

Dear Western Cape Exporter,

You are invited to apply for Wesgro's flagship Made in the Cape 2025: Buyer's Programme.

About the trade event:

Scheduled to take place from 3 – 6 March 2025 in Cape Town, the four-day trade event provides Western Cape exporters the opportunity to directly engage with international buyers, and showcase their diverse, trusted, quality-crafted, and sustainable goods and services.

For the B2B component, the hosted buyers will utilise the virtual matchmaking platform, CapeTradePortal.com to each select 20 exporters to engage and meet with during the programme.

For a preview of Wesgro's flagship trade event, watch: [Made in the Cape 2024 | Testimonial Video](#).

How to apply:

1. Register as a Western Cape Exporter on the CapeTradePortal.com

2. Complete your exporter profile and onboard by **15 November 2024**, to be eligible for the selection process.
3. If you are already registered and verified on the CapeTradePortal.com, ensure your profile is up-to-date with all relevant export experience, products or services etc.
4. Should you be selected by the buyer(s) for the B2B meetings, Wesgro will contact you and advise on the next steps.

Additional opportunities:

If you followed the steps above, and your company is not be selected for the B2B meetings, there will be other opportunities to participate in the programme through the networking sessions.

Furthermore, building on the success of previous Made in the Cape buyer's programmes, campaign launches in key-international markets and domestic awareness activations, your products and services stand to become more easily discoverable and accessible.

For further queries, contact Wesgro's Trade Team at export@wesgro.co.za.

Should you no longer wish to receive communications from Wesgro, kindly send an email to unsubscribe@wesgro.co.za

All the best,

Wesgro's Trade Unit

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e: export@wesgro.co.za

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**#MadeInTheCape #PlaceOfMore #Wesgro
#CapeConfidence**



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