

# Cape Craft Sector TRADEnews August/September 2006



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## Retailers! Producers!

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### RETAIL MINI TRADE DAY – A MEETING PLACE FOR RETAILERS AND CRAFTERS!

- Thursday 21 September  
2006, 09:00 – 14:00

**Attention Crafters! Producers!** CCDI has organised a **Mini Trade Day** for crafters wishing to showcase new and innovative products to the local retail market. This is the season for placing orders for the new season and we are inviting interested retail buyers from around W Cape. There are still a few places available and interested crafters should apply ASAP! See [attachment](#) for the application form.

**Date** Thursday 21 September 2006, 9.00 – 14.00

**Venue** The CCDI Centre for Innovation, 75 Harrington Street, East City Cape Town

**Format** Mini trade day – each individual crafter to set up and man their own stand. Basic stand structure

provided. Crafter to supply display materials and all supporting sales and marketing information.

**Contact** Trade Day Coordinator on 021 460-3982  
[wijnbergc@cput.ac.za](mailto:wijnbergc@cput.ac.za)

**Attention Retailers! Buyers! Wholesalers!** If you are a retailer or wholesaler seeking new and innovative locally made products and would like to view a range of product and deal directly with the producers, this Mini Trade Day will be of value to you.

CCDI would like to understand and meet the needs of Western Cape retailers. This Mini Trade Day is the first event designed to encourage meetings between CCDI, retail buyers and craft producers. Interested retailers could contact the Trade Day Coordinator for registration forms on 021 460-3982 | [wijnbergc@cput.ac.za](mailto:wijnbergc@cput.ac.za) or see [attachment](#) for registration form.

## Retailing Opportunities

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### NATIONAL IN-STORE OPPORTUNITY

The CCDI has linked with a major national retailer and needs craft products for selection for possible inclusion into this exciting in-store programme. The product brief is open to your individual interpretation.

#### Product Brief & Criteria

- Products must have high-end design content, be fresh and innovative
- Products must have niche market contemporary life-style appeal
- Products must meet with high quality standards
- Crafters and designers must be able to produce products in limited quantities and/or in larger volumes
- Signature 1-off pieces and limited edition products are also acceptable

#### Merchandise Categories

- Lights
- Table-ware
- Storage
- Small Furniture
- Soft Interior Products, eg. rugs, cubes, ottomans
- Outside patio & garden
- Kiddies

#### Submission of Products

- Submit products to the CCDI Centre for Innovation, 4<sup>th</sup> Floor, 75 Harrington Street, East City Cape Town.
- **Deadline:** 13 September 2006
- Products are to be clearly labeled with names, descriptions & contact details

#### Enquiries and Information

Mano Reddy: Manager Centre for Innovation, 021 460-3811 | 082-958-3409 | [redmym@cput.ac.za](mailto:redmym@cput.ac.za).

### INNOVATIVE CHRISTMAS DECORATIONS – 14 September 2006

**Attention producers!** Do you produce Christmas decorations? Would you like to expand your market and a move up into a new level of production? CCDI is running a Market Access programme for producers making Christmas decorations. This programme has successfully piloted a project with Woolworths and is now in its next expansion phase.

The project seeks **four additional manufacturers** of quality hand-made Christmas decorations (Western Cape only). Interested producers please apply to be part of the Product Selection, see [attachment](#) for the application form.

**Date** Thursday 14 Sept 2006, 10:00

**Venue** Centre for Innovation, CCDI, 75 Harrington Street, East City, Cape Town

**Contact** Xmas Décor Coordinator on 021 460-3982 | [wijnbergc@cput.ac.za](mailto:wijnbergc@cput.ac.za).

## Sensational products

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These sensational new products were developed during the recent phase of the CCDI Aid to Artisans project and shown at the New York International Gift Fair and SARCDIA in Johannesburg.



*Largebasket*  
Society for the Blind



*Chicken container*  
Kunye



*Saldanha fish light*  
Wola Nani



*Tea-lights*  
Senteni Creations



*Cushions*  
Zambane

To access these products, contact Malin Olofsson on 083-5527180.

## Events & Shows

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### CAPE TOURISM SHOWCASE - 15-17 September 2006

If your craft business is linked to a craft shop or tourism destination, and can receive tourists, join other emerging and established leisure and tourism businesses and events at the Cape Tourism Showcase. Cape Town Routes Unlimited and the Tourism Business Forum has created this platform for the industry to exhibit their products and services and network with tour operators/buyers and local and international tourism role players. It will be held at the Cape Town International Convention Centre.

**Contact** Princess Tsotetsi at Thebe Exhibitions on 011 549-8300 | fax 011 549 8533 | [princess@thebeexhibitions.co.za](mailto:princess@thebeexhibitions.co.za) to apply.

