



the dtic

Department:
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA

THE NATIONAL COUNCIL OF PROVINCES

QUESTION FOR WRITTEN REPLY

QUESTION NO. 785

Mr M K Montwedi (North West: EFF) to ask the Minister of Trade, Industry and Competition:

Whether his department has assessed the level of awareness and uptake of the Market Access Support Programme among new and emerging agro-processing enterprises, particularly in the rural and township areas; if not, why not; if so, what are the relevant details?[CW931E]

REPLY:

While the Department of Tourism runs the specific Market Access Support Programme (MASP) which aims to assist small inbound tourism enterprises to access and engage with tourism buyers, the Department of Trade, Industry and Competition (**the dtic**) drives export growth and market access through several of its export initiatives. The department has not commissioned a standalone, isolated assessment of the awareness levels of its export programme. However, the department actively monitors and evaluates programme uptake, reach and awareness through its quarterly reporting and provincial footprint structures.

To ensure that awareness and support actively reach new and emerging exporters in agro-processing in rural and township areas, the department utilises a targeted, two-pronged strategy:

1. Strategic Industry Collaboration:

The dtic partners with 23 recognized industry associations and 15 Export Councils to act as a direct pipeline into rural economies. Seven of these associations specifically represent agro-processing subsectors including:



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- South African Macadamia Growers' Association
- South African Rooibos Council
- Women and Youth in Agriculture
- Crocodile Association
- South African Organic Sector Organisation
- South African Olive Industry Association
- South African Dairy Foundation

These Associations are complemented by three dedicated agro-processing Export Councils:

- Fresh Produce Exporters' Forum
- South African Fruit and Vegetable Cannery Association
- Wines of South Africa

Together, these structures explicitly mandate the onboarding and training of underrepresented grassroots enterprises.

2. Provincial Intergovernmental Coordination

Through the national Export Forum, **the dtic** collaborates directly with provincial departments and local Provincial investment and Export Promotion agencies. This forum serves as a continuous diagnostic tool to:

- Map geographic gaps in programme uptake
- Identify specific export-readiness needs of township-based processors
- Deploy localised capacity-building workshops where awareness and participation are low

By utilising these existing monitoring frameworks, **the dtic** ensures that its export promotion incentives, National Pavilions and trade missions are actively steered toward historically disadvantaged producers outside major metropolitan hubs.

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