



# The EU's Green Deal and its implications for South Africa

## A TIPA's perspective

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## Case Study

“This case study looks at ways in which a Trade Promotion Agency can play a greater role in supporting green trade competitiveness.”

# Piloting Resilience in Trade Promotion



*From Covid-19 to Green Trade Competitiveness*

## Case Study Outcomes – Supporting green trade competitiveness



- **Expand networks** – exporters, buyers, green industry support networks
- Include EU Green Deal and greening of trade in **exporter training**
- Understand which risks and opportunities need to be **prioritised**
- Better equip **Export Managers** to understand climate impacts on trade
- Run **information sessions** for exporters to understand impacts of the Green Deal and green trade landscape
- **Leverage technology** for less-travel business matchmaking
- **Generate awareness** among green industry companies about export support offering
- **Institutionalise** focus on green trade competitiveness in Western Cape Export strategy
- Equip Wesgro to better monitor potential **trade barriers** and convene stakeholders to address

## Case Study Outcomes – Supporting green trade competitiveness

### “Online marketing support and presence”

Survey showed a need from SMME exporters for stronger online marketing support and presence.

Wesgro, together with partners, is running an export marketing campaign to promote the Western Cape as a region of origin for quality goods and services.

**Brand story** is very focused on bringing out the **sustainability, biodiversity** and **green economy** aspects of the Western Cape.

This campaign drives potential buyers to the Cape Trade Portal.



If it comes from the southern tip of Africa,



If it thrives like a thousand floral species,

# Welcome to the Cape Trade Portal

A trusted virtual connection for buyers across the globe to Western Cape sellers. Explore today the diversity of quality goods and services in the Western Cape, right here.



Find a supplier



Trade Leads



Why Buy from the Western Cape



Register as an International Buyer

## FEATURED CATEGORIES



**Wesgro**

Smart. Agile. Data-led. Collaborative.



**Wesgro**

Smart. Agile. Data-led. Collaborative.



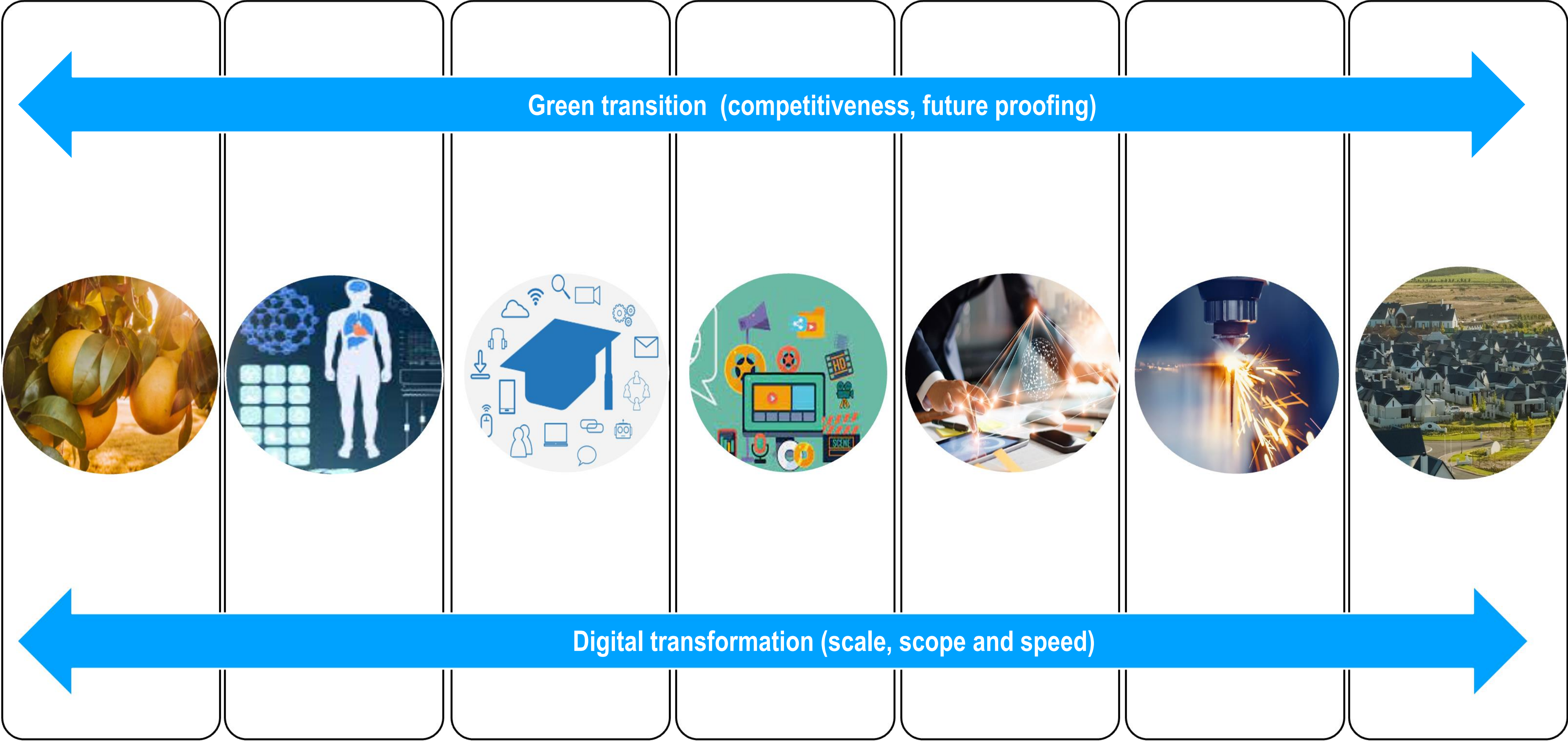
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# Digital transformation and green transition are two catalytic trends that will ensure competitiveness and sustainable growth



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Thank you