regulatory framework: SPS, TBT, customs, HACCP, regulation for private standards, possible barriers to trade: Biandri Joubert, XA International Trade Advisors
10:30 am CEST	break
10:45 am CEST	Specificities of the South African market: South African consumers trends & major challenges for exporters: Craig van Breda, Pick n Pay
11:30 am CEST	Competitiveness of the food industry: Craig van Breda, Pick n Pay
12:00 am CEST	Consumers in view: Importance of marketing, structures and developments: Craig van Breda, Pick n Pay
12:30 pm CEST	Increasing challenges through e-commerce and social media: Craig van Breda, Pick n Pay
13:15 pm CEST	Q&A Session and the end of the today

Agenda, Thursday, 22 September 2022	
09:00 am CEST	Requirements of importers and trade for international suppliers: Chris Ammer, Globalvegs Pty Ltd.
09:30 am CEST	Importers and distributors – how to find the correct partner? Chris Ammer, Globalvegs Pty Ltd.
10:00 am CEST	Customs tariffs and import procedures: Chris Ammer, Globalvegs Pty Ltd.
10:45 am CEST	Requirements for logistics: Chris Ammer, Globalvegs Pty Ltd.
11:15 am CEST	break
11:30 am CEST	Mandatory food labelling & nutrition regulations: Nigel Sunley, Sunley Consulting
12:15 pm CEST	Voluntary food labelling, nutrient content claims, health and natural claims: Nigel Sunley, Sunley Consulting
12:45 pm CEST	The impact of South African administrative, customs and regulatory framework for imported food and food labelling: Nigel Sunley, Sunley Consulting
13:15 pm CEST	Q&A Session and the end of the seminar

The speakers in brief

Speaker	Vita
Dr Martin Cameron, Managing Director Trade Research Advisory (Pty) Ltd	Martin Cameron is the founder and director of TRADE Re- search Advisory (PTY) Ltd and an associate of the TRADE (Trade and Development) research entity located at the North-West University, Potchefstroom, South Africa.
Biandri Joubert, Consultant XA International Trade Advisors	Biandri Joubert is a specialist in the WTO field of Sanitary and Phytosanitary measures (SPS) as well as SPS measures as barriers to trade. She has in-depth knowledge and under- standing of the interaction between international trade law and national legislative frameworks in the context of SPS and TBT measures. Her experience lends itself to a deep under- standing of the manner in which this interaction affects inter- national trade and the individuals involved in the trade of ag- ricultural products.
Craig van Breda, Imports Buyer Pick n Pay	Craig van Breda is a business manager with 12 years' experi- ence at management level in the FMCG field. Sound knowledge of strategic planning, logistics, supply chain, ware- house & distribution operations including fleet control and management, resource management and business import and export management as well as demand planning and fore- casting.
Chris Ammer, Owner & CEO Globalvegs Pty Ltd.	Chris Ammer is the Owner and CEO of Globalvegs Pty Ltd. Global Vegetable Management Pty Ltd, is a German founded and South Africa based company, specialising in the procure- ment of finest German canned foods.
Nigel Sunley Owner Sunley Consulting	Nigel Sunley is a highly experienced food science & technol- ogy consultant based in Johannesburg, South Africa with over 40 years of food industry experience. Well connected in global food science & technology circles due to involvement in local and global professional bodies. Special interests in the inter- face between food science and nutrition and the regulatory management of food - fields in which he has extensive experi- ence and where he conducts many of his consulting activi- ties.
Danilla van Jaarsveldt Project Manager SAGCC	Danilla van Jaarsveldt has been working at the Southern Afri- can-German Chamber of Commerce and Industry as project manager for market entry support since 2011. She is also heading the Chamber's Competence Centre for Food and Agri- culture.
Mr Holger Hübner, Managing Director & Ms Paulina Minzila, Project manager, GEFA Exportservice GmbH	GEFA has been implementing export projects worldwide since 2010, including country and export seminars, trade fair par- ticipations, business trips, b2b matchmaking events and pro- motional campaigns. Since 2020, 21 country seminars have already been realised.

Please return by **15 August 2022** to

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Dear Ms Minzila,

We would like to make a binding booking for participation in the above-mentioned virtual GEFA export seminar at a price of 995 Euro. The costs are per company and do not include VAT. The event will take place if the number of participants reaches at least eight companies.

We are member of GEFA branch organisation:

Our responsible contact for further project coordination is:

Company:

Street

Postcode and City:

Ms / Mr:

Phone:

Mobile:

eMail:

City

Date

legally binding signature