



WESGRO trade mission to Sweden 24 - 26 April

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As part of its focus on the maintenance and development of established markets, **Wesgro** intends to lead a trade mission to Sweden. The focus is on companies manufacturing and supplying natural products. Natural products have been gaining popularity over the past few years in European Markets.

The current annual value of the Natural Products industry in South Africa is conservatively estimated to be in the region of approximately R1 billion, inclusive of all the various types of products. This industry incorporates medicinal herbs, herbal teas, essential and edible oils, cosmetic/body care products, and specialty herbs and spices. These Natural Products are used for a variety of purposes that range from food and beverages to cosmetics. They also come in different forms such as packed/caked, powders, extracts, tablets and creams.

The mission to Sweden has the following objectives:

- To generate business deals.
- To market the Western Cape Natural Products Industry.
- To generate trade leads.
- To gain valuable first-hand knowledge on how to export organic products to the EU Market.
- To recruit foreign investors for Natural Products.
- To research renewable energy programmes.

Companies

Berfin (pty) Ltd

HerbAfrica has been packing and distributing Honeybush tea and blends thereof since 1998 and is committed to sustainable harvesting practices producing the finest quality teas for the discerning, health conscious, tea drinker. The

biodiversity of the floral kingdom in Southern Africa is extensive and HerbAfrica has created four unique teas, blending the therapeutically beneficial herbs and fruits with Honeybush tea. All HerbAfrica teas are fermented (oxidized) herbal tea / infusion Low-Tannin, Caffeine-Free, Anti-Oxidant Rich, Free of Colouring & Preservatives. We have the following: **Marula Sunrise, Honey & Moon, Red Earth, Enviva Tea.**

AfriMystique

Afri'Mystique Cosmetics (Pty) Ltd, a South African company located in Cape Town, was initiated by Ms. Mymona Nassiep and Ms. Asma Davids in July 2003. The products contain Natural Ingredients such as **Rooibos**, Honeybush, **Tea Tree** and **Kelp**. Our manufacturing expertise include aromatherapy products, fragrances, toiletries, skin care, hair care, Sun protection products, baby products, bath salts and bath crystals, colour cosmetics, foot care products and household cleaning materials, Glycerine soaps, candles, fizz cubes and fizz balls.

Afriplex (pty) ltd

Afriplex was borne from the need to unlock the potential of plants and herbs indigenous to Africa. Today, Afriplex produces **Rooibos** tea, **Green Rooibos extract, essential oils**, plant extracts (spray dried and liquid) and herbal tinctures unique to the Western Cape region in South Africa. Afriplex is well positioned to supply plant material equivalents, e.g. **Buchu** leaf, Rooibos tea, Honeybush tea (*Cyclopia intermedia*), Cancerbush (*Sutherlandia frutescence*), Devils Claw (*Harpagophytum procumbens*), Pelargonium sidoides (commonly known in Germany as Umckalaube) and Hoodia Gordonii. We are the largest commercial propagator of Hoodia Gordonii, Pelargonium sidoides and Buchu and have invested in farming facilities to guarantee sustainable production of these indigenous plants.

ASNAPP

ASNAPP is a non-profit organization that is helping to create and develop successful African agribusinesses in the natural plant products sector. The sector is ripe with opportunity for emerging entrepreneurs and small-scale suppliers across the continent, given Africa's vast botanical heritage and growing global demand for natural and organic products.

Formed in 1999, ASNAPP focuses on the development of high-value natural plant products that enable African agribusinesses to compete in local, regional and international markets. These products include herbal teas, culinary herbs and spices, essential and press oils, as well as medicinal plants. Rooibos tea from the Wupperthal community and honeybush tea from the Langkloof area

are currently the two products ready for export, while training in more sectors promise potential new and more products.

Seacrest

We are a start up company which is a bee entity owned by managing members joslyn and freddie vermeulen which started to operate since 2005. We focus mainly on exporting south african natural products like rooibos, buchu, aloe, dried fruit, proteas, etc. Through our products we aim to enhance a healthier lifestyle, supported by a world wide trend. Collectively our management has over 25 years working experience which include customer service, sales, marketing and management. Export training was provided by wesgro which forms part of our well established network, including the department of trade and industry and the chamber of commerce of which we are active members.

Company contact details			
Company Name	Contact person and e-mail	Sector & Product	Current Exports
Berfin (pty) ltd www.berfin.biz	Verena Ruschmeyer Phone: +27 (0)21 7940320 Fax: +27 (0)21 7940321 email: verena@berfin.biz	Natural Food Exporters / Fruit Juice, Rooibos	Japan, Australia, America, UK
AfriMystique Cosmetics www.afrimystique.co.za	Mymona Nassiep Phone: +27 (0)21 6921365 Fax: +27 (0)21 6917483 email: afrimystique@telkomsa.net	Natural Product Manufacture / Rooibos Cosmetics	Taiwan, Canada
Afriplex (pty) ltd www.afriplex.co.za	Donnie Malherbe Phone: +27 (0)21 8724976 Fax: +27 (0)21 8724930 email: oil@afriplex.co.za	Natural Product Manufacture / Essential Oils, Powder extract	Germany, UK, France, Denmark, Sweden, Spain, Netherlands
ASNAPP www.asnapp.org	Elton Jefthas Cell: +27 (0)21 8082922 Fax: +27 (0)21 8082917 email: ejefthas@sun.ac.za	Institution Academic / Rooibos, cosmetics	Senegal, Ghana, Zambia, Rwanda
Seacrest	Freddy Vermeul Phone: +27 (0)21 5920644 Fax: +27 (0)21 5950644 email: fvermeul@mweb.co.za	Natural Products / Rooibos and Dried Fruits	Agent

Swedish importers wishing to make an appointment with one of the above companies, should contact the Trade section at the South African Embassy.

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