



Day 1: Market Access Cluster
18 September 2025

MAC introduction





Market Access Cluster

BioPANZA Market Access Cluster Objectives



- The MAC will provide guidance and strategic direction that helps BioPANZA to deliver against its market access vision and objectives.
- The MAC aims to promote the local and international trade in value-added natural plant-based ingredients and products, and to build a vibrant bioprospecting and biotrade economy.
- The MAC seeks to provide appropriate systemic support to SMMEs in the natural ingredient sector, enabling them to offer quality products, and to promote SMME access to local, regional and international markets.
- The MAC will mobilise the advisory capacity of industry champions, stimulate networking and collaboration between bioprospecting and biotrade sector stakeholders.



Market Access Cluster

Market Access Challenges



- Small to medium and micro enterprises (SMME) struggle to access information on market and industry trends, which stifles their entry into value chains and ability to secure the right customers.
- This hampers the SMMEs ability to define competitive advantage or to access markets with complex and expensive non-tariff barriers.
- Business Support Organisations (BSOs) struggle to provide timely and integrated support to SMMEs based on an understanding of their market access needs and hence do not always have the capacity and resources to offer them appropriate services.



Market Access Cluster

BioPANZA Market Access Cluster Activities



- Strategic coordination; implementation, monitoring and communicating the MAC vision and objectives in close collaboration with the other four clusters.
- Share and make available accurate biotrade market information, understand how to support SMMEs to meet the requirements and turn this information into practical opportunities (both domestic and international).
- Define generic competitive advantage and marketing of South Africa's Indigenous Biological Resources (IBR) products pertaining to design, branding, packing, IP and labelling.
- ***Develop and pilot SMMEs diagnostic and referral tool.***



Market Access Cluster

South Africa's Indigenous Biological Resources



Top 25 species for cultivation



Hoodia gordonii
(Hoodia)



Agathosma betulina (Buchu)



Aspalathus
(Rooibos)



Buchu crenulata
(Buchu)



Bulbine frutescens
(Burn Jelly)



Cyclopia intermedia
(Honeybush)



Cyclopia genistoides
(Honeybush)



Eriochema kraussiana
(Bangalala)



Harpagophytum procumbens
(Devil's claw)



Helichrysum odoratissimum
(Golden everlasting)



Hypoxis hemerocallidea
(African potato)



Kigelia africana
(Sausage tree)



Lobostemon fruticosus
(Lobostemon)



Pelargonium reniforme
(Kidney leaved pelargonium)



Pelargonium sidoides
(Kalwerbossie)



Sceletium tortuosum
(Kanna)



Siphonochilus aethiopicus
(Wild Ginger)



Sutherlandia frutescens (Cancer bush, balloon pea)



Trichilia emetica
(Mafura – oil)



Tylosema esculentum
(Maramba bean - oil)



Warburgia salutaris
(Peppercorn tree)



Ximenia americana (Sour plum – fruit and oil)



X. caffra (Sour plum – fruit and oil)



Xysmalobium undulatum
(Uzara)



Lippia javanica

Species earmarked for sustainable management plans



Aloe ferox



Adansonia digitata
Baobab



Sclerocarya birrea
Marula



Cyclopia intermedia
Honeybush



Cyclopia genistoides
Honeybush



Agathosma betulina
Buchu



Harpagophytum procumbens
Devil's claws



Essential oils

7 Sector Development Plans

1. *Aloe ferox*
2. Buchu
3. Baobab
4. Honeybush
5. Marula
6. Essential oil cluster with *Lippia javanica*, Cape chamomile and *Helichrysum*.
7. *Scelletium*



BioPANZA

Sustainable
Supply Cluster

Innovation
Cluster

Policy and
legislation cluster

Market Access
Cluster (MAC)

Finance Cluster

Ecological Sustainability

Innovation for New Products and Jobs

Regulatory Compliance

Political Advocacy

Natural environment

Ingredients

Consumer products

Plant species
innovation

Natural / social
environment

Raw material trade

Ingredient
manufacture

Ingredient trade

Product
manufacture

Products marketing
& sales

Product innovation



- Scientific literature
- Phytochemistry
- Trad. Knowledge
- Efficacy trials
- Intellectual Property (IP)
- Pre-processing, stocktaking
- Regulations (incl. ABS)



- Biodiversity Ecosystem services
- Taxonomy, Botany
- Resource assessment
- Environmental mgmt. plans
- Rural economy structure



- Sustainable production and harvesting
- Traceability
- (Organic) Certification
- QA & QC, R&D, standards
- Fair and ethical trade schemes



- Good manufacturing practices, factory standards
- Operations: skills, equipment, manufacturing
- Value addition / economics
- Financial management



- Export permits, logistics
- Distribution
- Market access compliance
- Marketing
- Sales, pricing, negotiations
- Business relations



- Good manufacturing practices, factory standards
- Supply capacity economics
- Manufacturing technology
- QA & QC
- Finance and investment plan



- Market intelligence
- Sales, distribution, Marketing
- Registration, approval
- Branding, IP
- Labelling compliance
- Business plan



- R&D, IP
- Product concepts
- Formulations
- Packaging & labelling
- Performance, efficacy
- Product regulatory compliance

PRIVATE SECTOR ASSOCIATIONS AND CHAMBERS





Thank you for your attention



forestry, fisheries
& the environment

Department:
Forestry, Fisheries and the Environment
REPUBLIC OF SOUTH AFRICA