

# SIPPO

Swiss Import Promotion Programme

**Event: National Natural Ingredients  
Conference**

**Presenter: Anna G. Reyneke**

**Venue and Date: IDC, 16 October 2018**



**the dti**

Department:  
Trade and Industry  
REPUBLIC OF SOUTH AFRICA



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research EAER  
State Secretariat for Economic Affairs SECO



## Mandate

**The SIPPO programme is financed by the Swiss State Secretariat for Economic Affairs (SECO), and implemented by Swisscontact, a business-oriented Swiss foundation for international development cooperation.**

**We strengthen Business Support Organisations (BSOs) in 11 developing and transition countries to enable them to deliver export promotion services to an increasing number of enterprises (“last mile approach”).**

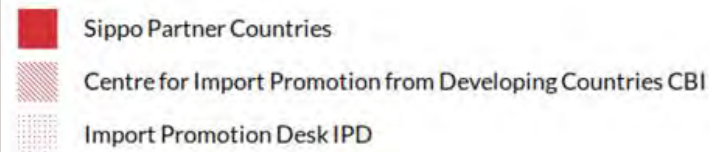
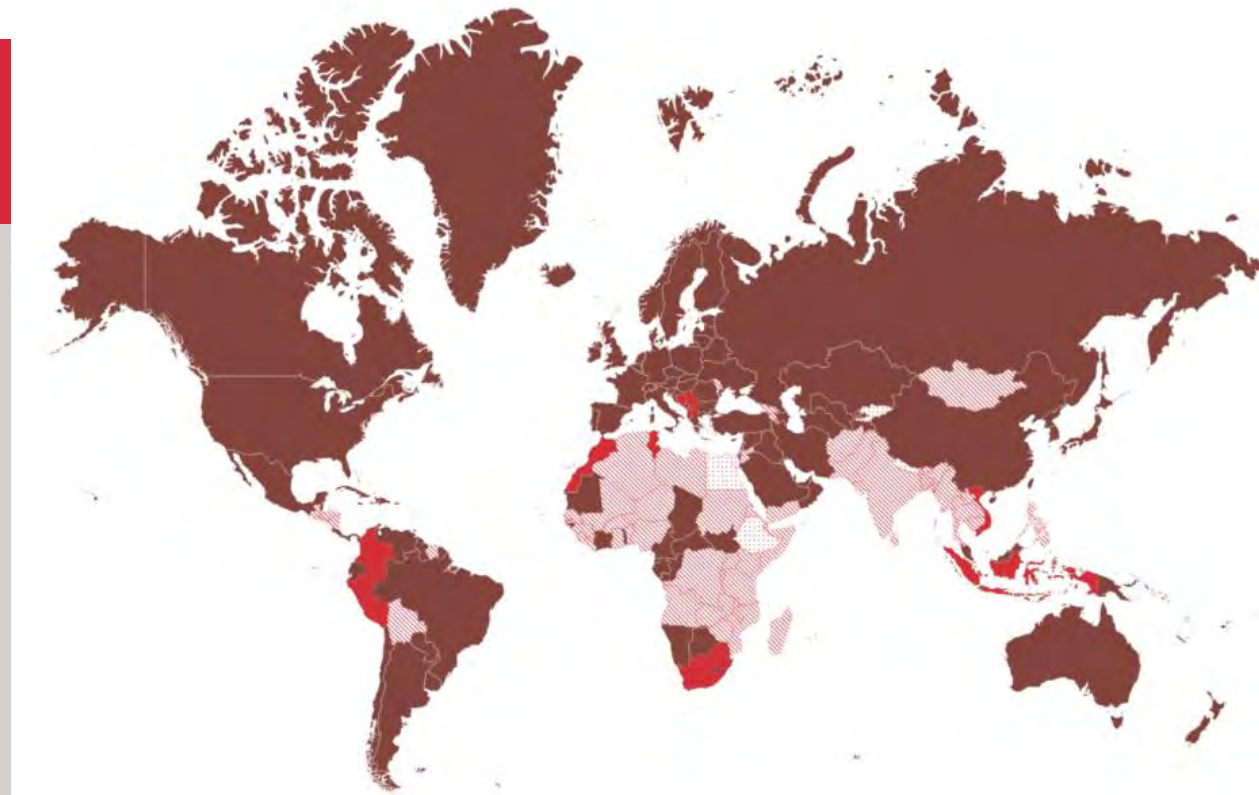
**Successful export to Swiss, European and other important target markets generate additional jobs and income.**



## Collaboration Partners

- IPD (Import Promotion Desk, Germany)
- CBI (Centre for the Promotion of Imports, Netherlands)
- IIHA (Import Information Hub Austria)
- TRIC (European Trade Promotion Network)
- ITC (International Trade Centre – UN Organisation)

