

Company Profile 2026



360°
Business
Innovation

COMPANY OVERVIEW

Who we are



Royal Protea Group (PTY) Ltd.

Protea Group is a leading South African trading company dedicated to connecting businesses globally through the import and export of commodities. Established in 2021, we have evolved into a trusted partner for clients seeking excellence in trading, export, and supply chain solutions.

Our Mission:

At Protea Group, our mission is to facilitate seamless trade and promote sustainable economic growth. We strive to provide exceptional products, foster long-term partnerships, and contribute to the success of our clients and stakeholders.

Key Focus Areas:

1. Diverse Product Portfolio:

- We specialize in the global sourcing, export, and distribution of a diverse range of high-quality products and services.

Our extensive portfolio bridges multiple sectors, allowing us to seamlessly supply agricultural commodities, fertilizers, raw materials, foodstuff (including baby food and milk powders), electronics, and machinery. Additionally, we provide tailored solutions for the hospitality industry, ensuring we meet the unique, evolving demands of our global clients.

2. Quality Assurance:

- Quality is at the core of our operations. From stringent sourcing standards to rigorous quality control measures, we ensure that our exported products meet international benchmarks, providing confidence and satisfaction to our clients.

3. Global Reach:

- Operating on a global scale, Protea Group has established a robust network that enables us to connect local businesses with worldwide markets. Our reach spans across continents, facilitating international trade and partnerships.

4. Bulk Export Solutions:

- With expertise in bulk sourcing and export logistics, Protea Group caters to the demands of distributors, retailers, and manufacturers. Our efficient supply chain solutions ensure the timely delivery of high-quality products in substantial quantities.

5. Transparency and Integrity:

- We prioritize transparency in all our dealings. From clear communication with clients to an open-book approach in our operations, we build relationships based on trust, integrity, and ethical business practices.

OUR STRENGTH



5 +

Years of
experience



2.1 +

Million Tons
Traded and
counting



100 +

Customers
served



100%

Privately
owned



100%

Believe in
customer
satisfaction



+++

Working with a
team of
dynamic
people

Royal Protea Group (Pty) Ltd

At Protea Group, our management philosophy is grounded in the belief that successful leadership is a blend of vision, empowerment, and ethical decision-making. We embrace a people-centric approach, recognizing that the strength of our organization lies in the collective talent, dedication, and passion of our team.

Mission

- Excellence in Trade: Our mission at Protea Group is to consistently deliver excellence in international trade. We are dedicated to providing our clients with top-notch commodities, innovative trading solutions, and unparalleled services, setting a benchmark for quality and reliability in the industry.
- Global Partnerships: We are on a mission to foster global partnerships and connections. By actively engaging in cross-border trade, we seek to bridge gaps, build relationships, and contribute to the growth and prosperity of businesses on both regional and international scales.

Values

- Integrity: At the core of our values is unwavering integrity. We conduct our business with transparency, honesty, and ethical conduct, fostering trust with our clients, partners, and stakeholders.
- Innovation: We value innovation as a driving force for progress. Our commitment to continuous improvement and embracing new ideas ensures that we stay at the forefront of the trading industry, offering cutting-edge solutions to our clients.

Vission

- Global Trade Leader: Our vision at Protea Group is to be a global leader in the trading industry. We envision ourselves at the forefront of international trade, setting standards for excellence, innovation, and ethical business practices.
- Sustainable Growth: We aspire to achieve sustainable and responsible growth. Our vision includes not only expanding our market reach but doing so in a way that contributes positively to the environment, society, and the communities we serve.



OUR HISTORY



Forging a Legacy in International Trade

In the bustling heart of Cape Town, South Africa, the seeds of Royal Protea Group (Pty) Ltd were planted in 2021. What started as a vision to redefine the trading landscape soon blossomed into a dynamic and innovative trading company that has left an indelible mark on the industry.

2021: The Blueprint for Global Trade

Founded during a period of unprecedented global supply chain disruption, our company was established with a clear, ambitious mission: to simplify international trade. What began as a focused operation in agricultural commodities quickly gained traction. By prioritizing reliability, transparent communication, and unyielding quality, we proved that even a young company could bridge gaps across complex global markets.

2023: Diversification & Expansion

Responding to the evolving needs of our global clientele, we aggressively expanded our portfolio. We transitioned from a specialized commodities trader into a multi-sector sourcing powerhouse. Recognizing the critical demand for diverse supply chains, we established dedicated divisions for consumer essentials (including baby food and milk powders), electronics, industrial machinery, and hospitality solutions. This diversification allowed us to become a true one-stop partner for industries worldwide.

