

**Meeting with
Citrus Growers Association and Agency for Cape Town and the
Western Cape (Wesgro)
Tuesday the 27th of January 2026**

EBA has held a Meeting with Mr. Brandon Jenniker Export Promotion Manager agency for Cape Town and the Western Cape (Wesgro) and Mrs. Amy Grundling Market Access Liaison Citrus Growers Association and Mrs. Dalia Youssef, Division Director of International Relations & Membership Affairs of EBA

To explore opportunities for enhancing bilateral trade and investment cooperation between Egypt and South Africa, with a focus on agriculture, manufacturing, and intra-African trade under the African Continental Free Trade Area (AfCFTA).

Main points of discussion

Overview of Citrus Growers Association

- The Citrus Growers Association (CGA) was established in 1997 by citrus growers following the deregulation of the citrus industry.
- The CGA represents growers' interests before key citrus industry stakeholders, including government entities, exporters, research institutions, and industry suppliers.
- The CGA represents producers of export citrus across Southern Africa.
- Its Membership includes approximately 1,400 growers from countries such as South Africa, Zimbabwe, Mozambique, Botswana, Eswatini, and Namibia.

Overview of Wesgro

- Wesgro is a governmental agency representing the Western Cape region of South Africa.
- Focus areas include:
 - Trade promotion
 - Investment attraction
 - Tourism
 - Education
- Strong supporter of AfCFTA objectives.
- Organizes the annual Africa Day event (25 May), bringing together public and private sector stakeholders, financial institutions, diplomatic missions, and businesses.

Cape Trade Portal

- Wesgro introduced the Cape Trade Portal, an online platform showcasing Western Cape companies' products, services, and sourcing needs.
- The portal facilitates B2B connections and trade opportunities.
- EBA welcomed the initiative and expressed interest in promoting the portal among its members.

Sectoral Opportunities

- Agriculture: Strong similarities in citrus and fresh produce, with opportunities arising from complementary production seasons.
- Other sectors were also highlighted:
 - Manufacturing
 - Food processing
 - ICT
 - Renewable energy
 - Logistics and transportation
 - Construction
 - Tourism
- Egypt presented its ongoing economic transformation, including:
 - Renewable energy projects (solar and wind)
 - Natural gas production and export
 - Smart cities
 - Transportation infrastructure
 - Industrial zones (e.g. Suez Canal Economic Zone)
 - Major tourism projects (e.g. Grand Egyptian Museum and new coastal cities)

Agreed Next Steps

Maintain momentum at both public and private sector levels.

Cooperate in organizing:

- Future delegations
- Business missions
- Networking events
- B2B and B2G meetings

EBA confirmed readiness to:

- Host South African delegations in Egypt
- Facilitate connections with accredited Egyptian companies

Wesgro welcomed:

- Egyptian participation in Western Cape initiatives and events

Conclusion

- The meeting concluded on a positive note, with both parties reaffirming their commitment to continued communication, collaboration, and the promotion of intra-African trade and investment under the AfCFTA framework.