

SOUTH AFRICAN National Pavilion --- Russia ITI 2017



Inspiring New Ways

Taste the Culture, Drink the Spirit

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OVERVIEW OF THE SOUTH AFRICAN FOOD INDUSTRY



Agriculture as a percentage of gross domestic product (GDP) has decreased over the past four decades, currently contributing about 2%. This implies that the economy is maturing, moving towards the secondary and tertiary sectors.

The agro-processing sector contributed R280 million to GDP in 2011, which is 20% of the total amount generated by the manufacturing sector. It is the third-largest contributor to GDP within the sector, after chemicals and metals. Agro-processing has particularly strong linkages both up- and downstream: the sector links to agriculture across a wide variety of farming models and products, while downstream its products are marketed across wholesale and retail chains.

South Africa's agro-processing industry spans the processing of freshwater aquaculture and mariculture, exotic and indigenous meats, nuts, herbs and fruit. Its major agricultural produce includes sugar, fish, grapes, nectarines, deciduous fruit and internationally renowned wine. South Africa is the second-largest citrus exporter in the world, the world's eighth-largest wine exporter and a major exporter of deciduous fruit. The country also exports large quantities of maize, which is one of its largest harvested crops, as well as wool, sugar, peanuts (groundnuts), tobacco and other farm products.

Agro-processing sub-sectors in South Africa that have investment potential include indigenous teas, health beverages, high value vegetables, organic foods, bio fuels, new markets for wine, traditional and exotic meats, aquaculture, vegetable and fruit juices, and nuts.

South Africa's excellent wines, indigenous rooibos and honeybush teas, and certain fruits are highly sought after in

export markets. It exports and has opportunities in the agro-processing sector comprising the following products and services:

1. Seafood
2. Sugar
3. Wheat
4. Flour and Ingredients
5. Herbal Tea (Rooibos)
6. Soy Bean
7. Biofuels
8. Vegetables
9. Deciduous Fruit
10. Macadamia Nuts
11. Bottled Wine
12. Fruit Juices
13. Canned Fruit
14. Cooking Sauces and Spices



CLOTHING, TEXTILES, FOOTWEAR AND LEATHER INDUSTRIES



The South African clothing, textiles, footwear and leather industries have been in distress for some time as a result of a range of factors, including currency strength and volatility, under-invoicing and illegal imports, competitiveness challenges, skills deficits and limited economies of scale. These industries are labour-intensive and often used by developing countries as a platform for sustained economic growth and job creation. Government is, however, assisting with industrial interventions to enable the sector to derive enormous potential in value-addition exports, particularly indigenous products, including the beneficiation of raw materials such as mohair fibre, flax fibre cottonisation, exotic leather, cotton lint and the commercialisation of communal hides.

BUILT ENVIRONMENT ENGINEERING SECTOR

South African professional service providers in the built environment play a crucial role in securing participation in the execution of all types of projects, particularly large infrastructure projects. The earlier that South African professionals can engage in the conceptualisation and/or design of a project, the more likely it is that South African goods and services will be specified, exported and used in the execution of a project, which in turn will lead to increased exports. This includes value-added goods such as capital equipment, structural steel, electrical and rail equipment, and piping and tubing. This makes the involvement of Built Environment Professionals all the more important, and may include disciplines such as plumbing, carpentry, land surveying, town planning and contracting.

The Built Environment Professionals sector covers the following market groups:

- Civil engineering and building construction services
- Transportation

- Water and sanitation
- Energy
- Mining
- ICT
- Agriculture

The Professional Engineering and Construction Services disciplines in the Built Environment that service these markets are defined as follows:

- Consulting engineering (including civil, mechanical, electrical, and other smaller disciplines)
- Professional construction project management services
- Architectural services
- Landscape architecture
- Quantity surveying services



COMPANY PROFILES





AFRICAN MERINO TRADING



The idea for processing South African merino skins for the garment, shoe and décor industries was born and a tannery established in September 2003 with the direct investment of Bulgarian businesspeople. African Merino is the only entity in Africa able to process and finish more than 1 000 wool-on merino skins per day. South African merino skins are renowned for their fine fibre, great density and light, soft pelts. The company's products are exported to the Russian Federation, Turkey, Bulgaria, the Netherlands, Italy and Spain.

