

Day 1: Market Access Cluster 18 September 2025

MAC introduction





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 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.





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.





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)



Kigelia africana (Sausage tree)



Cyclopia genistoides (Honeybush)



Eriosema kraussianum (Bangalala)



Harpagophytum procumbens (Devil's claw)



Hypoxis hemerocallidea odoratissimum (Golden everlasting)(African potato)



Siphonochilus aethopicus

(Wild Ginger)



Sutherlandia frutescens (Cancer bush, balloon pea)



Lobostemon fruticosus (Lobostemon)



Pelargonium reniforme (Kidney leaved pelargonium)



Pelargonium sidoides (Kalwerbossie)



Sceletium

tortuosum







at sales be







Trichilia emetic (Mafura – oil)



Tylosema esculentum



Warburgia salutaris

Ximenia

americana (Sour (Marama bean - oil) (Pepperbark tree) plum - fruit and oil)

X. caffra (Sour plum – fruit and oil)

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

environment

Raw material trade





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

Ingredient trade



Good manufacturing practices, factory standards

Product

manufacture

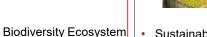
- Supply capacity economics
- Manufacturing technology
- QA & QC
- Finance and investment plan

Plant species innovation



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

Natural / social



- 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



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

Products marketing & sales



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

Product innovation



- R&D. IP
- Product concepts
- Formulations Packaging &
- labelling Performance.
- efficacv
- 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**