



INVITATION

HALAL TOURISM, TRADE AND INVESTMENT PROMOTION SEMINAR

25 OCTOBER 2017 AT THE WESTIN HOTEL, CAPE TOWN.

Dear Sir/Madam,

The Western Cape Government has identified the international halal industry as an important trade opportunity for Western Cape companies. In order to increase the awareness of these opportunities, Wesgro, will host a Halal Tourism, Trade and Investment Promotion Seminar on Wednesday, 25 October 2017 with the purpose to provide Western Cape based companies with the opportunity to learn about the global halal trade as well as provide you with presentations on the Western Cape Government's efforts to drive the local halal industry.

Draft Programme

- 08:30 Registration
- 09:00 Welcome and Introductions
- 09:30 Introduction to halal and the halal industry in Western Cape
- 10:00 The Western Cape Province's Halal Industry Plan
 - Project Khulisa
 - The SA Halal Industry – Kaiser Report
 - The Halal Agri-Park
 - The Export Promotion Plan
- 12:30 Light Lunch
- 14:00 Presentations by international buyers on the halal market in their Region.
How to Do Halal Business and Gearing my business to enter into the halal market
Wesgro Halal Product Export Programme and accessing export services
- 17:00 Workshop Ends.

Should you or your company be interested in participating in this Workshop then kindly RSVP to Ms Kamiela Domingo at kamiela@wesgro.co.za and copy Mr C Smith at che@wesgro.co.za.

We will be greatly appreciated if you could reply to us ASAP but before **14:00 on 13 October 2017**.