



CBI  
*Ministry of Foreign Affairs*

# South Africa Natural Ingredients and Products

## Sector Export Strategy

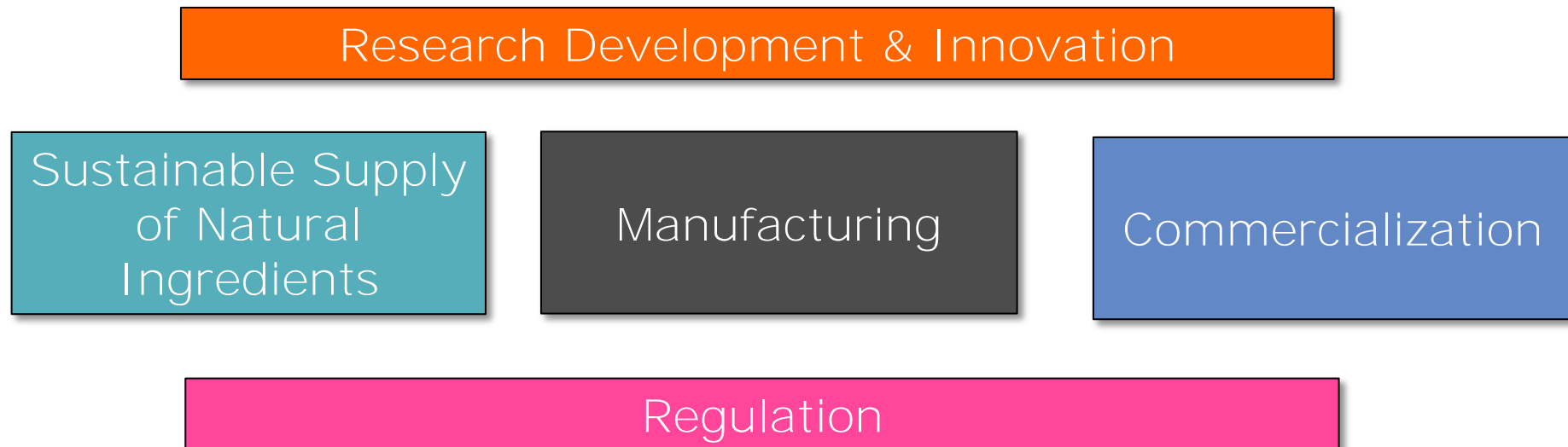
Development process 2015 - 2018

Jim Tersteeg



# Sector Export Strategy

- > **Development started in 2015**
  - regional strategic workshops
  - 1<sup>st</sup> National Sector Conference, November 2015





# Sector Export Strategy

## > **Development continued in 2016**

- Development of 5 strategic areas within a core strategy
- Sector Survey to obtain input on core strategy
- Sector Workshop, October 2016
  - from objectives to activities
- Draft Sector Export Strategy

The image shows the cover of a report titled "South Africa Natural Ingredients and Products Sector Export Strategy". At the top left is the logo of the Department of Trade and Industry, Republic of South Africa, featuring the national coat of arms and the text "the dti Department: Trade and Industry REPUBLIC OF SOUTH AFRICA". Below the logo, the title "Cosmetics Sector Desk: Natural Ingredients" is written in red. The main title "South Africa Natural Ingredients and Products Sector Export Strategy" is in green. The cover features four images: a close-up of an aloe vera plant, a bowl of ground nuts next to a whole nut, a mortar and pestle with various powders, and several glass bottles of essential oils or extracts.



# Sector Export Strategy

## > **Development continued in 2017**

- Sector Export Strategy
- Results Based Management workshop
  - Results Chain
  - Monitoring & Evaluation Framework
- First implementation results:
  - Increased collaboration in the sector;
  - Organisations use strategy to align
  - Development projects take sector strategy into account

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# Sector Export Strategy

## > **Development continued in 2018**

- Sector Export Strategy at final stage before publication
- National Sector Workshop, aiming to:
  - inform participants on current state of affairs
  - Discuss and further develop 5 strategic areas
  - networking for all participants public and private
  - exhibition of SMEs

 **the dti**  
Department:  
Trade and Industry  
REPUBLIC OF SOUTH AFRICA

**Cosmetics Sector Desk: Natural Ingredients**

**South Africa Natural Ingredients and Products Sector Export Strategy**





# Thank you



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[cbi@cbi.eu](mailto:cbi@cbi.eu)



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