



WESGRO

cape town & western cape
tourism, trade & investment

Fresh Produce Virtual B2B Export Mission Exporter Profiles

Thursday 29 October 2020
Western Cape - Poland

an inspiring place to do business

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Wesgro, in collaboration with South African Embassy in Poland, the South African Fresh Produce Exporters' Forum and the Polish Chamber of Commerce, is excited to host you for the upcoming Fresh Produce Virtual B2B Export Mission.

The Western Cape is a South African province with coasts bordering the Indian and Atlantic oceans. It's known for the port city of Cape Town, set beneath Table Mountain, part of a national park of the same name. In Table Bay, Robben Island is the notorious prison that once held Nelson Mandela, and is now a living museum. Farther afield, winelands surround historical towns like Stellenbosch, Franschhoek and Paarl.

South Africa exports 2.7 million tons of fresh fruit to more than 90 countries annually, valued at R26 billion. Fresh fruit represents 33% of South Africa's agriculture exports, with citrus, grapes, apples, pears and quinces leading fresh produce exports from the Western Cape.

We are proud to present the ten Western Cape fresh produce exporters profiled, who are all experienced and qualified exporters.

We wish you a successful mission, and please do not hesitate to reach out to the Wesgro team should you require assistance.



Company Overview:

Wesgro is the official Tourism, Trade and Investment Promotion Agency for Cape Town and the Western Cape. We are the first point of contact for foreign buyers, local exporters and investors wishing to take advantage of the unlimited business potential in Cape Town and the Western Cape. Wesgro works closely with key players including the South African Government, Business, and Labour, the City of Cape Town, District Municipalities and rural local authorities. Our mandate is to attract and facilitate foreign and domestic direct investment into the region and exports of products and services through development of export capability, demand and market access, and to promote Cape Town and the Western Cape as a viable business and leisure destination.

Representative:

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Embassy Overview:

South Africa opened its Embassy in Poland following the successful signing of a protocol establishing full diplomatic relations between the two countries on 18 December 1991. Similarly, Poland reciprocally established its Embassy in Pretoria. By this act, the two countries signalled their mutual desire and commitment to recognise each other's efforts to promote friendly relations between their governments and peoples through the development of political, economic, cultural and scientific exchanges among their respective communities.

Following this, several bilateral agreements and Memoranda of Understanding were signed in diverse areas of mutual interest since the 1990s, which were aimed at providing a scope for the expansion of mutual exchanges between the two countries. The most urgent task for the Embassy in the current year, going forward, is to focus efforts on its mandate to promote economic diplomacy. As part of a plan to enhance the Embassy's program of economic diplomacy, it is envisaged that a high-level bilateral mechanism will be inaugurated in the current year to coordinate and manage bilateral economic projects between the two countries. This mechanism is expected to lend political support to bilateral trade missions in terms of the existing bilateral economic cooperation agreement between the two countries.

Representative:

Daniel Stemmer

First Secretary: Political

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Address: 54 Koszykowa Street, 00-675
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Company Overview:

The Fresh Produce Exporters' Forum (FPEF) is a voluntary, non-profit organisation with more than 140 members, accounting for about 90% of fresh produce exported from South Africa. The FPEF's role is to provide leadership and services to its members, the international buying community and the fresh produce export industry as a whole. The FPEF also provides a pivotal link between Government and the industry regarding market access and related matters.

FPEF members consist of fresh produce exporters, producer-exporters, export and marketing agents, pack-houses, logistics and other service providers. Whilst membership is voluntary and open to all South African fresh produce exporting companies and industry service providers, strict accreditation criteria and a Code of Conduct apply to ensure that only competent and reliable marketing agents and grower-exporters are admitted to the Forum.

Representative:

Anton Kruger

CEO

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Company Overview:

Polish Chamber of Commerce is the main economic self-governing organization in the Republic of Poland. PCC is composed of over 150 chambers and economic associations. The representation of the interest of Polish enterprises vis a vis the state authorities, foreign organisations and entities is the main objective of the Polish Chamber of Commerce. The other principal objective is the promotion of the Polish economy abroad. The Chamber acts as an economic lobby which manages legislative, economic and financial activity in order to create the optimum conditions for the enterprises operating in Poland. The basic goal of the Chamber is to facilitate the incorporation of the Polish economy and Polish companies into the mainstream of international cooperation.

