



CBI
Ministry of Foreign Affairs



CBI

Project achievements in the
Natural Ingredients sector
in South Africa
2014-2018

Dirk-Jan Zegelaar



CBI Mission

We connect SMEs in developing countries to the European market and thereby contribute to a sustainable and inclusive economic growth.

8 DECENT WORK & ECONOMIC GROWTH

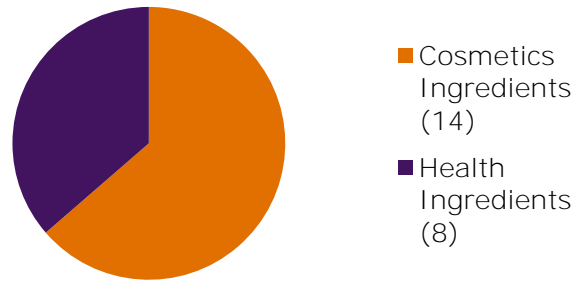
Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all



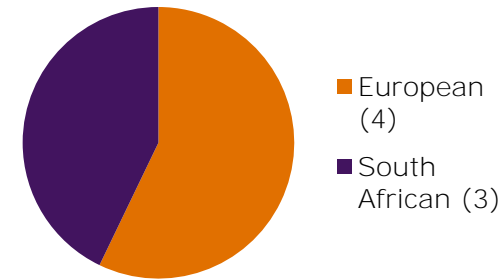


SME support: what did we do?

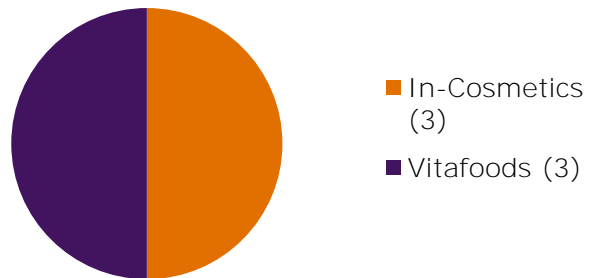
Companies



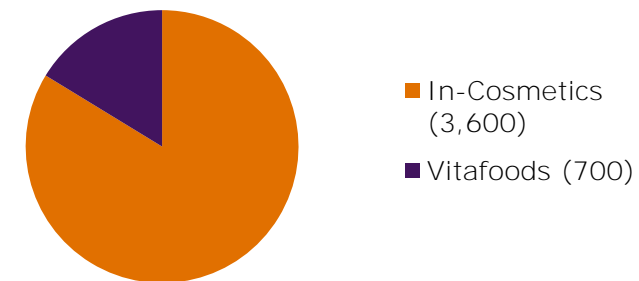
Experts



Tradeshows



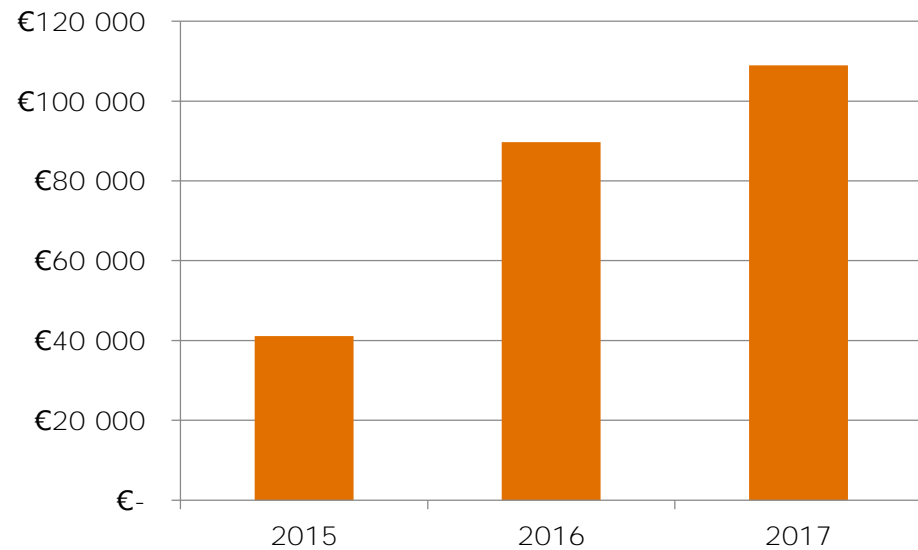
Business Contacts



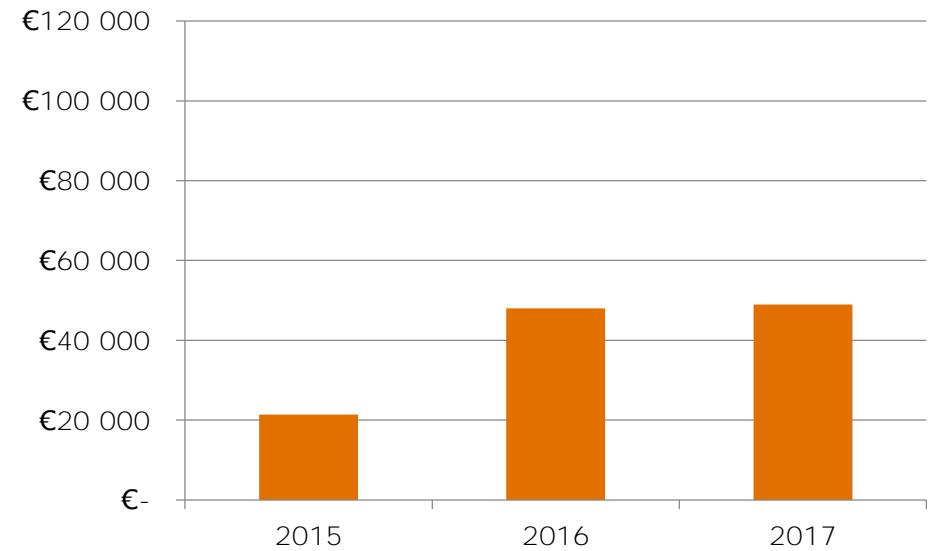


Results: Average exports to the EU

Cosmetics Ingredients



Health Ingredients





Results: Corporate Social Responsibility

> **Created a CSR roadmap**

- CSR Strategy and implementation plan
- Creation of policy documents
- CSR Communications

> **Informed European buyers on ABS regulations in South Africa**

- Workshop in Brussels



Results: Export Enabling Environment



1. The dti – Cosmetics Desk

- Sector Strategy developed by key stakeholders
- Improved collaboration within the sector



2. Cecosa

- Strategic focus (priorities, financial stability, services portfolio)
- EMP Training for SMEs developed
- South Africa Pavilion at In-Cosmetics Europe 2019 (to be confirmed)



3. Food South Africa

- Strategic focus (identification of high priority services, revenue generation strategy, levels of membership packages)





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