



Bundesministerium
für Ernährung
und Landwirtschaft

German Delegation of meat producers visiting South Africa

Johannesburg, Pretoria, and Cape Town, Nov. 28th – Dec. 02nd 2016

Meet new Meat-Producers – Made in Germany!

SBS (systems for business solutions) in collaboration with local organizing firm, the Africa Business Group, is coordinating this 5-day Business Trip at the end of 2016 to **Johannesburg, Pretoria and Cape Town**. The German delegation will be carefully selected in order to represent the best of German meat products. You can find a first list on the next page. The delegation will be accompanied by a representative from the Ministry and by Mr. Steffen Reiter as representative of the German Meat Association. This organized business visit for a delegation of 4-12 German companies is part of a support project from the **German Federal Ministry of Food and Agriculture**.

German companies from the **meat producing** sector, specifically pork, are looking forward to:

- gaining an insight into the South African market
- meeting with important companies, associations and institutions
- getting to know potential future business partners, and
- visiting interesting reference projects or African companies from the sector, such as meat-processing companies, meat buyers and importers, supermarkets and wholesalers, ecc.

Nov. 29th (Tuesday, Johannesburg) as well as Dec. 1st (Thursday, Cape Town) are dedicated to **presentation events**, where the delegation will present their companies and products and you can meet with their CEOs or export-managers in **private b2b-meetings**.

The delegation is seeking to meet **forward-thinking companies, institutions, and organisations** who are interested in developing future relationships, creating business contacts and co-operation, and meeting potential meat/pork suppliers. Thus, we look forward to receiving participation interest forms from:

- Interested and sector renowned associations to present to the delegation the opportunities, intricacies and potential risks involved with working in and with the South African market.
- Organisations, companies, and institutions, with genuine interest in meeting the German delegation and to participate in the networking events, and to discuss potential opportunities for German-African cooperations.
- Organisations, companies, and institutions, willing to extend an invite to the delegation to visit their HQs, warehouses or supermarkets for **“technical visits”**.

Geschäftsreise
Südafrika
28.11. - 02.12. 2016

 **Fleisch**

agrifood
german-tech
.org

 **SBS**
systems for business solutions

www.bmel.de/export

Contact

If you have any questions regarding the delegation or the project, please do not hesitate to contact the organizers:

Africa Business Group

Ms. Sindha Gramoney

Tel: +27 11 513 4117

E-mail: sindha@abghq.com

SBS systems for business solutions

Ms Miriam Achenbach

Phone: +39-06-390 311 90

E-Mail: achenbach@sbs-business.com

Registration and Participation

Surname, Name

Company Name

Address

Phone | E-Mail

City, Date

Signature

Please e-mail send your registration to: sindha@abghq.com and cc. tshiamo@abghq.com

Thank you. We will contact you shortly with all the details.

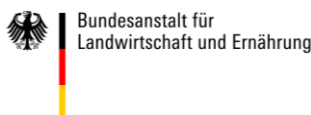
Parties involved



BMEL

The **Federal Ministry of Food and Agriculture** supports the export efforts of German companies of the agri-food sectors with special support programs. Thus, existing jobs are secured and new ones created - particularly in rural areas. Market exploration trips and business development trips with business meetings in the target countries are a focus of this program.

Website: www.bmel.de/export; www.agrarexportfoerderung.de



BLE

The **Federal Office for Agriculture and Food** acts as co-ordinator of said support program of the BMEL and supports its implementation through a variety of services, such as the awarding of the tenders of business trips, the acquisition of German participants and accounting.

Website: www.ble.de/exportfoerderung



SBS systems for business solutions Soc. Coop.

Since 1999, SBS develops customized solutions for complex internationalization projects; since 2006 we are primarily working on behalf of Federal Ministries. With offices in Rome and Berlin our core business lies in advising German and Italian companies in terms of their global export activities, but we also work with international companies looking to enter the D-A-CH market (Germany Austria, Switzerland) as well as Italy. Our many years of experience include the planning and implementation of projects, workshops, events and B2B business meetings in addition to individual market entry strategies.

Website: www.sbs-business.com; www.agrifood.german-tech.org



Africa Business Group (ABG)

Founded in 2005, ABG is an African economic development company that promotes trade, investment, and capacity development in Africa. ABG's work focuses on private sector development, public-private partnership development and its work is primarily in the agriculture/ agribusiness, renewable energy, tourism and manufacturing sectors. With principal offices in Johannesburg, ABG is continentally active across Africa.

Website: www.abghq.com



GEFA

The **German Export Association for Food and Agriproducts GEFA e.V.** forms a comprehensive communication platform between politics and economy and sees itself as the central contact point for all buyers interested in food, drinks, agricultural products Made in Germany.

Website: www.germanexport.org



German Meat

German Meat is the joint export promotion organisation of the German meat industry. German Meat groups together companies and organisations from all levels of meat processing: from agriculture via slaughtering and cutting through to the meat products industry. The aim of German Meat is to promote the export of products made by the German meat industry.

Website: www.german-meat.org