

Western Cape Government congratulates Leopard's Leap on huge export deal to China

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Gerrit van Rensburg, Western Cape Minister of Agriculture and Rural Development yesterday congratulated and wished Leopard's Leap Wines well with a large wine export deal from the Western Cape Province to China. "The Western Cape Government supports this venture, as it will help grow the provincial economy, which will lead to job creation and poverty reduction amongst our citizens", Van Rensburg said.

Leopard's Leap formed a joint venture with Chinese partner, Yangzhou Perfect Co., and will see a first consignment of 2.9 million bottles of wine exported to China. Total South African wines exported to China in 2010/2011 amounted to 3.9 million bottles, making this a very significant order, according to Hein Koegelenberg, CEO of Leopard's Leap.

The Wine will be labelled as "L'Huguenot"; named after the French Huguenots who fled to South Africa in the 17th century and settled in the Franschoek area.

"The wine industry is going through a difficult time, as demand from our traditional European export markets is weak due to economic pressures. It is therefore very good news when we can penetrate new markets such as China with our export products", Van Rensburg said.

Van Rensburg gave his blessing to the deal, saying he is very proud to be associated with the excellent quality of export wine from Leopard's Leap in particular, but the Western Cape in general. "The Western Cape Government can assist producers in creating an environment which is conducive for business, but it is up to businesses, such as Leopard's Leap, to clinch the actual deals", Van Rensburg said.

Van Rensburg recently led a Western Cape wine delegation, consisting of 20 companies, to Shandong Province in China to partake in the Yantai International Wine Festival. This visit originated from an invitation extended by the Shandong Governor, Jaing Daming, in 2010 during the Regional Leaders Summit held in Cape Town.

The Western Cape Province is a member of the Regional Leaders Summit; consisting of Bavaria (Germany), Upper Austria (Austria), Québec (Canada), São Paulo (Brazil), Shandong (Peoples' Republic of China), Georgia (USA) and the Western Cape (South Africa).

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