

**Dear Western Cape Stakeholder,**

**We are pleased to reshare the following invitation from the Small Enterprise Development Agency (SEDA) to join the Free From Food Dubai – 2 – 3 October 2024.**

**Kindly note that Wesgro will not be participating in this programme.**

**Please find more information about the event in the below and attached. Application deadline is 26 July 2024.**

**For more information, please do not hesitate to contact John Maloka at 060 960 3011; 012 441 1149; or [jmaloka@seda.org.za](mailto:jmaloka@seda.org.za).**

**Kind regards,  
Wesgro Trade Team**

**Good day Colleagues,**

**Attached find the call for applications, spreadsheet,**

**and SBEDS application form for Free From Food Dubai event that will be taking place in Dubai. Please share it within your database and be mindful of mandatory information, product category and the closing date. For those clients not on the Seda database, please approach the Seda branch for assistance with Export Readiness Assessment (ERAT). We will appreciate if the client can approach the Seda branch between seven and fourteen working days before the closing date to give the branch enough time in assisting them with the ERAT.**

**We thank you in advance for championing SMME development, trade facilitation and market access.**

## **Regards**

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