Contact persons	Simo Simov, Director/Owner
Postal address	P.O. Box 1574, Bronkhorstspruit, 1020
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Fax	+27 13 933 3109
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Website	www.africanmerino.co.za
Main products	Wool-on merino sheepskins
Reasons for participation	Exports



AFRICAN PREMIUM BRANDS



African Premium Brands is a proudly South African wine, spirits, beverages and food production and marketing company that was founded in 2013 by three entrepreneurs who identified the need for a one-stop-shop.

Contact persons	Nathan Cornelissen, Brand Manager Junior Burger, CEO
Postal address	29 St George Street, Somerset West, 7130
Telephone	+27 21 851 5679 / +27 82 787 5180
E-mail	junior@africanpremiumbrands.com
Website	www.africanpremiumbrands.com
Main products	Wine, spirits (whisky, brandy and creams), beverages (non-alcoholic sparkling juices, fruit juices, energy drinks, sparkling drinks) and food (dried fruit and nuts, fruit, olive oils)
Quality systems	WIETA
Reasons for participation	Outward investment

ANURA VINEYARDS



The Anura farm was established in 1989 and is owned by the Bouma family. Anura is a South African wine producer with an annual production of 1,1-million bottles, of which 65% is red and 35% white wine, 62% exported and 38% sold locally.

Contact persons	Emil Kanstinger, Sales Manager
Postal address	P.O. Box 244, Klapmuts 7625
Telephone	+27 21 875 5360
E-mail	emil@anura.co.za
Website	www.anura.co.za
Main products	Wine
Quality systems	GLOBAL GAP certified SA GAP certified PPECB certified
Reasons for participation	Export opportunity



BALEIA WINES AND OLIVE OIL



Dassieklip was originally a grain and sheep farm. In 2002 it became the Droogerivier Dohnes Stud, followed by the registration in 2008 of Droogerivier Brangus Stud. On completion of his studies in 2005, Jan-Hendrik Joubert Jr returned to the family farm and soon recognised that its close proximity to the ocean, limestone-rich soil and climate made it ideal for the cultivation of olives and wine grapes. Jan-Hendrik Jr and his father Fanie planted the first olive groves in 2008. In 2009, the first blocks of Pinot Noir, Shiraz and Tempranillo were planted, followed by Chardonnay and Sauvignon Blanc in 2010. This is when Baleia Wines was born.

Contact persons	Abraham de Klerk, General Manager and Winemaker
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Telephone	+27 28 713 1214
Fax	+27 86 560 0367
E-mail	gm@baleiawines.com / admin@baleiawines.com
Website	www.baleiawines.com
Main products	Extra Virgin Olive Oil and wines (Sauvignon Blanc, Chardonnay, Pinot Noir, Tempranillo, Shiraz)
Reasons for participation	Exports, distributors and agents

BEAKE ENGINEERING SOLUTIONS



Beake is an engineering solutions company that focuses on the mineral-processing industry, offering maintenance, plant design and fabrications. The company's strength is derived from the combined experience of the three founding engineers.

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E-mail	amoagi@beake.co.za / info@beake.co.za
Website	www.beake.co.za
Main products	Polyurea products and steel fabrications
Reasons for participation	Joint venture partnership



CAPE DREAMS



Cape Dreams wines are from the famous Robertson Valley located deep in the heart of the Cape Winelands. Cape Dreams provides a full range of red and white award-winning wines at a highly competitive price/quality ratio. It has a unique label with high brand appeal and guarantees consistency of supply and style. Cape Dreams is exported to 20 countries worldwide and collaborates closely with customers to build strong relationships for long-term sustainability.