### SAITEX - Gallagher Estate, Midrand, Jhb - 10-13 October 2006

The South African International Trade Exhibition, SAITEX, is the most experienced international trade platform in southern Africa. It is the only multi-sector trade fair of its size and kind on the continent and annually plays host to hundreds of exhibitors showcasing products, services and opportunities from all over the world.

This year sees the start of a drive to showcase parallel sector-specific (vertical) features alongside and within the trading halls. Trade-ready crafters are invited to either visit the show or take up their own stands and exhibit their samples.

Over 30 countries will be represented, and over 15 000 business visitors are expected.

For further information, access the SAITEX website on [www.saitex.co.za](http://www.saitex.co.za) or **contact** 011 661-4000 | [askme@saitex.co.za](mailto:askme@saitex.co.za).

### SAA CAPE TOWN FLOWER SHOW - Lourensford Estate, Somerset West - 26-29 October 2006

Gardening shows have become a key draw card to growing numbers of gardening tourists. The international shows are growing in size and display, with audiences similarly increasing. This exciting event is a platform to showcase indigenous South African plants alongside exhibits of exotic species, and offers a marketplace for gardening products and other innovations with a botanical theme. In addition, the SAA Cape Town Flower Show plans to inspire pride in South African gardeners and a love of gardening in people.

Visitors will be able to enjoy the show's many exhibits, including inspirational feature gardens, displays of floral and fine art, plant-related crafts, expert information, and a whole host of other inspirational elements. Crafters can apply for free space. The organizers will only charge a 15% commission on your sales.

For further information or to apply, **contact** Annette Strydom on 021 488-2962 | [astrydom@media24.com](mailto:astrydom@media24.com) | [www.capetownflower.com](http://www.capetownflower.com). Application forms are also available at the CCDI offices in 75 Harrington Street (reception).

## ADDERLEY STREET NIGHT MARKET - 16-30

December 2006

Bays are still available! All Capetonians are familiar with the Adderley Street Night Market. This event is an opportunity to sell your products to the accompaniment of live music every evening. Each night, +/- 15 000 visitors flock to the market to sample the food, listen to great music, and to shop under the stars. The market runs from 19:00 – 24:00. Each bay (about 3x2m) cost R50 per night. Crafters can book a minimum of four nights.

To book your stand, **contact** Xoliswa on 021 460-3562 | [phenyax@cput.ac.za](mailto:phenyax@cput.ac.za). **Deadline** to apply: 22 September.

## HEALTH, BEAUTY AND LIFESTYLE EXPO -

Gallagher Estate, Midrand, Jhb - 2-4 March 2007

This show has been postponed to March 2007 due to an increase in interest. Early bird discounts of 20% of floor space are available. The Health, Beauty and Lifestyle Expo is an event for the whole family, created to showcase the many aspects of these three elements to the South African consumer. 300 to 400 exhibitors are expected to participate daily, with an anticipated audience of 20 000 visitors. For further information or to book your stand, **contact** Dave Hunt on 011 678-1024.

# Exhibitions & Conferences

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## MONTEBELLO DESIGN CENTRE ART & CRAFT EXHIBITION - 3-

26 November 2006



Montebello Design Centre will be holding an exhibition in the new gallery at the Centre, 31 Newlands Avenue, Newlands, Cape Town, showcasing a selection of creative work produced by some of the artists and crafters based at Montebello. The exhibition includes ceramics, textiles, metalwork, jewellery, paper, wood, graphic and fine art, and runs from 3 to 26 November, 9-5 on weekdays and 10-3 on weekends. Montebello focuses on promoting good local craft and design. It has been running for over 12 years and has production studios, shops, teaching and research facilities, a nursery and a popular restaurant. The exhibition launches the new gallery/teaching space at Montebello, made possible by initial sponsorship from The David Graaff Foundation.

**Contact** for further information: 021 685-6445 | [www.montebello.co.za](http://www.montebello.co.za).

## SABS DESIGN LEKGOTLA – 14,15 September 2006

As part of their commitment towards design promotion in SA and Africa, the South African Bureau of Standards' Design Institute will host a **Design for Development Lekgotla** on 14 and 15 September.

An exhibition showcasing designed products that address the challenges faced by rural and urban developing communities, as well as the entries for the Safe Paraffin Packaging Competition will run simultaneously. Both the Lekgotla and exhibition will be held at the Innovation Hub in Pretoria.

The Lekgotla will cover themes such as Design for Development: African Perspectives, The Design Economy, and Africa Design: Beyond 2010. More information on the Lekgotla and the exhibition will be placed on [www.designinstitute.org.za](http://www.designinstitute.org.za), as it becomes available.

