



the dtic

Department:
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA

DEPARTMENT OF TRADE, INDUSTRY AND COMPETITION (the dtic)

The dtic's Exports division aims to increase South Africa's exporter base and promotes exports of value-added goods and services in alignment with its industrialisation programme, by developing a sustainable, long-term competitive market positioning and international profile.

www.thedtic.gov.za



**Trade & Investment
KwaZulu-Natal**
YOUR KNOWLEDGE PARTNER IN BUSINESS



TRADE & INVESTMENT KWAZULU-NATAL (TIKZN)

Trade & Investment KwaZulu-Natal (TIKZN) is an Investment Promotion Agency, contributing to economic development by promoting the province of KwaZulu-Natal as the premier investment destination and leader in export trade.

www.tikzn.co.za

WESGRO

cape town & western cape
trade promotion

CAPE TOWN & WESTERN CAPE TOURISM, TRADE & INVESTMENT (WESGRO)

Wesgro is the official Tourism, Trade and Investment Promotion Agency for Cape Town and the Western Cape and the first point of contact for foreign buyers, local exporters and investors into the region.

www.wesgro.co.za

In implementing its mandate, SIPPO in South Africa supports five BSO partners and is active in two sectors, Processed Foods and Natural Ingredients



EASTERN CAPE DEVELOPMENT CORPORATION (ECDC)

The Eastern Cape Development Corporation (ECDC) is the official economic development agency of the Eastern Cape Province of South Africa. ECDC's export support to local exporters is aimed at increasing the value of trade from the province as well as the number of exporters, and to improve the quality and competitiveness of Eastern Cape exporters.

www.ecdc.co.za



COSMETIC EXPORT COUNCIL OF SOUTH AFRICA (CECOSA)

The Cosmetic Export Council of South Africa (CECOSA) is a Section 21, non-profit organisation, and has a Public-Private-Partnership (PPP) with the Department of Trade, Industry and Competition (the dtic). Its mandate is to grow exports and exporters within the sector, both for finished cosmetic products as well as for natural ingredients.

www.cecosa.co.za

SIPPO'S SUPPORT IN TWO IMPORTANT EXPORT SECTORS

SIPPO South Africa supports its BSO partners in these two sectors:

PROCESSED FOODS

South Africa's agro processing sector is a key sector for its potential to stimulate economic growth and create sustainable employment, largely because of its strong backward linkage with the primary agriculture sector. Canned, dried and frozen fruit and vegetables produced in South Africa are well-known internationally and indigenous Rooibos and Honeybush tea, as well as fruit and vegetable juices, are highly sought after in export markets. Over 80% of canned fruit produced is exported annually to Europe, America and Asia, taking advantage of trade agreements, which are important for the sustainability of the export market. More than 50% of South African dried fruit, including seedless raisins, sultanas, currants, peaches, pears, apricots and prunes, is also exported to major destinations worldwide. For importers and consumers around the world, South Africa's quality control systems, farm management practices, food safety audits, quality inspections, packaging and cold chain management services instill confidence in South African products.



NATURAL INGREDIENTS

With its rich biodiversity, as the third most biological-diverse country in the world, with over 21 000 plant species, South Africa is a highly viable source for natural ingredients, with unique opportunities and growing demand in international markets. This includes a wealth of indigenous plants to produce high quality, innovative natural ingredients for the export market, with unique qualities and attributes for use in a variety of applications.

Many of these ingredients are cultivated and processed in the rural areas and the contributions of these companies is therefore important to the local communities in terms of job creation and generation of wealth.

Natural ingredients also include aromatic plants, essential and vegetable oils, spices, herbs, nuts and other ingredients for food, cosmetics and health applications. With the growing demand for natural ingredients at a global level, this sector has substantial export growth potential.



Value Chain Cooperation Projects

In the biotrade sector, SIPPO in South Africa works together with Swiss Cooperation Projects funded by SECO, which include:

- ABS Compliant Biotrade in South(ern) Africa (ABioSA) Programme – for establishing access and benefit sharing compliant value
- Global Quality Standards Programme (GQSP-SA) - supporting SMEs to meet conformity with standards and market requirements
- Swiss South African Intellectual Property Project (SSAIP) enhances intellectual property around geographical indications

Through the SIPPO Programme, BSOs are strengthened to provide professional last mile services for export-ready companies from this sector.

SIPPO, together with these and other Swiss Cooperation Projects, continue to identify and explore areas of collaboration and synergies. This includes the GRI implemented Sustainability Reporting for Responsible Business programme.

CONTACT



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«SIPPO's overall objective is to contribute to sustainable and inclusive economic growth through export. SIPPO supports Business Support Organisations to enhance their export promotion services and to facilitate market access of their export-ready member companies to Switzerland and Europe.»



Mandate and Partners

The Swiss Import Promotion Programme (SIPPO) is a well-established mandate of the Swiss State Secretariat for Economic Affairs (SECO) within the framework of its economic development cooperation.

SIPPO places Business Support Organisations (BSOs) at the centre of the programme instead of focusing on individual companies. Business Support Organisations (BSOs) can be public entities or private organisations, such as ministries, trade promotion agencies, sector associations, chambers of commerce, or governmental trade departments.

11 Countries, 6 Sectors

SIPPO supports over 40 BSOs in 11 countries:

- Colombia
- Peru
- South Africa
- Indonesia
- Vietnam
- Tunisia
- Morocco
- Albania
- Bosnia & Herzegovina
- North Macedonia
- Serbia

The programme is active in six sectors:

- Fish & Seafood
- Processed Foods
- Natural Ingredients
- Technical Wood
- Value added Textiles
- Sustainable Tourism

SIPPO has been implemented by Swisscontact since 2017 in partnership with BHP Brugger and Partners and Helvetas Swiss Intercooperation and is currently in its second phase (2021–2025).

Services

In collaboration with a network of international and national consultants SIPPO strengthens the capacities of BSOs in three areas:

1. Improvement of BSO's export promotion services such as market Intelligence, market orientation- and commercial missions and trade fair participation
2. Institutional strengthening of BSOs through capacity development in export strategy development, export promotion services management and knowledge management
3. Strengthening of export promotion systems in the partner countries through building of networks



Focus on Sustainability and Digitalisation

Additional focus areas in SIPPO's Phase 2 (2021–2025) are Sustainability and Digitalisation:

SIPPO has developed seven **Guiding Principles for Sustainable Trade**. These guidelines are contextualized to each of the six sectors in the SIPPO Programme. They provide a framework for the implementation of international responsible business conduct.

Digitalisation is one of two cross-cutting topics that is at the core of SIPPO's activities with BSOs. SIPPO's digitalisation concept works with a holistic framework for digital transformation, which guides the program and its beneficiaries into taking more data-driven decisions. SIPPO identified five areas regarding the development of digital capacities, namely digital networking, digital advice and knowledge sharing, training, relationship management and trade platforms and reporting and market Intelligence.



Emphasis on local actors in the partner countries

SIPPO puts great emphasis on social, environmental and economic sustainability in trade and relies on local actors in the partner countries. The capacity development approach allows BSOs to continue to provide their services beyond the duration of the SIPPO programme.

Value Chain Cooperation Projects

SIPPO coordinates and cooperates with other Swiss co-operation programmes. Swiss «Value Chain Cooperation Projects» can benefit from SIPPO's knowledge of the «last mile» and its BSO and expert network.



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