

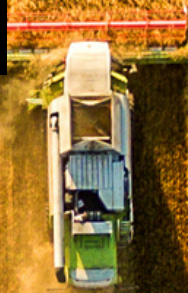


Ecco Chamber

FORTNIGHTLY ITALIAN NEWS MADE IN
SOUTH AFRICA

TASTE OF ITALY

30 - 31 MAY



GROWING THE FUTURE

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Member News

Energy Wise Growing the Dagga Business

BUSINESS INSIDER SOUTH AFRICA

Durban-based, Italcham member, **ENERGYWISE** are light manufacturers that's focused almost exclusively on the commercial and industrial market is tapping into South Africa's growing cannabis sector with a range of specialised equipment.

South Africa's looking to transform its fledgling cannabis sector into an industrial and commercial powerhouse worth R28 billion and the potential to support 25,000 jobs. That's according to the department of agriculture, land reform, and rural development, tasked with creating a Cannabis Master Plan that, when fully realised, will see South Africa as a key producer and exporter.

ENERGYWISE, specialists in the design and manufacture of LED fittings, has been moving into the cannabis space. The Durban-based manufacturers have been making energy-efficient LED light fittings since 2015 and have a history in the commercial and industrial market for other lights stretching back even further.

The company's lights, sold through leading electrical distributors, have been installed in major retailers, such as Pick n Pay and Spar, and in big factories, like the Bell Equipment manufacturing plant and Sappi.

Unlike most other lights sold in South Africa for the express purpose of growing cannabis, **ENERGYWISE's** new EARTH products are, apart from using high-quality LED components developed in Europe, designed and manufactured entirely in South Africa.

The new range of products, recently installed at a state-of-the-art hydroponic, medical-grade facility in the Western Cape, now accounts for 10% of **ENERGYWISE's** business. But it's in the research and development department where these horticultural lights are getting the most attention.

"We're probably sitting in the 90% range of what we do is commercial and industrial, but far closer to 60%, maybe even 75% of our R&D effort is focused exclusively on grow lights. So, we're seeing this as the future," says Barausse.

[Read Original Article](#)

Learn more about **ENERGYWISE**



Italcham!

UPCOMING EVENTS

TASTE OF ITALY FOOD & BEVERAGE SHOWCASE

30 – 31 MAY 2022

ITALIAN CLUB. JOHANNESBURG

FOOD & BEVERAGE EXPO

DISCOVER THE FLAVOURS OF ITALY AT ITALCHAM'S FIRST ANNUAL FOOD & BEVERAGE EXPO. BRINGING ITALIAN OPPORTUNITIES TO SOUTH AFRICAN TABLES.

[EVENT SITE](#)

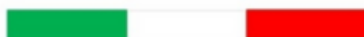
VISITORS ENTRANCE: R 200

VIRTUAL OPTION AVAILABLE



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VINOTRIA
IMPORTERS AND DISTRIBUTORS OF
FINE ITALIAN WINES AND SPIRITS

UPCOMING EVENTS



Consulate General of Italy
Johannesburg

On the occasion of the Italian National Day,
the Consul General of Italy in Johannesburg, Emanuela Curnis,

has the pleasure of inviting the Italian citizens

to a reception

on Friday 3rd June 2022, from 12h30 to 14h30

at the Consulate General of Italy in Johannesburg
37, 1st Avenue, Houghton Estate

Mandatory R.S.V.P. by May 27, 2022
(email: info.johannesburg@esteri.it)



EU Advocacy

Agri Seminar - 19 May 2022

A two-day EU seminar in South Africa showcases Europe's high food safety and quality standards and trade opportunities

The EU and South Africa held a special two-day seminar on European agri-food products on 18-19 May 2022. The event focused on making the EU's high quality and Sanitary and Phyto-Sanitary (SPS) standards for agri-food production more familiar to South African government and private sectors. 90 people attended the seminar physically while 30 joined online.

Internationally renowned as one of the most rigorous food protection regimes in the world, the EU's SPS system ensures that European products exported to South Africa - and all around the world - are safe, traceable, and of the highest quality possible. The event welcomed South African government representatives, importers, chambers of commerce, retailers, the hospitality sector, consumer organisations and the media.