2025: Strengthening Infrastructure & Logistics

To support our rapid growth, we invested heavily in scaling our logistics and verification networks. We forged strategic alliances with world-class shipping partners and premium international producers. By optimizing our end-to-end supply chain framework, we successfully insulated our clients from market volatility—guaranteeing faster lead times, competitive pricing, and rigorous quality assurance across all product categories.

Today & Beyond: Your Trusted Global Partner

Today, we stand as a resilient, multi-industry distribution leader. From our humble beginnings in 2021, we have built a footprint that spans continents, serving clients across agriculture, technology, healthcare, and hospitality. As we look to the future, our core philosophy remains unchanged: driving business growth for our partners through the relentless pursuit of global sourcing excellence.



OUR LINES OF BUSINESS

Import & Export

Protea Group leverages South Africa's premier strategic position to power international commerce. Driven by a wealth of agricultural plantations, extensive metal and non-metal mines, and world-class port facilities, we provide seamless multi-modal logistics—including advanced road, sea, and air freight—to connect African commodities with the world.

Over a Decade of Global Reach

For more than 10 years, Protea Group has been a pillar of reliability in international trade. Our established distribution network spans the USA, China, India, Brazil, the UAE, South Africa, Iraq, Pakistan, and Afghanistan. Through powerful joint ventures with top-tier domestic manufacturers, we maintain a robust, multi-industry product portfolio:

Guided by Expertise

Our mission is simple: to continuously diversify our offerings and elevate product quality. By blending deep executive experience and data-driven market research, we build strong, transparent partnerships with global buyers and reliable producers alike, securing a sustainable future for international trade.



OUR CORE INDUSTRIES

Construction & Building
Materials

Industrial, Specialty & Water
Chemicals

Agriculture, Fertilizers & Agro
Commodities

Hospitality & Catering

Electronics & Power Solutions

Machinery & Commercial
Vehicles

FMCG, Baby Food & Dairy
Products

Import and Export

Construction & Building Materials

Protea Group is a premier supply partner to the local and global building and infrastructure sectors. We specialize in sourcing and distributing high-yield foundational materials, structural components, and architectural finishing products. By bridging the gap between top-tier manufacturers and large-scale development projects, we ensure your projects are built on a foundation of unyielding quality, compliance, and structural integrity.

Why Partner With Us?

- **Strict Quality Verification:** All structural materials meet rigorous international building and safety standards.
- **Bulk Supply Stability:** We offer uninterrupted supply volumes tailored to match tight project timelines.

Core Product Range

- ✓ Foundational Materials
- ✓ Finishing & Architectural Products
- ✓ Formwork & Site Consumables
- ✓ Infrastructure Materials

Import and Export

Industrial, Specialty & Water Chemicals

We deliver advanced chemical solutions engineered to support heavy manufacturing, municipal utilities, and specialized production facilities. From bulk raw chemical agents to tailored specialty compounds, our portfolio satisfies strict regulatory frameworks while optimizing industrial processing efficiency and environmental safety standards.

Why Partner With Us?

- **Regulatory Compliance:** Full tracing, SDS documentation, and compliance with global chemical handling protocols.
- **Specialized Logistics:** Expert handling, secure packaging, and temperature-controlled shipping methods.

Core Product Range

- ✓ Water Treatment Chemicals
- ✓ Industrial Raw Materials
- ✓ Specialty Formulations
- ✓ Food & Pharma Grade Ingredients

Import and Export

Agriculture, Fertilizers & Agro Commodities

At Protea Group, we are dedicated to securing global food supply chains and boosting agricultural productivity. Our agricultural division operates as a dual-force entity: we supply premium farm inputs like high-efficiency fertilizers to maximize crop yields, while simultaneously sourcing and exporting raw agricultural commodities and highly nutrient-dense food products worldwide.

Why Partner With Us?

- **Direct Farmer Partnerships:** Deeply integrated regional relationships secure competitive pricing and fresh allocations.
- **Sustainable Sourcing:** We prioritize ethical supply chains that respect local ecosystems and fair trade.

Core Product Range

- ✓ Agrochemicals
- ✓ Regional Agro Commodities
- ✓ Nutritional Consumer Goods
- ✓ Fertilizers

Import and Export

Hospitality & Catering Supplies

We offer an end-to-end procurement framework designed specifically for international luxury resorts, commercial hotels, cruise lines, and catering enterprises. From premium guestroom amenities to heavy-duty commercial kitchen setups, our inventory is curated to elevate the guest experience while ensuring long-term operational durability.