Contact person	Bunty Khan, Owner
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Telephone	+27 21 531 2016
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Website	www.croftsales.co.za
Main products	Chardonnay, Sauvignon Blanc, Chenin Blanc, Colombar, Pinotage Rose, Select Red Blend, Pinotage, Shiraz, Merlot, Cabernet Sauvignon, Natural Sweet Red
Quality systems	ISO 9001, HACCP, BRC, Integrated Production of Wine (IPW), Wine Industry Ethical Trade Accreditation (WIETA)
Reasons for participation	Exports

CT LAB



CT Lab was founded in 1994 and specialises in power quality. The company has developed new affordable, high-tech big data-based technology for Smarter Distribution and Facility Monitoring and Management systems. CT Lab recently won Eskom's tender to supply power quality monitoring equipment for the next three years.

Contact person	Willie van Wyk, Managing Director
Postal address	Box 897, Stellenbosch, 7600, South Africa
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Fax	+27 21 880 1088
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Website	www.ctlab.com
Main products	Vecto II, Vecto Node, Impedo DUO, Osprey Pro
Quality systems	IOS9001
Reasons for participation	Exports



EXOTIC FRUIT COMPANY



Exotic Fruit Company Pty (Ltd) recently signed a marketing agreement with 8 Mile Investments 483 Pty (Ltd), which farms Zebediela Estates in the province of Limpopo. The citrus produced on Zebediela Estates is in a black spot region and Exotic Fruit Company is looking to expand its Russian business for this fruit. The company is already well-known and established in St Petersburg, Moscow and Novorossiysk. Extra Virgin Olive Oil and wines (Sauvignon Blanc, Chardonnay, Pinot Noir, Tempranillo, Shiraz) wholesalers in these towns that sell to Siberia.

Contact persons	At the show: Paul Huish, Managing Director (+27 79 397 0704) In SA: Lauren Nicolas (+27 81 781 2747)
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E-mail	info@fruitco.co.za
Website	www.fruitco.co.za
Main products	Grower/exporter of fresh fruit and vegetables
Quality systems	PPECB / DAFF
Reasons for participation	Export trading house

FRESH PRODUCE EXPORTERS' FORUM



The Fresh Produce Exporters' Forum (FPEF) is a voluntary, non-profit organisation with 138 members, accounting for about 90% of fresh fruit exported from South Africa. The FPEF members comprise fruit exporters, producer-exporters, export and marketing agents, pack houses, logistics and other service providers. The FPEF's mission is to create a prosperous but disciplined fruit-export sector within free-market principles and a deregulated environment. It was established primarily to provide leadership and services to its members and the international buying community.

Contact persons	Anton Kruger, CEO
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E-mail	anton@fpof.co.za
Website	www.fpof.co.za
Reasons for participation	Exports





GREAT HEARTS OF AFRICA



Great Heart of Africa was established in 2009 by Doris Lily Macrae, the creator of Mama Africa's Brand and Products, and her team of women. The company is passionate about creating rich and exciting African flavours to share with the rest of the world. The range consists of spicy sauces and fruit chutney, four brand-new salad sauces and dips, and a raspberry cordial to add to champagne – all made with natural, fresh ingredients.

Contact person	Doris Macrae (Lily), Founder/Director
Postal address	P.O. Box 1737 Umhlanga Rocks, 4320, KwaZulu-Natal
Telephone	+27 83 229 4733 / +27 31 561 5478
Fax	+27 86 631 2585
E-mail	info@ghafrica.com
Website	www.ghafrica.com
Main products	Hot chilli sauces, chakalaka, chutneys, avocado oil, salad sauces and dips, raspberry nectar
Quality systems	GMP, health certificate, FSA (SASFIS) certification
Reasons for participation	Looking for importers and distributors, retail trade and wholesale

KAMA INDUSTRIES



Kama Industries specialises in the design, development and manufacture of high-performance audible and visual signalling devices for commercial, aviation, industrial, marine and hazardous locations. The company was established in 1989 and is currently the largest manufacturer in the Southern Hemisphere.

