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Department:
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA

THE NATIONAL ASSEMBLY

QUESTION FOR WRITTEN REPLY

QUESTION NO. 6058

Ms S Mosikatsi (ANC) to ask the Minister of Trade, Industry and Competition:

- (1) In relation to the SA National Pavilion that will be set up by his department at the Anuga International Food and Beverage Trade Fair, taking place from 4 to 8 October 2025 in Cologne, Germany, what are the relevant details of the criteria (other than competitiveness and export-ready) used by his department to select qualifying South African exporters to participate at the specified fair;
- (2) what total number of (a) black women-owned, (b) youth-owned and (c) persons with disability-owned exporters in the agro-processing industry from (i) rural and (ii) township areas has his department selected to showcase their products at the fair to increase their export capacity and access to global markets? NW6785E

REPLY:

- (1) In addition to the criteria of competitiveness and export readiness, the Department applied the following considerations in selecting qualifying South African exporters that participated the National Pavilion at Anuga 2025:
 - Geographical representation: Efforts were made to ensure participation from a broad range of provinces to promote inclusive regional representation;
 - Transformation and inclusivity: Priority was given to enterprises owned or managed by Previously Disadvantaged Individuals (PDIs) in support of government's transformation objectives;
 - Export diversification: Consideration was given to new and emerging exporters to broaden South Africa's export base and product basket in target markets;

- Sectoral balance: The selection sought to achieve representation across relevant sub-sectors to showcase the diversity of South Africa's agro-processing capabilities; and
- Product-market alignment: Companies whose product offerings aligned with the trade fair's profile and demonstrated potential demand in the target market were prioritised.

(2) The department funded 31 South African companies from the different provinces to participate at Anuga 2025. Amongst these:

(a) Five (5) black women-owned entities were supported.

(b) For this iteration, there were no youth-owned enterprises.

(c) There were no persons with disabilities that participated in this round.

(i) and (ii)

The department collates company data for these events using provincial and district level information only, not rural and township classifications. Based on the existing information, of the five (5) black women-owned entities, three (3) black women-owned entities were from areas outside of the five (5) main Metros.

In terms of the 31 South African companies funded, the geographical spread is as follows:

- Eastern Cape – 1
- Free State – 2
- Gauteng – 3
- KwaZulu Natal – 3
- Limpopo – 3
- Mpumalanga – 1
- Western Cape – 18

The products that were showcased at Anuga 2025 include olive oil, rooibos, honeybush tea, assorted jams, dried and canned fruits, avocados, macadamia nuts, fish, avocados, macadamia nuts and oil and other assorted teas. The bulk of

companies whose products were showcased in this iteration are based in the Western Cape, Gauteng, Limpopo and Mpumalanga.

Each province has a unique climate that supports diverse and quality agricultural products - some of which are then converted to value added products. The provincial spread of participating companies in various export promotion initiatives over the years is reflected in the table below

Province	2023/24 Financial Year	2024/25 Financial Year
Eastern Cape	32	0
Free State	24	1
Gauteng	486	30
KwaZulu Natal	145	8
Limpopo	25	3
Mpumalanga	15	2
North West	40	1
Northern Cape	6	2
Western Cape	161	29
Total	934	66

Due to budget constraints fewer export promotion initiatives were organised and managed in 2024/25. During the 2023/24 F/Y South African companies were supported for BRICS and AGOA

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