Why Partner With Us?

- **Unified Procurement:** Streamline your operations by sourcing front-of-house luxury and back-of-house utility from one vendor.
- **Customization Ready:** Flexible private-labeling options for guest amenities to reinforce your brand identity.

Core Product Range

- ✓ Guest Amenities & Linens
- ✓ Commercial Kitchen & Bar Equipment
- ✓ Housekeeping & Janitorial Systems
- ✓ Bulk Food & Beverage Supplies

Import and Export

Electronics & Power Solutions

Protea Group supplies cutting-edge consumer, commercial, and energy technologies that power modern enterprises. Our portfolio covers everything from daily office hardware and intricate enterprise security setups to advanced renewable energy hardware designed to build grid resilience and promote green corporate targets.

Why Partner With Us?

- **Future-Proof Technologies:** We source exclusively from tier-1 manufacturers deploying the latest technical innovations.
- **Energy Resilience:** Custom, scalable solar and power backups designed to defeat local grid instability.

Core Product Range

- ✓ Renewable Energy Solutions
- ✓ Commercial Security & Surveillance
- ✓ Enterprise & Consumer Tech

Import and Export

Machinery & Commercial Vehicles

We equip industries with the mechanical muscle required to scale production. Our machinery and commercial transport division supplies highly dependable asset hardware—ranging from heavy earthmoving equipment to specialized agricultural machinery—ensuring low operational down-times and maximum mechanical yield.

Why Partner With Us?

- **Elite Mechanical Reliability:** Heavy assets sourced strictly for their structural durability and low maintenance lifecycles.
- **Complete Asset Logistics:** End-to-end customs handling and secure heavy-freight shipping protocols for oversized machinery.

Core Product Range

- ✓ Guest Amenities & Linens
- ✓ Commercial Kitchen & Bar Equipment
- ✓ Nutritional Consumer Goods
- ✓ Food & Pharma Grade Ingredients

Import and Export

FMCG, Baby Food & Dairy Products

Protea Group is a trusted global distributor of Fast-Moving Consumer Goods (FMCG), with a specialized focus on high-demand dairy and early-stage pediatric nutrition. We bridge the gap between world-class manufacturing facilities and international retail, wholesale, and institutional markets. Recognizing that consistency, safety, and shelf-life are paramount in the consumer goods sector, we utilize temperature-controlled supply chains to deliver premium, nutrient-dense products that households depend on every day.

Why Partner With Us?

- **Uncompromising Safety Benchmarks:** Our baby food and dairy portfolios adhere to strict international health, sanitation, and food safety regulations (including HACCP and ISO standards).
- **Cold-Chain & Logistical Integrity:** We implement rigorous climate-controlled shipping and storage protocols to guarantee product freshness and maximize shelf-life upon arrival.
- **High-Volume Supply Stability:** Strong partnerships with leading global manufacturers allow us to fulfill consistent, high-volume orders without supply chain gaps.

Core Product Range

- ✓ Infant Nutrition & Baby Food
- ✓ Premium Dairy Products
- ✓ Daily Essential Foodstuffs
- ✓ Personal Care & Household FMCG



Strategy

- Strengthen client base by ensuring excellence and innovation in service delivery.
- Create and sustain strategic relationships that will guarantee superior delivery in a synergistic manner
- Recruit, retain, and reward high-performance employees.

STRATEGIC RELATIONSHIPS:

Government

International oil Companies

Oil-bearing communities

Original equipment

manufacturers

Producers

We cooperate with known suppliers and genuine producers in various industries around the world, our producers are all the best in their field of work and have a worldwide reputation.

Clients

We take pride in the reputation we have built with our clients. During these years, our group has earned a great reputation and credibility in the market and trust from our clients by exporting different commodities to the countries of Africa, Asia and Europe such as DRC, Kenya, Nigeria, Angola, Germany, Spain, Russia, countries of the CIS, China, India, UAE, Turkey, Oman, Qatar, Iraq, Pakistan and Iran and we are one of the major activists in the region.

Quality

In line with the strategic direction of Protea Group, our resolute policy is to consciously determine the stated and implied needs and expectations of interested parties - customers, legal & regulatory entities, government, shareholders, employees, suppliers, and community.

We shall focus on continual improvement of our quality performance and quality management system performance by taking applicable action to effectively address any identified shortfall while encouraging next-practice innovations and ideas in all our dealings.

Our organization's commitment is compliant with all national statutory legislation and considers all regulatory, legal and other relevant obligations related to the industry we operate in. This is evidenced by documented procedures and objectives, this is maintained by our internal Audits and annual Management Reviews.