Contact persons

At the show: Grant Rousseau, Managing Director
In SA: Bianca Lombard, Sales and Marketing

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E-mail

sales2@kama.co.za

Website

www.kama.co.za

Main products

Sirens, beacons, electronic sounders, flameproof products, marine signalling devices

Quality systems

ISO 9001:2008 QMS

Reasons for participation

Exports, distributors and agents

KOOPMANSKLOOF VINEYARDS



Koopmansklouf was established in 1801 and is a medium-sized winery situated in the South African 'wine capital' of Stellenbosch. Koopmansklouf produces award-winning popular premium wines that deliver quality on its price-points. Export markets include the United Kingdom, United States, France, Germany, the Netherlands, Belgium, China, Sweden, Finland and Norway. Single and dual varietal red wines include Pinotage, Shiraz, Cabernet Sauvignon, Merlot. White wines include Chardonnay, Sauvignon Blanc, Chenin Blanc and Semillon. Koopmansklouf is looking to expand its current international distribution of bottled wines under own and buyers own brands, and bulk wines.

Contact person

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Telephone	+27 21 865 2355
Fax	+27 86 544 9420
E-mail	rydal@koopmansklouf.co.za
Website	www.koopmansklouf.co.za
Main products	Wine grapes, wine, olives, olive oil
Quality systems	Fairtrade
Reasons for participation	Market access to establish business linkages

KULU CIVILS GROUP OF COMPANIES



Kulu Civils Group of Companies is a multi-disciplinary company that is committed to service excellence. It specialises in civil engineering works, heavy construction plant, mining operations, logistics, occupational health and safety, and property development.

Contact person	Musa Mazubane, Director
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Telephone	+27 31 208 1573 / +27 82 565 1413
Fax	+27 86 623 5693
E-mail	info@kulucivilsgroup.com
Website	www.kulucivilsgroup.com
Main products	A professional engineering service in the field of project management and civil engineering; occupational health and safety services; mining services; mining engineering surveys and scoping
Quality systems	ISO 9001
Reasons for participation	Outward investment



LA MOHAIR



The company launched as a sole proprietor in 2013 and was established as a company (Pty) Ltd in 2014. From an initial staff complement of four, La Mohair now employs 10 black women. The company started off with two second-hand knitting machines and now owns six as well as two second-hand weaving looms and other support machines. About 95% of production is exported and the rest is sold in South Africa.

Contact persons	Larissa Primmer, Director and Owner
Postal address	36 Weybridge Drive, Weybridge Park, Port Elizabeth, 6070
Telephone	+27 84 583 2553
Fax	+27 86 568 2518
E-mail	lprimmer@telkomsa.net
Website	www.lamohair.co.za
Main products	Kid mohair scarves, shawls, shrugs, beanies, sweaters, jackets, dresses, cardigans, ponchos, blankets/throws, cushion covers
Reasons for participation	Exports, distributors and agents

SELATILE MOLOI CONSULTING ENGINEERS



Selatile Molo Consulting Engineers (SMCE) was founded in June 1996 and is wholly owned, managed and operated by black members. The company currently enjoys a Broad-Based Black Economic Empowerment (B-BBEE) level one rating.

