

Wesgro, Western Cape businesses attending PLMA 2018

Wesgro, together with five Western Cape-based companies are participating in the Private Label Manufacturers Association (PLMA) Trade Show in Amsterdam - which brings together retailers and manufacturers with the objective to help them find new products and make new contacts - to showcase agri-processed products. The businesses participating in PLMA 2018 include Goedgedacht Trading, Caffenu, Cape Foods, Uber Flavour and Southern Right Foods.

Olive oil, beverages, spices, condiments, sauces, confectionery and coffee cleaning capsules are among the range of products being promoted at the trade show.



Image Source: [Snack & Bakery](#)

“The Netherlands is the Western Cape’s third largest export destination, with exports reaching up to R9bn in 2017,” commented Wesgro CEO, Tim Harris. “The positive growth has largely been attributed to the historical relations with the Netherlands and the government’s export-oriented growth strategy.”

Goedgedacht Trading Managing Director, Rob Templeton, commented: “Goedgedacht Trading participated in PLMA Amsterdam three years ago. At that time, my experience of promoting private label products to retailers was still very basic. This year, I am meeting with several reasonably well-connected people in Europe namely the CEO of Makro and the sales manager from Berg Foods. I am hopeful to be given the opportunity to quote on some private label work and at the same time start supplying a well-established food service operations operating in the Bergen Region.”

Antony Hyde, international sales agent of Caffenu, commented: “Caffenu is a South African invention that has grown in the past two years to be sold in 32 countries. The world of private label now represents almost 40% of all grocery chain sales, it is essential for our sustained growth that we expose ourselves to this market - as the world’s largest private label platform PLMA is where we need to be. We have done our groundwork with three pre-scheduled meetings, we want to leave this show with a serious order of intent.”

Growing the agri-processing sector

Minister of Economic Opportunities, Alan Winde said: “Growing the agri-processing sector is one of the cornerstones of our Project Khulisa strategy to create jobs and grow the economy. While we’ve been sourcing new markets for our products, it is also important to ensure that we grow our established markets like the Netherlands, by introducing them to new products and brands and trade shows like this allow us to do that.”

Recognising the importance of the Dutch market for South African products, Denan Kuni, head of Wesgro International Trade, noted:

“Our trade team will look to increase trade with the Netherlands through facilitating exports from the Western Cape. Participating companies will have an opportunity to meet with large retailers’ importers, distributors, chambers and business organisations in Europe and the rest of the world.”

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