

Dear Producers,

Wesgro invites you to apply for our Trade Promotion Partnerships.

We are calling all businesses, both local and international, to partner with Wesgro in supporting our mandate to grow exports of goods and services from the Western Cape, South Africa, to the rest of the world.

### **What is a Trade Promotion Partnership?**

This partnership, set up as a Joint Marketing Agreement (JMA), will allow Wesgro to collaborate with local and international businesses, promoting the quality goods and services from the Western Cape and positioning the province as a sustainable and world-class source market.

### **How Can You Partner with Us?**

Partnerships could include collaboration on our key trade promotion activities, which consist of (but are not limited to):

- Export & OFDI Missions: A list of all our missions is published on the Cape Trade Portal: <https://capetradeportal.com/for-western-cape-exporters/wesgro-trade-missions/>.
- Trade Thought Leadership and Networking Events: Several events are planned to educate Western Cape businesses on exports and trade opportunities in Africa, the EU, the US, the UK, the Middle East, and Asia. A special focus will also be placed on trade in services, a strategic priority for Wesgro.
- Export Training and Mentoring.
- Collaboration in expanding our Online Marketplace and Resource Centre: [www.capetradeportal.com](http://www.capetradeportal.com).
- Partnering with Wesgro on our Flagship Made in the Cape B2B Trade event: We host international buyers and connect them to Cape Town and Western Cape businesses via dedicated B2B meetings and site visits, all facilitated through the [www.capetradeportal.com](http://www.capetradeportal.com).

Before applying, kindly review our guidelines and criteria: [Wesgro Partnership Guidelines](#)

Interested in Partnering with Us?

**Apply:** [Wesgro Trade Promotion RFJMA - Formstack](#)

**Deadline:** Tuesday, 2 July 2024 at 11h00.

If you have any questions or queries, please feel free to reach out to us at [tradejma@wesgro.co.za](mailto:tradejma@wesgro.co.za).

We look forward to working with partners to help scale exports from the Western Cape, South Africa, to the rest of the world.

Should you no longer wish to receive communications from Wesgro, kindly send an email to [unsubscribe@wesgro.co.za](mailto:unsubscribe@wesgro.co.za).

**All the best,**



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Wesgro's Trade Unit

t: 021 487 8600

e: [export@wesgro.co.za](mailto:export@wesgro.co.za)

w: [wesgro.co.za](http://wesgro.co.za)

w: [capetradeportal.com](http://capetradeportal.com)

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