



Wesgro, the Western Cape's official tourism, trade and investment promotion agency, invites you to apply for

# Made in the Cape 2025

Wesgro's flagship trade event, Made in the Cape 2025 is a hosted buyers programme designed to connect international companies with quality exporters from the Western Cape. The four-day programme includes targeted B2B meetings, supplier site visits, networking functions, and the opportunity to explore the city of Cape Town and the surrounds.

For the B2B component, buyers will utilise the virtual matchmaking marketplace at [www.capetradeportal.com](http://www.capetradeportal.com), to select the exporters they would like to engage with and meet.

## Who should apply?

Global buyers, importers, retailers, and distributors, in search of quality crafted, sustainable goods and services, are encouraged to apply.

Stand a chance to be selected for the 2025 intake by completing the [Application Form by 4 October 2024](#).



**Apply before 4 October 2024**



**3 - 6 March 2025**



**Cape Town, South Africa**



**Watch the Made in the Cape 2023 case study video**



**For any further questions, email: [export@wesgro.co.za](mailto:export@wesgro.co.za)**

# WESGRO

cape town & western cape  
tourism, trade & investment