The Foreign Relations Department of the Polish Chamber of Commerce conducts activities related to internationalisation of Polish enterprises and promotion of Polish export. Agreements concluded with partner organisations abroad and contacts with numerous international business organizations allows the department to provide active support for Polish enterprises by offering them various forms of promotion and finding foreign partners

Representative:

Agnieszka Salamonczyk

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Company Overview:

Capespan is a leading integrated and diversified fruit grower, packer and distributor of fresh fruit across the globe.

Export History:

Export since: 1999

Key Export Markets: Europe, Asia, Middle East and North America

Currently export to Poland: Yes

Key Polish Export Targets: Retailers & Importers

Main fresh produce looking to export to Poland:

Product 1: Appels, HS Code 080810, Jan – August

Product 2: Pears, HS Code 080830, Jan - August

Product 3: Grapes, HS Code 080610, November - April

Product 4: Oranges, HS Code 080510, May - September

Product 5: Lemons, HS Code 080550, May - August

Product 6: Grapefruit, HS Code 080540, April - July

Product 7: Soft Citrus, HS Code 080521, March - August

Representative:

Andre de Klerk

Head of Sales

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Website: www.capespan.com





Company Overview:

We are an export focused export company with a wide range of products and sources throughout Southern Africa.

Export History:

Export since: 1997

Key Export Markets: EU, Middle East, Far East, India, Bangladesh

Currently export to Poland Market: No

Key Polish Export Targets: Retailers, Importers, Exporters

Main product looking to export to Poland:

Product 1: Apples

Product 7: Mandarins

Product 2: Pears

Product 8: Lemons

Product 3: Plums

Product 9: Grapefruit

Product 4: Nectarines / Peaches

Product 10: Table Grapes

Product 5: Apricots

Product 11: Butternut Squash

Product 6: Oranges

Representative:

Adri Badenhorst

Commercial Manager

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Broadway Blvd, Somerset West 7130

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Company Overview:

Celebratio is situated near Oudtshoorn, and is one of the largest producers of quality pomegranates. The farm has the Wonderful cultivar and also has its own Global Gap pack house and cold rooms that enable them to keep control over their product.

Export History:

Export since: 2017

Key Export Markets: Europe

Currently export to Poland: No

Key Polish Export Targets: All

Main fresh produce looking to export to Poland:

Product 1: Pomegranates, Cultivar Wonderful, March - May

Representative:

Gerhard Meyer

Managing Director

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Western Cape

Website: www.celebratio.co.za



Company Overview:

Delecta Fruit exports Southern African deciduous and citrus fruit to countries across the globe and is jointly owned by producers. Delecta is currently supplying leading retailers and wholesalers with stone fruit, table grapes, apples, pears and citrus.

The company manages the full logistics function from our pack houses in SA to overseas destinations, ensuring a "door to door" service for the Delecta.

Export History:

Export since: 1997

Key Export Markets: UK, Europe, MEA

Currently export to Poland Market: Yes

Key Polish Export Targets: Retailer, Wholesaler, Importers

Main product looking to export to Poland:

Product 1: Apples, Jan - Nov

Product 2: Pear, Jan - Oct

Product 3: Grapes, Nov - Apr

Product 4: Lemons, May - Sep

Product 5: Soft Citrus, May - Sep

Product 6: Plums, Nov - Apr

Product 7: Oranges, May - Oct

Product 8: Nectarine, Oct - Mar

Product 9: Peaches, Oct - Feb

Product 10: Apricots, Nov - Dec

Representative:

Lindi – Nicole White

Key Account Manager

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7646

Website: www.delecta.co.za





FRESHNESS FIRST

Company Overview:

We believe in quality fruit, quality processes and quality people. Combine that with modern packing, cooling and cold-storage facilities, our fruit will reach you in peak condition.

Export History:

Export since: 2001

Key Export Markets: Europe, Middle East

Currently export to Poland Market: Yes

Key Polish Export Targets: Retailers, Distributer, Wholesaler, Importer

Main product looking to export to Poland:

Product 1: Plums, week 14 to week 48

Product 2: Persimmon, week 17 - 23

Product 3: Mandarins, week 14 - 23

Product 4: Lemons, week 22 - 32

Representative:

Jan Hoon

Marketing Manager

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Website: www.freshnessfirst.co.za



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Company Overview:

From all the corners of South Africa, packed to the highest standards, only the best quality fresh fruit and vegetables is good enough for the Freshgold brand. This is why we have a well established reputation as market leaders and have been associated with top quality produce by both our producers and our clients. With our world class service, we want every customer to be perfectly satisfied. We want you to “taste the sunshine”.

