



Dear FPEF Members,

Whilst we are awaiting the formation of the new Cabinet by President Cyril Ramaphosa, we would like to assure you that the FPEF will engage with the new Ministers and senior officials relevant to the fresh produce export industry as soon as possible.

Our positive relationship with the Department of International Relations & Cooperation (DIRCO), provides us with the opportunity to engage with newly appointed South African ambassadors before assuming their posts at the foreign embassies to which they have been assigned to.

We engage with these new ambassadors in person at the DIRCO head office – sharing our challenges in the different countries to which they are posted through presentations. We also request their assistance regarding market access, market development, market promotions and related matters. In addition, they receive copies of the FPEF Fresh Produce Export Directory to equip them to respond to enquiries. Our most recent engagement was on 4 June.

Market access remains of paramount importance. Annual market access visits are therefore scheduled to countries where we need market access for specific fruit kinds – with the aim to establish and maintain relationships with decision makers, traders, importers and retailers. This often results in visits to South Africa by representatives of those countries, such as the Vietnamese delegation (which included the Vietnamese Ambassador to South Africa) who visited us on 18 June. The timing of the visit ties in well with market access for South African oranges to Vietnam, which has been granted recently.

MARKETING AND PROMOTIONS

We have previously reported that the Department of Trade, Industry and Competition (dtic) has not funded Fruit Logistica Berlin this year, neither will the dtic fund Asia Fruit Logistica 2024 – to be hosted in Hong Kong in September. In fact, the only national pavilion that the dtic will fund during the current financial year, is the China International Import Expo (CIIE) that will be hosted in Shanghai in November.



Market Access

Provide Information

Government Engagement

Transformation

Export process assistance

Research, Development and Innovation

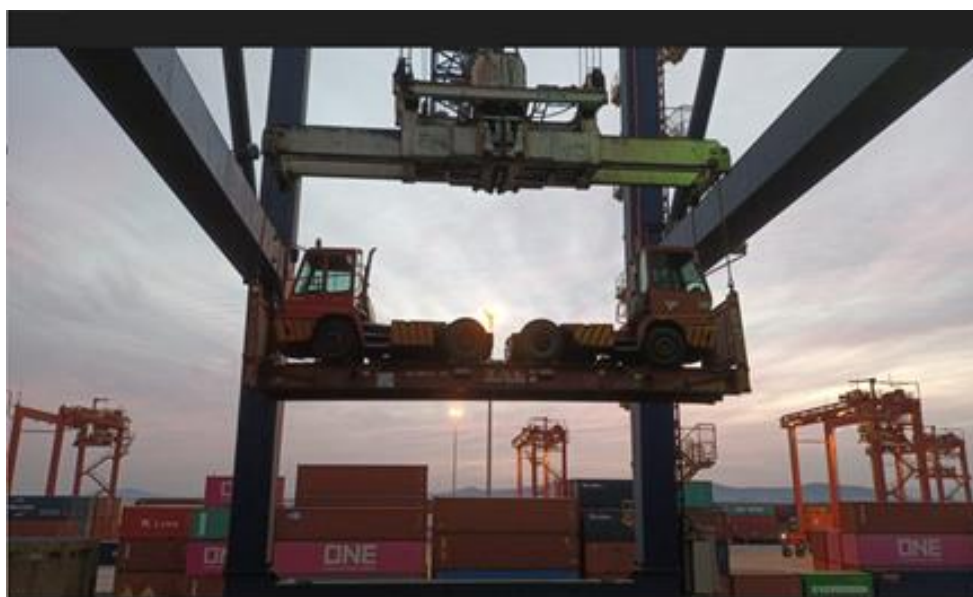
Since the dtic has informed us that they will no longer fund any South African pavilions (exhibition space) at international trade fairs, it is important for the fresh produce export industry to prepare financially. Considering that Government funding is not guaranteed, our future participation in the Fruit Logistica trade fairs and other significant international fresh produce events will have to be funded by industry.

LOGISTICS & OPERATIONS



Oscar Borchards has been appointed as the Managing Executive: Western Cape Terminals, transitioning from his previous role as Acting Manager. He will continue to provide strategic leadership and direction, overseeing Container, Manganese, and Iron Ore terminals, as well as Multi-Purpose terminals handling various commodities. Mr. Borchards will focus on driving profitability, efficiency, and enhancing business value while leading Commercial, Customer Service, and Stakeholder engagement initiatives. His priority remains building a motivated and high-performing team within Western Cape Terminals. We will continue to build on the constructive working relationship we have with Oscar and look forward to the improvements to the container terminals.

A special thanks to Iain McIntosh and the team from ONE that arranged the repositioning of secondhand haulers from Durban to Cape Town onboard the Seaspan Tokyo, the increased hauler fleet will assist in more consistent movement of containers from the stack to vessel for loading/discharge operations supporting vessel productivity.



Piloting the Waters: Enhancing South Africa's Port Competitiveness in a Global Context @ SAPICS conference 2024

In a crucial discussion on South Africa's ports, panellists representing Transnet and business debated the impact of Transnet's monopoly, non-investment and the growing imperative for public-private partnerships to upgrade port terminals, back of port solutions and infrastructure like rail. "Competition breeds efficiency",

stated Oscar Borchards, acting managing executive for the Western Cape Transnet Port Terminals. He and panellist Brenda Magqwaka, who is the general manager at the Office of the commercial executive at Transnet, revealed that the state-owned enterprise had benchmarked its port terminals against those in Singapore and Thailand. Borchards noted that compared to Thailand’s Laem Chabang port, the critical issue to be addressed in South Africa is the “boldness to invest and bring in redundancy”. “Even though Transnet is a monopoly, we realise we cannot do it alone”, Magqwaka told SAPICS Conference delegates.

FPEF emphasizes South Africa's competition in fruit exports with South America, highlighting their advantages of large ports, vessels, and lower slot costs. Urgency is required to improve port operations and effective oversight to ensure sustained performance. The focus is on achieving service excellence to facilitate timely export of fruits, through the port of choice not the port of necessity.

Audience interest around the evergreen terminal agreements, Belcon usage and PSP dominated the Q&A session. In an article published on the 9th of June, Transnet stated that they are not looking to bring an outside party to run its container operations at the port of Cape Town. <https://www.cbn.co.za/industry-news/maritime-harbour-services/transnet-will-not-bring-in-private-company-to-run-container-operations-at-the-port-of-cape-town/>



Best regards,

Anton



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