





*in collaboration with
Organic & Natural Products
Expo Africa 2023*



14 – 16 September 2023



**Sandton Convention Centre
Johannesburg, South Africa**



www.africanbiotradefestival.org



abf@giz.de



The African Biotrade Festival is a collaboration with the Organic & Natural Products Expo Africa and will be one of Africa's biggest gatherings of the biodiversity ingredient and products sector



The African Biotrade Festival is an opportunity to experience the growth and market potential of African plant biodiversity



The event is aimed at investors,
researchers, policy makers, buyers &
innovators from the food, fragrance,
flavours, ingredients & cosmetics sectors



Visitors will meet biotrade producers, suppliers and communities, and learn how the sector is addressing quality, market access, regulatory compliance and global competitiveness



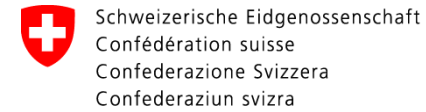
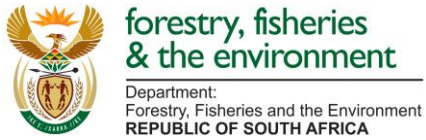
Organised in partnership with govt

- Dept of Environment, Forestry & Fisheries
- Dept of Trade, Industry & Competition

Supported by development partners

- **GLZ projects**
 - ABioSA (SECO-funded)
 - BioInnovation Africa (BMZ-funded)

With other technical partners





- Exhibition
- Workshops
- Conference
- Matchmaking
- Demonstrations
- Tasting and testing
- Networking with producers
- Investment & trade opportunities



Exhibitors

- Pavilions representing key species and sector development plans
- Exhibition stands for SMMEs supported by development partners & govt
- Hundreds more exhibitors at Organics & Natural Products Expo Africa



**The African Biotrade Festival is a
showcase for ingredients & products
derived from key biotrade species:**

- Baobab
- Marula
- Sceletium
- Buchu
- Honeybush
- Essential oils

Example of sector pavilions





**Featuring discussions about biotrade
challenges & opportunities**

**Emphasis on market access, building
business support networks & linkages in
the biotrade ecosystem**



Conference programme

- Biotrade as a tool of development
- Our rich biodiversity endowment
- Creating an enabling environment
- Biotrade finance and funding
- Conservation and sustainable use
- Putting industry in the driving seat
- Baobab's pan-African approach
- Marula – Africa's new superfruit?



Conference programme

- What are international buyers looking for?
- The IP in a cup of tea
- Safeguards for global value chains
- Understanding EU legislation
- Value of GI status for biotrade species
- Standards for essential and vegetable oils
- Community inclusion in the Honeybush sector



Current biotrade research in SA

- Effects of Rooibos on gut health
- Cultivation of Marula by smallholder farmers in Zimbabwe
- Medicinal value of Honeybush in management of diabetes
- Sustainability of the cultivated Honeybush tea industry in South Africa
- Green is the only sustainable economy for Honeybush and Rooibos
- Adding value to Marula



Experiential corner

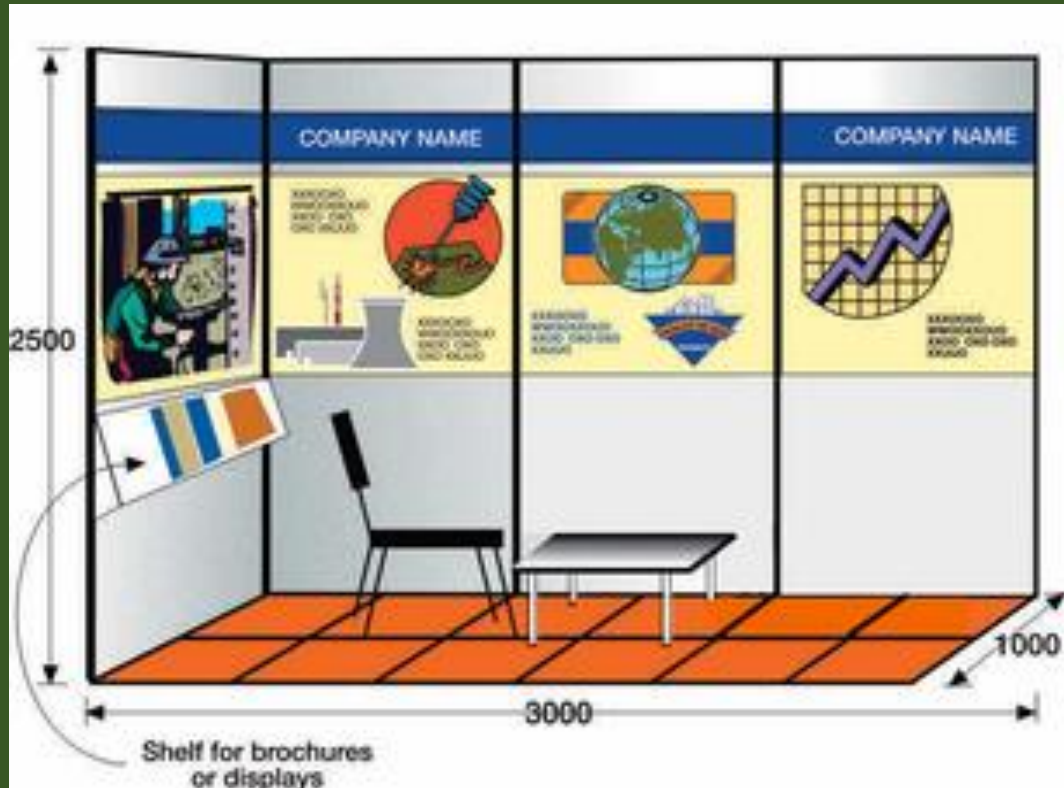
- Featuring the Honeybush tea tasting and the Essential Oils experience
- The Honeybush tea tasting experience will use the Honeybush aroma wheel to guide on the smell and taste of the tea
- The Essential Oil experience will take participants through a smell, touch and feel experience of different essential oils



How to participate

- Apply for an exhibition stand – discounts available for biotrade community
- Fund your SMMEs to exhibit
- Join our conference
- Present your role in the biotrade
- Sign up as a delegate
- Share details with your networks

Panel stand



3m × 1m carpeted floorspace, all standard exhibition services, Shell scheme walls, electrical connection, company name with spotlight over, 1 × shelf, 1 × coffee table, 1 × conference chair.

Price: R9,865 – R500 = R9,365 excl VAT

Demo stand



2m × 2m carpeted floorspace, all standard exhibition services, Shell scheme walls, electrical connection, company name with spotlight over, 3 × shelves, 1 × lockable cupboard/counter unit, 1 × barstool.

Price: R13,520 – R500 = R13,050 excl VAT