Some key advantages of working with us

At Protea Group, we are more than just a trading company—we are a strategic supply chain partner dedicated to accelerating your business growth. We combine deep market expertise, a vast international footprint, and a customer-centric approach to deliver unparalleled value across all the industries we serve.

Unmatched cost efficiencies passed directly to you. Through our close cooperation and powerful joint ventures with leading domestic and international manufacturers, we bypass unnecessary intermediaries. This secures priority allocations, guarantees long-term supply stability, and provides your business with highly competitive, market-leading pricing.



Compliance

At Protea Group, we prioritize and uphold a culture of compliance that goes beyond regulatory requirements, embodying our commitment to ethical standards and operational integrity. Our compliance framework is intricately woven into every facet of our business, ensuring that our trade activities align with international regulations and ethical business practices.

As a trading company, navigating the complex landscape of international commerce demands a steadfast commitment to compliance. We meticulously adhere to global trade regulations, ensuring that our import and export processes adhere to the highest standards. This dedication extends to our sourcing practices, where we collaborate with suppliers who share our commitment to fair trade, sustainability, and social responsibility, fostering a transparent and ethical supply chain.

Foundation

Our company is anchored by a sophisticated infrastructure, backed by over a decade of executive management experience and rigorous market research. We have established our operational roots in strategic trade hubs, leveraging premier port facilities, rich natural reserves, and multi-modal logistics networks—spanning road, sea, and air freight—to drive seamless cross-border commerce.

Supply Chain Management

Protea Group is an internationally operating trading company. We take care of the total logistics chain of your commodities and raw materials.

We take care of your challenges and present ourselves as a supply chain manager. So you can focus on your core business.

Our concept for supply chain management:

Sourcing:

Whether it is a new raw material or if you want to limit your risk by no longer depending on one source, Protea Group sourcing team, based on its knowledge and experience for over many years, has a large network of contacts. We are happy to search for and with you.

Logistics:

To be able to transport every type of cargo, an extensive and versatile transport fleet is required. Our sister company has more than earned its logistic spurs over the past 10 years.

Our value-added services

- packing & repacking
- metal detection
- breaking & sieving
- mixing & blending
- heating

Corporate Social Responsibility

At Protea Group, we believe that true corporate leadership is measured by the positive impact we leave on the world. As a global sourcing and distribution partner, our operations touch many lives—from the local farmers cultivating agricultural commodities to the communities surrounding our logistics hubs. We are deeply committed to driving sustainable, ethical, and socially responsible practices across our entire supply chain while actively investing in the human capital of the regions we operate in.

Our youth empowerment initiatives focus on four critical areas:

- **Education & Literacy:** Providing essential learning materials, uniforms, and academic scholarships to children in underserved communities.
- **Mentorship & Leadership:** Running structured workshops that pair young boys and girls with positive role models to build life skills, career ambitions, and emotional resilience.
- **Nutrition & Well-being:** Leveraging our expertise in food distribution to support community feeding schemes, ensuring school-aged children have the foundational nutrition required to learn and grow.
- **Skills & Digital Literacy:** Equipping older youth with vocational training and computer literacy programs to prepare them for the modern workforce.

A Sustainable Partnership

When you partner with Protea Group, you are choosing a supply chain that builds a better future. Together, we are not just moving commodities across borders—we are creating lasting, measurable change for communities and empowering the youth who will shape tomorrow.

Our Three Pillars of Sustainability

1. Ethical & Responsible Sourcing

We work in close cooperation with domestic manufacturers, smallholder farmers, and local miners. We mandate fair-trade principles, safe working environments, and fair compensation across our entire supply network—ensuring that local economies thrive alongside our commercial growth.

2. Environmental Stewardship

From optimizing our multi-modal freight routes to reduce carbon emissions to distributing eco-friendly agricultural inputs like organic fertilizers, we actively work to minimize our environmental footprint. We prioritize partners who share our commitment to preserving local ecosystems.

3. Uncompromising Safety & Health

Through our FMCG and pediatric nutrition divisions, we view public health as a core social responsibility. We enforce the highest international sanitation and safety benchmarks (including ISO and HACCP) because we know that families trust us to deliver safe, premium nutrition every single day.



Contact Info

- Tell: +27 60 317 2187
- Email: info@proteagroupltd.com
- Web: www.proteagroupltd.com
- Address: 19 Loop Street
Cape Town City Centre
Cape Town, 8001
South Africa



www.proteagroupltd.com

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