Contact persons

At the show: Thalefo Molo,
Managing Director (+27 82 910 6861)
In SA: Nolene Fuhri, Business Development
Manager (+27 74 263 7653)

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Telephone

+27 11 064 5640

Fax

+27 86 518 6363

E-mail

tlhalefom@semo.co.za / tlhalefom@icloud.com

Website

www.smce.co.za

Main products

Built environment, road engineering, stormwater
drainage

Reasons for participation

Exports, joint venture partnership



THANDI WINES



Thandi Wines was established in 1999, and first exported in 2002. Its core focus is the export of bottled wine, but the company also does bulk wine sales. Thandi Wines produces red and white wine and rosé, still and sparkling. The current production capability is 1.9-million litres of wine, with access to additional supply if needed. The European Union is the company's biggest export market. Thandi Wines is looking to expand its sales footprint into the Asian and African markets. All sales channels will be targeted from retail to on-trade. The company has three brands to offer, but can also do buyers' own brands subject to minimum order volumes.

Contact persons	Vernon Henn. Managing Director
Postal address	P.O. Box 597, Stellenbosch, 7599
Telephone	+27 21 881 3290
Fax	+27 86 651 0152
E-mail	vernon@thandiwines.co.za
Website	www.thandiwines.com
Main products	Wine (bulk and bottled)
Quality systems	ISO 22000, HACCP, BRC, Fairtrade
Reasons for participation	Exports, joint venture partnership, distributors and agents

THE ART OF TASTE – HOUSE OF AMIR

THE ART OF TASTE



The Art of Taste is a marketing collective that specialises in creating and developing in-house top-end brands. Amir is the flagship product and is a non-alcoholic drink targeting premium clients looking for a drink of substance instead of soda pop or fruit juice. Amir was tested in 12 Muslim countries before entering the market and is now selling in 10 countries around the world. Amir won the Best Product and Best Packaging Award at MIHAS in 2014.

Contact persons	Leonard Arangies
Postal address	9 Minserie Street, Stellenbosch, 7600
Telephone	+27 83 227 4054
Fax	+27 86 514 7583
E-mail	leonard@adept.co.za
Website	www.amir.co.za
Main products	Amir (a luxury halaal, non-alcoholic drink) and the Golden Tree (top quality Extra Virgin Olive Oil)
Quality systems	Pro Cert, HACCP, BRC, Swiss Cert, Halaal
Reasons for participation	Long-term sustainable distributor/agent to take the product into high-end market





THE BRIDGE OF HOPE



The Bridge of Hope is a wine producer founded by Rosemary Mosia and her twin daughters, Lebohang and Moleboheng. The collection boasts authentic wines that flourish in South Africa's climate. An avid wine enthusiast with an affinity for entrepreneurship, Rosemary had a business interest that was fast-tracked by her relocation to the Western Cape. She was inspired by research in the wine industry that she undertook towards her Master's Degree in Business Leadership and from this the Bridge of Hope was born.

Contact person

Postal address

66 Loch Road Rondebosch

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+27 21 686 2294

Fax

+27 861 594 1501

E-mail

rmosia@thebridgeofhopewines.co.za

Website

www.thebridgeofhopewines.co.za

Main products

Wines

Quality systems

ISO9000

Reasons for participation

Looking for agents/distributors in this region, viewing of international food and confectionary trends

THULANDA



Thulanda was established out of a passion for unique and novel engineering solutions. The company provides engineering design capability, and technical and consultancy expertise giving clients end-to-end solutions for planning, engineering design and construction work. Thulanda's highly skilled teams assists clients with project development/planning, design engineering, procurement assistance, site supervision and project management services. It is one of the few multi-discipline integrated design engineering organisations in sub-Saharan Africa that has been involved in various phases of the oil and gas sector for project implementation, from development/ planning to design engineering, execution, start-up and commissioning.

Contact persons	At the show: Benson Mseleku, Director In SA: Nolene Fuhri, Business Development
Postal address	P.O. Box 708, Linkhills, 3652
Telephone	+27 31 764 1528
Fax	+27 86 514 9961
E-mail	benson.mseleku@thulanda.co.za / nolene.s.fuhri@gmail.com
Website	www.thulanda.co.za
Main products	Built environment specialists
Quality systems	ISO 9001:2015, ISO 14001:2015, OHSAS18001:2007
Reasons for participation	Exports, joint venture partnership



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