

Western Cape showcases at Gulfood in Dubai to promote halal sector

In an effort to promote exports and the Western Cape halal sector, Wesgro has been supporting the South African Department of Trade and Industry and Western Cape companies at Gulfood in Dubai - an internationally recognised food and beverage trade show featuring 5,000 exhibitors and 120 national pavilions covering one million square feet. It is expected that over 100,000 traders and visitors will visit the show.



Image Source: [Gulfood](#)

Wesgro CEO, Tim Harris said: “We will not only use the trade show to showcase our products, but we will also entice traders and investors to consider the Western Cape as a partner and a hub for their business expansion operations into the rest of Africa. Cape Town and the Western Cape are open for business, and we will share this message of confidence and optimism in the UAE.”

Western Cape companies participating in the show include Excellent Meat International Trading (Pty) Ltd, Mostrich (Pty) Ltd, Klein Karoo International (Pty) Ltd, Berfin Worldwide (Pty) Ltd, Rooibos Ltd, Natural Herbs & Spices (Pty) Ltd and Rhodes Food Group Pty Ltd. D Kuni, head of Wesgro International Trade noted: “Canned fruits, vegetables and jams, beef, ostrich, rooibos tea, herbs, spices, sauces, dressings, chutney and biscuits are among a diverse range of Western Cape products to be promoted at Gulfood.”

Opportunities, investments key to growing agriculture

Western Cape Minister of Economic Opportunities, Alan Winde, added: “The province has identified the halal sector as a key driver for economic growth. The UAE is a major destination hub for Western Cape halal products seeking to enter into the Middle East. The region has a rapidly growing population which is opening up tremendous opportunities for Western Cape food and agriculture producers and exporters. Increasing market access for our products will help us achieve the goals of Project Khulisa which are to grow jobs and investment in the agricultural and agro-processing sectors.”

Harris added that investment into agribusiness, and boosting agricultural exports would be hugely beneficial to the agricultural sector during the drought. “By attracting investors into agribusiness, and boosting exports of agricultural goods, we will be able to better support this critical sector during these challenging times. Agriculture is a key component of the Western Cape economy, and we are working hard, in line with our trade and investment mandate, to assist this sector.”

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