

Winner of the Annual ABSA/ Cape Chamber Of Commerce Exporter Of The Year Competition Announced

MOSSTRICH, the Mossel Bay company which exports ostrich meat to Europe, was named the overall winner of the annual ABSA/ Cape Chamber of Commerce Exporter of the Year Competition at a glittering banquet at the Westin Grand Arabella hotel in Cape Town last Thursday.

Mosstrich earned the Absa Trophy after increasing export revenue for the year of the competition by 88 percent in spite of the recession.

The company's success was helped by its decision to enhance the value of its products by cutting and packing the meat in portions. This not only helped to increase turnover but it created many new jobs with the firm's staff increasing from 165 employees to 240 during the year. The company was started in 1996 to take advantage of the opportunities opened up by the deregulation and the rapid expansion of the industry.

Somerset West's Invisible Card company which prints scratch cards, prepaid phone cards and other products which feature random invisible numbers was adjudged the best manufacturing company to win the Transnet Port Terminals Trophy. The company was founded in 2003 and from small beginnings it has increased exports by 40 percent every year and now exports 99 percent of its products, mainly to African countries.

The Transnet National Ports Authority Trophy for the best non-manufacturing company went to Cape Reed. The company exports increasing volumes of indigenous thatching reed from the Southern Cape to the Middle East and Europe where its durable and well designed thatch roofs have become market leaders.

The Cape Chamber of Commerce prize for the best small exporter went to EDH, a Stellenbosch electronics company which manufactures radar speed measuring equipment for TV coverage of sport and for the armaments industry.

All the winners this year were relatively new companies and products of the New South Africa.

The other finalists were Swartland Winery and Technical Systems, which exports automated feeding systems for intensive poultry and pig farms in more than 50 countries.