



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

Made in the Cape 2026

Wesgro is proud to invite international buyers to apply for the fourth edition of Made in the Cape — our flagship trade event that connects global sourcing professionals with quality exporters across high-growth sectors from the Western Cape.

Programme Highlights:

- Pre-event virtual B2B matchmaking to identify top export-ready companies
- Curated in-person B2B sessions with shortlisted companies
- Half-day seminar, VIP invitation to the Welcome Reception, and cultural dinner experience
- Targeted site visits to exporters



2 - 4 March 2026



Cape Town, South Africa



Watch the Made in the Cape [case study video](#)



APPLY NOW

[Apply before 19 September 2025](#)

wesgro

cape town & western cape
tourism, trade & investment



Who Should Apply?

International buyers, importers, distributors, sourcing managers, and retailers.

Eligibility Criteria:

- Must be registered as an International Buyer on the [CapeTradePortal.com](https://www.capeTradePortal.com)
- Must be interested in sourcing from the Western Cape

What Wesgro will Cover:

Wesgro will sponsor the following for the approved buyers, applicable to only one representative per company:

- Return flights to Cape Town, South Africa (1 – 5 March 2026)
- 4 x nights of hotel accommodation for one participant per company (1 – 4 March 2026)
- Airport Transfers (Pick Up – 1 March; Drop Off – 5 March 2026)
- Tourism experience and site visits
- B2B event management
- Welcome Reception, half-day seminar, and exhibition

Buyers are Responsible for:

- Travel insurance and contingency
- All costs not listed above
- Any additional activities

How to Apply?

Complete the [Application Form by 19 September 2025](#).

Note: Companies must submit a signed commitment letter upon acceptance and will be required to submit a shortlist of preferred companies for pre-event virtual meetings.

Please Note:

- All applications must be completed in full to be considered
- Selection is competitive and based on predefined criteria
- Limited slots are available
- Successful applicants must submit a signed commitment letter and shortlist of preferred suppliers
- Benefits listed above are applicable to one delegate per company in a single room

Any of the above is subject to change by Wesgro, whom will notify the applicants where necessary.

For any further questions, email: export@wesgro.co.za

WESGRO

cape town & western cape
tourism, trade & investment