

Agrifood Trade Mission - Cape Town, South Africa

Promoting Dutch Businesses on Climate Smart Technologies & Horticulture

Trade Mission alongside Produce Marketing Association Conference (PMA)

Dates: 30 July – 1 August 2019

Invitation Letter

Introduction

The Embassy of the Kingdom of the Netherlands wishes to invite your company to participate in a Trade Mission to be held from 30 July – 1 August 2019. Through this Trade Mission the Embassy will get you in contact with key players in the South African Horticultural sector seeking to promote or apply Dutch technologies. This Trade Mission will be different from the ones before that were organised to attend the Produce Marketing Association (PMA) Conference.

The core of the trade mission will be a seminar on climate smart technologies and horticulture on 1 August. This will be built upon the Climate Smart Agriculture study and stakeholder engagement on a possible Centre of Excellence on Horticulture and will be an own program organised by the Embassy.

Over the past 4 years the Embassy has been engaging in various activities which have helped to identify key opportunities for business partnership between Dutch Companies and their South African Counterparts. Major among these activities were:

- Climate Smart Agriculture (CSA) Study 2017. Report on this study can be accessed here: <https://www.agroberichtenbuitenland.nl/landeninformatie/zuid-afrika/documenten/verslagen/2018/04/26/csa-study---final-report>;
- Study on the nexus agriculture and water: Report on this study can be accessed here: <https://www.agroberichtenbuitenland.nl/landeninformatie/zuid-afrika/documenten/rapporten/2017/04/30/scoping-mission-water-and-agrofood-south-africa> ;
- Trade Missions alongside Produce Marketing Association Conferences 2015 - 2018;
- Stakeholder mapping and strategy development for a Centre of Excellence on horticulture 2019.

From these lessons it has become obvious that to create wider opportunities for Dutch businesses in South African, once-off activities are not enough. The 2019 Trade Mission is therefore designed to create a platform for Dutch companies to extensively engage with their South African counterparts and being able to continuously promote their technologies after once-off events such as the PMA Conference. Thus the above mentioned Trade Mission will be organized as follows:

Climate Smart & Horticulture Seminar – Core Activity of Trade Mission

Through the activities mentioned above, building upon the CSA study and stakeholder engagement on a possible Centre of Excellence on Horticulture the focus will be on presentations around these themes by South African as well as Dutch experts. Besides this there will be breakaway sessions on apps that make use of smart technology and the development of a center of excellence on horticulture in the Western Cape. The seminar will give you opportunity to brand your company/products. The seminar will be held out of Cape Town.

We therefore invite you to attend the seminar and give you the opportunity to bring your promotion materials including banners, brochures and videos which will be displayed at the Event.

Match-making

On 31 July, we will organize match-making sessions for companies that will register to be included in the match-making programme. The venue for the match-making sessions will be at or near the venue of the PMA Conference in Cape Town.

Trade Reception

A reception will be organized for the evening of 31 July at the residence of the Consul General of the Dutch Consulate in Cape Town.

Both match-making and trade reception are run up activities for the 1 August Climate Smart and horticulture Seminar.

PMA Participation

Your participation in the PMA Conference is optional. You can choose to participate in the PMA Conference in full (i.e. 30 – 31 July) or in part (i.e. only 30 July or only 31 July).

You will be required to register on the PMA website and make payments on your own. Please inform us once you have registered.

As the Embassy we will have a small stand in the exhibition area of the PMA conference on 30 and 31 July. *This stand will not be designed to accommodate banners but will be used as a meeting place.* We will only be able to display your brochures and promotion videos. In addition to the videos and brochures, The Embassy will produce and display a collage bearing logos of all Dutch companies in the Mission. You will be expected to submit the logo of your company by 31 May 2019 for this purpose. (Delegates interested to have their own stand can arrange with the PMA directly).

NB: Please indicate when you are interested in participating in this mission first that you will attend the Seminar on 1 August. This will mean you are accepting to participate in matchmaking (and the Trade Reception) on 31 July too. If you would like to attend the PMA and want to make use of the PMA stand please indicate this on the form.

Logistics

In line with the above information, we ask you to arrange your logistics in a sequence according to the 3 steps below:

Step 1: Complete and sign the attached form for participating in the Agrifood Trade Mission which includes participating in the Climate Smart and Horticulture Seminar, matchmaking and Trade Reception (both on 31 July) and send it to us.

Step 2 (*This is only necessary if your participation in the Trade Mission includes the wish to attend the Embassy's PMA Programme*): Please **register with the PMA** (Registration includes payment) and send us proof of registration. *Please note that if you send PMA registration proof without the attached completed form, we will not include you in the Embassy PMA activities as underlined above - in that case you will attend the PMA Conference in your own private capacity. PMA registration can be made through the following website: <https://www.pma.com/events/fresh-connections-southern-africa/attendees/registration>*

Step 3: Make your travel arrangements (flights, airport transfers and accommodation). Hotel information to be confirmed. The Embassy will organize transport to the activities as underlined above. This hotel will be the point of departure. If you stay at the different hotel you will be required to make arrangements to meet everyone at this departure point or travel directly to the particular activity venue in line with the schedule of activities underlined above (*details to be provided later*).

Note

The Dutch Embassy does offer the participation in the Seminar (including option to display company information), reception/network event and matchmaking. If registered at the PMA the Embassy does offer too using the Holland pavilion. As the Dutch Embassy, we do not ask you for participation fees, but if you wish to participate in the PMA Conference, the PMA Conference organisers will ask for registration fees which you will pay directly to them. You will also be required to arrange your own travel, stay, local transport (except for the events offered by the Embassy) and other related expenses. Promotion and information material must be arranged or transported at your own cost.

We will provide more details once we receive your confirmation for participation in the Trade Mission.

- Please open the attached registration form, complete, sign and send it back to us as soon as possible. Companies wishing to participate in match-making should ensure to submit the form before **1 May 2019**. Companies not wishing to participate in match-making can submit their forms by **30 May 2019**.
- Please contact us for clarifications in case of need.

Registration for Agrifood Trade Mission

(To be attached separately in PDF format)

Please note that you are completing this form as a confirmation that your participation in the Trade Mission does include the Climate Smart and Horticulture Seminar (on 1 August), matchmaking (if needed) and Trade Reception (both on 31 July)

Completing this form only concerns step 1 under logistics in the attached invitation letter

After reading the attached invitation letter carefully, please print this page and complete the form below, sign and send a scanned copy back to us using the following email address: pre-lnv@minbuza.nl

Company name: _____

Name of participant (s): _____

Phone number: _____

E-mail address: _____

Products or services of the company: _____

Do you need a stay package: **Yes / No**

Will you use the Dutch pavilion (if registered at the PMA): **Yes / No**

Will you bring a banner / promotional material / DVD etc (for use on 1 August):

Do you want to participate in the match-making: **Yes / No**

I hereby undertake to confirm that my company will participate in the Trade Mission. **We will particularly ensure to participate in the Climate Smart and Horticulture Seminar on 1 August 2019.**

Signature: _____

Date: _____