There is a need for agri-food trade flows between the EU and South Africa to improve, even more with the Economic Partnership Agreement (EPA) in place. Accelerating trade in agri-food products is already a testament to the popularity of Europe's high quality and safety standards for food and drink amongst South African consumers.

This interactive seminar took a deep dive into the reciprocal trade benefits and demand for high-quality products between the EU and South Africa. It gave participants valuable insights into how their businesses can leverage the quality, safety, authenticity and sustainability of European products to win loyal customers in South Africa.

Opening the seminar, Mr John Clarke, Director for International Relations at European Commission's Department for Agriculture and Rural Development, reminded that the EPA is not only about improving business, but also about ensuring that rules and opportunities created by the agreement benefit both sides and contribute to sustainable development.





Mr D. Serage, Acting Deputy Director General of the Department of Agriculture, Land Reform and Rural Development of South Africa affirmed his country's general support to free trade. At the same time, in response to South Africa's interest in development assistance, H.E. Raul de Luzenberger, Deputy EU Ambassador to South Africa highlighted that opportunities under the cooperation agreement were far from being exhausted.



Live from Johannesburg, the seminar included an animated roundtable debate on how to boost EU-South African trade relations in agri-food products. The debate first explored current impediments to enhanced agri-food trade between the EU and South Africa. The participants who represented the local business community agreed that the three main issues are a mix of administrative burden, logistical constraints as well as sometimes the price of EU agri-food products.

Dr John L. Purchase highlighted an exponential growth in EU agri-food exports to South Africa, exceeding 20% in the last three years.

Meanwhile, Georg Southey of Merlog Food, Executive committee member of the Association of Meat Importers and Exporters emphasised the need for policy consistency and predictability. The EU meat products offer traceability and availability in terms of transport links to South Africa.

Ms Matlou Setati, Executive of the Food Safety Initiative at the Consumer Goods Council of South Africa pointed out that consumers in her country still needed more awareness about protected names and designations of origins of authentic local products.

The seminar also hosted experts presenting the EU's sustainability agenda (the EU Green Deal and Farm to Fork Strategy), as well as EU food quality and safety systems.

Finally, the event included sessions on trade opportunities offered by the EU's Geographical Indications (GI) and organic farming systems.

The representatives of EU major producers' organisations representing the meat, dairy, wines, spirits, beers, fruit and vegetables and olive oil sectors presented the practical approaches to the food safety and quality standards applicable to their products.

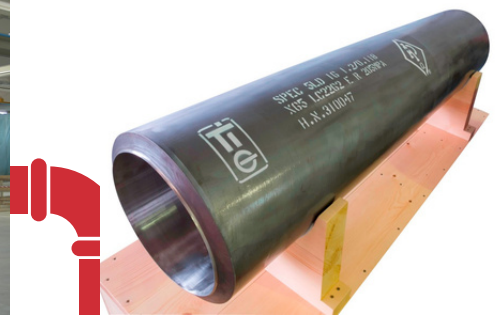
Finally, the seminar featured a cooking show by a renowned local chef Katlego Mlambo and MasterChef judge Pete Goffe-Wood who gave selected EU food products an African twist.



Welcoming our New Member



Allied Pipe & Fittings South Africa is a subsidiary of ALLIED INTERNATIONAL GROUP, We are a multinational Company and worldwide leader in the engineering, manufacturing and A one-stop solution in distribution and stock management for all kinds of steel piping materials (fittings, flanges, valves and pipes and tubes, lined-clad and bored pipes, large-radius bends) and special bespoke pieces for petrochemical, oil, gas and power industries for the production, transportation and transformation of energy, mining, chemical, thermoelectric (power) and nuclear application (where we are the market leader and certified Nuclear ASME3).



Allied International Group was founded in 2000 and has localised within key sub-Saharan countries and established the local company and operations office (its Subsidiary) Allied Pipe & Fittings South Africa (located in Johannesburg) to better the strategic project support to local market endeavours. Allied Pipe & Fittings South Africa, is headed by Andrea Ceccarelli whose Designation is Managing Director, and is a B-BBEE Level 2 company, ISO 9001:2015 Certified with established clientele VGI, CBZ Solutions, Steinmuller, Sasol, Wood, Sappi, Chevron (Nigeria) etc.

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