

## Inaugural Made in the Cape expo set to ramp up Western Cape exports

Dozens of buyers from around the globe will gather in the Mother City to meet with more than 300 local exporters at the inaugural Made in the Cape 2023 expo.



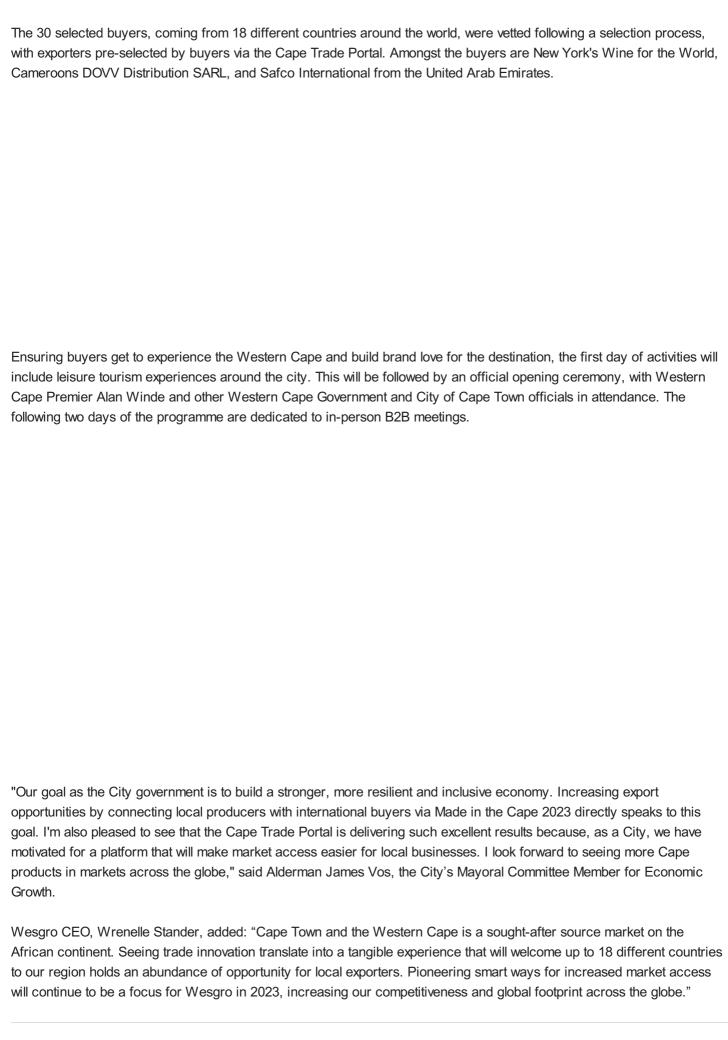
Source: Pexels

The dedicated hosted buyers programme, initiated and hosted by Wesgro, will take place from 1 to 3 March and more than 600 B2B meetings have been scheduled.

According to Wesgro, the expo is a culminating point for the virtual <u>Cape Trade Portal</u> - bringing to life the digital trade matchmaking platform with in-person interaction through the Made in the Cape 2023 programme.



Source: Supplied





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The 'Made in the Cape' brand was successfully launched in the UK - driving buyers to the Cape Trade Portal, as well as encouraging local exporters to expand their global footprint through registering on the virtual marketplace free of charge.

Following the UK success, Wesgro's chief marketing and innovation officer, Jean Scheltema, explains how the targeted digital campaign was launched, and is currently running in the US market, with 42,000 clicks already achieved to the Cape Trade Portal and over 1.4 million unique views of exports content produced across products and services.

"Seeing The 'Made in the Cape' region of origin brand come to fruition as an impactful event in the Western Cape's calendar is rewarding. 2023 will see us bring Made in Cape to life in a well-known South African retail space demonstrating the effectiveness of a unified approach in market," added Scheltema.

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