

New beginnings – launch of Rose Geranium Oil Processing Development Forum

Pretoria, 25 January, 2024 – The Global Quality and Standards Programme (GQSP)- South Africa, together with **the dtic** and Southern African Essential Oils Producers Association (SAEOPA) proudly announce the launch of a Rose Geranium Oil Processing Development Forum. The event brought together a diverse group of experts from the government departments, public, private, and financial sectors, united in a common goal to foster the growth and development of the Rose Geranium essential oil processing sector. South Africa's favorable climate, coupled with the growing demand for natural ingredients in cosmetics, health and food sectors, positions the Rose Geranium oil industry for substantial success.

The primary objective of the forum is to provide guidance, drive innovation, and offer support to increase production and promoting the quality of Rose Geranium essential oil produced in South Africa. Rose geranium is indigenous to South Africa and should be the flagship of the oils from South Africa. Through collaborative efforts, the forum aims to forge innovative partnerships that will contribute to positive outcomes and foster growth within this dynamic industry.

During the forum, members identified some of the quality, market access and investment challenges and explored opportunities to capitalize on the industry's potential as a key driver for job creation and investment promotion.

Dr. Elsie Meintjies, GQSP-SA Chief Technical Adviser welcomed all members and noted that “given the progress made during Phase I of the GQSP-SA Project, Phase II aims to further strengthen the quality of South African indigenous essential and vegetable oils value chain to enable sustainable and competitive market access for SMEs with the introduction of digitalization and climate-smart technologies.” Sinah Mosehla, Director, Cosmetics Sector Desk, **the dtic**, noted how “this gathering represents a crucial step towards realizing the full potential of the Rose Geranium essential oil industry in South Africa. The national standard, SANS 4731:2021 defining the physical and chemical properties of the oil is now in place. and will assist producers with the gaining market access and international recognition of the quality of the Rose Geranium oil produced in South Africa. Through collaborative efforts and innovative partnerships, we aim to drive growth, create employment opportunities, and position South Africa as a leading producer of quality Rose Geranium essential oil.”



For more information about the Global Quality and Standards Programme- South Africa, please visit:

[https://hub.unido.org/sites/default/files/publications/GQSP%20brochure%2024%20page%20final.pdf](https://hub.unido.org/sites/default/files/publications/GQSP%20brochure%202024%20page%20final.pdf)