⇒ Extended access to buyers' network through synergies and cooperation





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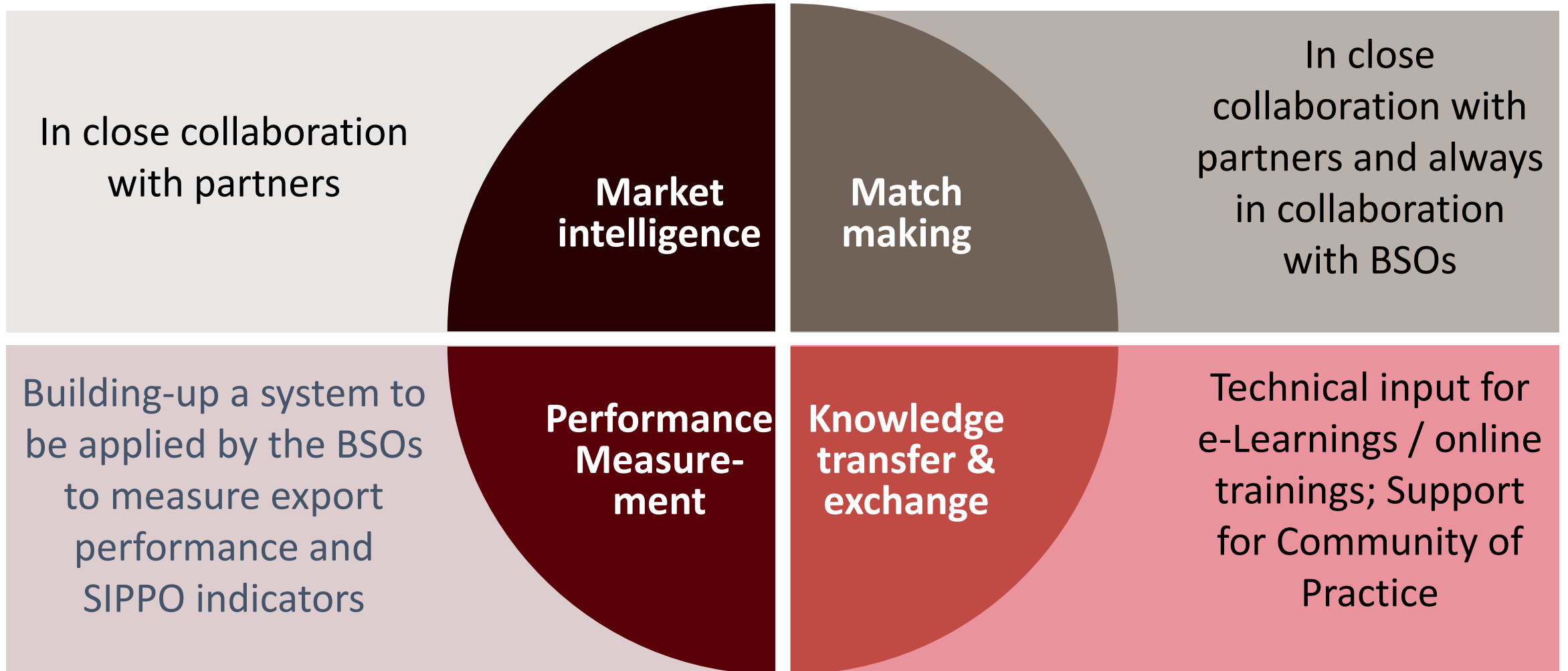
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## About SIPPO

- **SIPPO promotes sustainable and inclusive trade.**
- **SIPPO provides capacity building/training to BSO staff for improved or new export promotion services for the benefit of members/clients.**
- **By collaborating closely with international/local consultants and sector experts, SIPPO transfers knowledge to BSOs on how to do proper planning, preparation and implementation of match-making activities: selling missions, buyer missions and trade fairs.**
- **SIPPO supports BSOs in selecting the right markets for the right products (quality verified products for export).**

# Intervention Areas for our Experts







## SIPPO in South Africa

- **Sector focus:** Natural Ingredients (NI) and Processed Foods (PF)
- **BSO cooperation partners:** the dti, CECOSA, TIKZN, Wesgro & Food SA
- **Upcoming match-making activities:**
  - SIAL Paris 2018 trade fair – South African Pavillion, 21 – 25 October 2018
  - Selling Mission to Sweden, 12 – 16 November 2018
- **Collaboration with:** UNIDO GQSP, GIZ ABS Initiative and other stakeholders
- **SIPPO contact:** Anna Reyneke, SIPPO Country Representative, email: [anna.reyneke@sippo.co.za](mailto:anna.reyneke@sippo.co.za)
- **Visit the SIPPO country website:** [www.sippo.co.za](http://www.sippo.co.za)





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**Thank you**