**Contact** 012 428 6332|6707|6328 or [design@sabs.co.za](mailto:design@sabs.co.za) for more information.

# Craft Markets

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## THE MAYOR'S ART, CRAFT AND CULTURE SPRING MARKET 2006 - Cape Town

Civic Centre, Concourse Level - Fri 1 - Wed 6 Sept 2006,  
9:00-3:00

'On the first of September it will officially be spring' says the Executive Mayor of Cape Town, Helen Zille. 'This month's market will be in celebration of the new life, leaves, plants, and slightly warmer weather that the new season brings. I would like to invite the talented artists and crafters amongst the residents of our city to take up this opportunity to exhibit creative work depicting Spring at this month's Mayor's Arts, Craft and Culture Market.'

The Mayor's Market will showcase a diversity of art, handicraft and cultural items proudly handmade in Cape Town.

Should you be interested to come along and shop or need any information regarding the market, please

**contact** Monique on 082-970-5201 | [monique.vandyk@telkomsa.net](mailto:monique.vandyk@telkomsa.net)

## CONSTANTIA COUNTRY LIVING MARKET - 16 September 8.00-3.00.

Since the demise of the craft market at Alphen, there is a need for a professional, well-run, family market in the beautiful Constantia Valley. Jen Kummer is co-ordinating a bright new Country Living Market, which is to launch on Saturday, 16 September. The venue that has been chosen is superb: the Cape Academy grounds just off Spaanschemat River Road in Constantia. This is close to Tokai Forest and the Constantia wine farms, and spacious, with ample parking - it will draw visitors from Tokai, Constantia, Steenberg, Meadowridge, and the suburbs further afield. The theme is classic crafts and food from the earth - for the body, mind and soul. See the attached info sheet and application form. **Contact** Jen on tel & fax 021 712 2124 | 083-673-6565 | [faerie@pixie.co.za](mailto:faerie@pixie.co.za).

## CAMPS BAY MARKET

Bays are available in the Camps Bay Market, which is open 7 days a week from 9 – 6. This is near the Bay Hotel in Camps Bay. A bay of 3X1 m costs R125/m. Contact Abie Toll on 082-397-1582 to apply and for further details.

## SEARCH FOR CRAFT PROMOTING DISTRICT SIX/CAPE TOWN

Imelda Martin is looking for craft that will reflect and promote District Six or Cape Town to be sold at the culture exchange 'Taste of Africa' Festival - [www.gcoproducts.com](http://www.gcoproducts.com) - taking place in Melbourne,

Australia in February 2007. When the prospective customer chooses your craft to purchase, it must say to him **'this reminds me of Cape Town, District Six, BoKaap, etc.'** or, **'so this is what that great city has to offer, I'd love to visit there one day'**, says Imelda. 'This province has so many unique features that can be used in craft products such as Minstrals, Mountains, Proteas, Winelands, Cape Dutch houses, Snoek, Fishing, Dolphins, Whales, or Ostriches. There is much potential for this annual festival to be taken to many other countries. Your product may also be put on their website giving it added exposure,' says Imelda. For more information contact Imelda on 021 952-9964 | fax 086-626-4653; also email your pictures to [gobimeldi@xsinet.co.za](mailto:gobimeldi@xsinet.co.za).

# Fairtrade Association Of Craft South Africa (FACSA)

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**August.** The local FACSA interim committee voted to register a Western Cape branch of FACSA as a way of capturing local funding, and to enable the organization to become active immediately. The local committee will continue to lobby for the formation of a unified national organization, and support other FACSA working groups around South Africa. Contact details for the WC branch: Nathi Tshabalala, at 021 460-3982 | fax 461-5101 | [fairtradewc@gmail.com](mailto:fairtradewc@gmail.com).

**One of a Kind.** FACSA was invited to make a presentation at One of a Kind (Jhb). Nathi Tshabalala used the opportunity to spread the word about Fairtrade and explain to the national interest group that a FACSA Western Cape has been formed and is in the process of being registered as a non-profit organization. Nathi strongly encouraged crafters to start a FACSA working group in their own provinces, so that by the 2007 One of a Kind trade show a unified national association could be

formed. The goal for the 2007 One of a Kind would be to have the first AGM for the national FACSA body, combining all of the provincial groups into a united whole.

**Exciting developments.** A FACSA working group is being formed in the **Eastern Cape**. Interested people should contact Gardi Oosthuizen on 041 – 583-2706 | fax: 086-617-8649 | 082-499-8399 | [gardi21@telkomsa.net](mailto:gardi21@telkomsa.net).

**Pilot Project.** FACSA WC will be piloting a fairtrade registration in cooperation with Sibanye, a non-profit marketing organization based in Khayelitsha, to test the benefits of being registered as a fair-trade enterprise.

**Intern.** Hannah Barnet, an intern from Marquette University in the US, has joined the working group for the next three months. She will implement the pilot program and assist FACSA with communications.