

Minister Alan Winde calls for cooperation with Dutch Agrofood industry

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Embassy of South Africa, The Hague

During an open interactive discussion with Dutch agrofood suppliers, Mr. Alan Winde (Minister of Economic Development, Finance and Tourism of the Western Cape) presented the challenges in South-Africa and the Southern Africa continent:



"Economic development in these countries are among the highest worldwide. To keep up, local food production chains need to be modernized. Also water and energy related challenges need to be addressed. Last but not least, the sector will increasingly be affected by global competition. Winde stated, "Agriculture remains the main sector in South Africa, but is faced with instability. What we need is to understand the whole supply chain".

Winde emphasized several Global Competiveness indicators that show how South Africa has performed over the past years. On a global list, South Africa ranks:

- 3rd on attractiveness of Private Equity
- 10th on investor protection
- 2nd on the protection of minority shareholders
- 2nd on the soundness of banks.

Still, the South African currency (RAND) remains volatile and import regulations may end up causing trade restrictions. Winde invites all Dutch companies to report such trade inhibiting practices to him personally.

The bilateral economic relationship with the Netherlands is already strong. Rotterdam is the main destination for goods from the port of Cape Town (agricultural goods are a substantial share). With regards to strategic cooperation with agriculture and food processing, Winde pointed out that his country is in need of technologies and know-how that stimulate the modernization of food production chains.

Many companies that have succeeded in South Africa will find this experience useful when entering neighboring countries in Southern Africa.

Building consortia to approach Southern Africa

SANEC and NAFTC jointly launched the NAFTC Africa initiative. The main driver of the NAFTC approach is to position Dutch know-how on food production in Southern Africa markets, by local presence. Together with South-African governments and companies the main areas of cooperation are analyzed.

By building consortia of chain partners, the Dutch sector can collectively approach these opportunities. Additionally individual support is provided, trade missions and fairs are organized, and solution provided by Dutch chains partners (dairy, potato, fruit & vegetables, meat etc) is marketed.

SANEC and NAFTC invite all companies from the Agrofood, Water and Horticulture sector with an interest in Southern Africa to co-design these strategic programmers. Please indicate your interest to arthur@naftc.nl