Export History:

Export since: 1999

Key Export Markets: Europe, Africa

Currently export to Poland Market: Yes

Key Polish Export Targets: Retailers, Wholesalers

Main product looking to export to Poland:

Product 1: Apples, Jan - Dec

Product 2: Grapes, Dec - Apr

Product 3: Citrus, Apr - Sep

Product 4: Pears, Jan - Oct

Representative:

Mientjie Marais

Marketing Manager

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Website: <https://freshgoldsa.co.za/>



Company Overview:

Fruitworks is a family owned company, established in 2001, focusing on the export of deciduous, citrus and vine fruits, sourced from all over South Africa. Our main focus is on the South East Asian markets but in recent years we have been expanding our business to a broader field of markets such as India, Bangladesh, Europe, UK, Russia, Canada, The Islands and The Middle East.

Export History:

Export since: 2001

Key Export Markets: SEA, ME, India, Bangladesh

Currently export to Poland Market: Yes

Key Polish Export Targets: Retailers, Distributer, Wholesaler, Importers

Main product looking to export to Poland:

Product 1: Apples Jan – Dec

Product 2: Pear Jan - Sep

Product 3: Grapes Nov - Mar

Product 4: Orange Mar - Oct

Product 5: Grapefruit Mar - Jul

Product 6: Soft Citrus Apr - Sep

Product 7: Lemons Mar - Aug

Product 8: Nectarines Nov - Mar

Product 9: Plums Nov - Mar

Representative:

Adrian Wesson

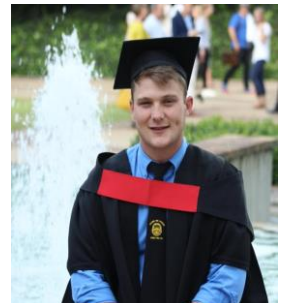
Marketing Manager

T: +27 (0) 72 369 8481

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Address: 124 Main Road, Paarl, Western Cape, South Africa

Website: www.fruitworks.co.za



Company Overview:

Kromco is one of the largest fruit packing facilities in South Africa, situated in the Elgin/Grabouw area (Western Cape). We specialise in the packing, grading, storage and marketing of quality apples and pears for both local and international markets.

Kromco is a grower owned company, giving clients the opportunity to work as directly as possible with the farmer with a short, effective cost chain and excellent service for 12 months of the year. The Kromco brand is well recognised and respected in the global fruit industry.

Export History:

Export since: 1971

Key Export Markets: UK, EU, Middle East, Asia, South East Asia, Africa, Indian Ocean Islands and Canada

Currently export to Poland Market: Yes

Key Polish Export Targets: Retailers, Distributer, Wholesaler, Importers

Main product looking to export to Poland:

Product 1: Apples HS Code 080810, Jan – Dec

Product 2: Pears HS Code 080830, Jan - Sep

Representative:

Francois Roux

Marketing Manager

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Website: www.kromco.co.za



Company Overview:

Lucerne Fresh (Marketing Division) is part of the vertically integrated Lucerne Agri Investments (Pty) Group who started their farming operations almost a hundred years ago.

The “Lucerne” brand is a well-known icon in the South African market, Retail and Wholesale space, with a proud history of quality produce and consistent service delivery.

Export History:

Export since: 2016

Key Export Markets: United Kingdom, Europe, Middle East, Far East

Currently export to Poland Market: Yes

Key Polish Export Targets: Retailers, Distributers

Main product looking to export to Poland:

Product 1: Plums, Nov - Apr

Product 6: Grapes, Nov - Apr

Product 2: Nectarine, Dec - Feb

Product 7: Apples, Mar - Oct

Product 3 Oranges, May - Aug

Product 8: Pears, Jan - Aug

Product 4: Lemons, Apr - Aug

Product 5: Butternut, Jan - June

Representative:

Juan-Ivan Smuts

Managing Director

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Company Overview:

UniChoice is a grower and exporter of citrus and table grapes. Since 2000 we've prided ourselves on superseding industry standards while remaining flexible and responsive to customer needs. Which is why our service ethic is beyond compare

Export History:

Export since: 2000

Key Export Markets: Europe, Canada, Russia, Middle East, South East Asia, Asia, Africa

Currently export to Poland Market: Yes

Key Polish Export Targets: Retailer direct access only

Main product looking to export to Poland:

Product 1: Oranges, HS Code 080510, May – Sep

Product 2: Lemons, HS Code 080550, May - Sep

Product 3: Table Grapes, HS Code 080610, Nov - Mar

Product 4: Butternut Squash, HS Code 070993, Feb – Mar

Representative:

André Swanepoel

Commercial Manager

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