

PRESS RELEASE

Launch NAFTC Southern Africa to safeguard food security

Cape Town 27 February 2013 – Food Security is of great essence in current times where food sources are not equally divided. During a SANEC business breakfast in Cape Town on 27 February, the *Netherlands Agro, Food & Technology (NAFTC) Southern Africa* centre is launched to safeguard food security. The centre for Southern Africa will be based in Cape Town and will serve as a hub to the continent. NAFTC is a private business platform, which has booked great results in a similar way in China, India and Israel.

The launch was the outcome of a Memorandum of Understanding signed on 15 November 2012, signed by NAFTC, the Dutch Embassy and SANEC, who will manage the office in Cape Town. Prior to the signing ceremony, the foundation for NAFTC was laid during a strategic meeting with the Consul-General Mr. David de Waal at the Dutch Consulate in Cape Town.

Food security sustainable for decades to come

During the business breakfast, Jan Hak (*President NAFTC'S, GMV/FME, Vice President and Head Emerging Markets Metropolitan Food Security and CEO Hak & Partners BV*) gave a valuable speech about the NAFTC initiatives and Dutch – South African cooperation to make food security sustainable for decades to come. He highlighted the focus points of NAFTC Southern Africa, that include *water, high-tech systems for agri- and horticulture, post-harvest handling, added value creation & logistics and Metropolitan Food security*. In addition, Mr. Hak sparred with prominent partners in the agro-food sector during interactive Q&A sessions. The first steps towards strategic partnerships by NAFTC-Southern Africa have been made!

NAFTC's explained

NAFTC is a worldwide initiative with localised semi-official status in the 'golden triangle' (business, R&D institutions & government). NAFTC Southern Africa aims to facilitate business, lead generation and business development for Dutch organisations in the agro-food value chains (*fresh produce, potato, fruit & vegetables, meat & feed, dairy, bakery, cold chain etc.*) in southern Africa. The office will serve as a hub as one of the four initiatives of NAFTC Africa.

Specific South(ern) African requirements

The NAFTC initiative is supported by Foundation MFS, Association GMV/FME and the Dutch Government. The NAFTC Southern Africa office wishes to create South(ern) African – Dutch partnerships by providing Dutch expertise, products and technologies according to the specific South(ern) African requirements. It fits in within the new Dutch government policy to support, promote and facilitate private sector driven initiatives.

Membership

Membership is open to all Dutch or Netherlands based companies in the agro-food value supply chains. The director (Mr Feico Mulder) at the NAFTC Southern Africa office will be facilitated by SANEC (*Southern African*

Netherlands Chamber of Commerce), which is already active as business facilitator between the Netherlands and southern Africa since 1992.

About SANEC

SANEC, the Southern African-Netherlands Chamber of Commerce, is the key intermediary agency for companies, organisations and entrepreneurs doing business or seeking to do business in and between the Netherlands, selected European partners, South Africa, and the southern African region (SADC). SANEC's core business is to guide you in doing business in and between southern Africa and the Netherlands. Having close contacts with both the public and the private sector in both regions, SANEC is able to open doors for business partners and to offer companies custom-made service.

For more information, please visit the website: www.sanec.org.



From left to right: Jan Hak (President NAFTA-Southern Africa), Mark Agterdenbosch (General Manager of SANEC office The Hague), Feico Mulder (SANEC representative Cape Town), Frans Engering (Chairman of SANEC office The Hague), David de Waal (Dutch Consul General in Cape Town) in front of the Dutch Consulate in Cape Town.



NAFTC discussion with Minister Alan Winde, Ministry of Finance, Economic Development and Tourism.