



Export Advancement Programme

WESGRO

cape town & western cape
tourism, trade & investment

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Background

Western Cape Exporters face **challenges** and **obstacles** in the promotion of international exports.

These include lacking the knowledge of:

- export information
- B2B match making know how
- specialized and advisory services
- understanding various international markets
- sectors and foreign business cultures
- understanding trade laws and agreements
- understanding export logistics and finance.

The **Export Advancement and Promotion (EAP)** programme is designed to address the above challenges by:

- building the export companies' capacity
- to open up access into international markets.



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The Primary Programme Drivers

- **Export Awareness Seminars**
- **Market and Sector Seminars**
- **Focused Technical Export Training**
- **One-on-one Export Specific Support**
(including developing an export marketing plan, export finance management, costing methods and logistical training)
- **Specific Business Function Mentoring Services**
from international experts (PUM)
- **General Advisory Services**
- **Outward Selling Missions (OSMs)**



Programme Description & Criteria

- WC registered companies with limited or no export involvement
- Local trading for 12 months
- Own product or service

The aim is to reach a wide spectrum of companies on **2 levels**:

Level 1 - less than 10 employees have access to:

- **Export Awareness Seminars**
- **Market and Sector Seminars**
- **Export Training, General Advisory Services**
- **Outward Selling Missions (OSMs) and**
- **targeted research.**

Level 2 - more than 10 employees have access to level 1 programmes plus:

- **Specific Business Function Mentoring Services from international experts (PUM)**
- **One-on-one Export Specific Support Services.**



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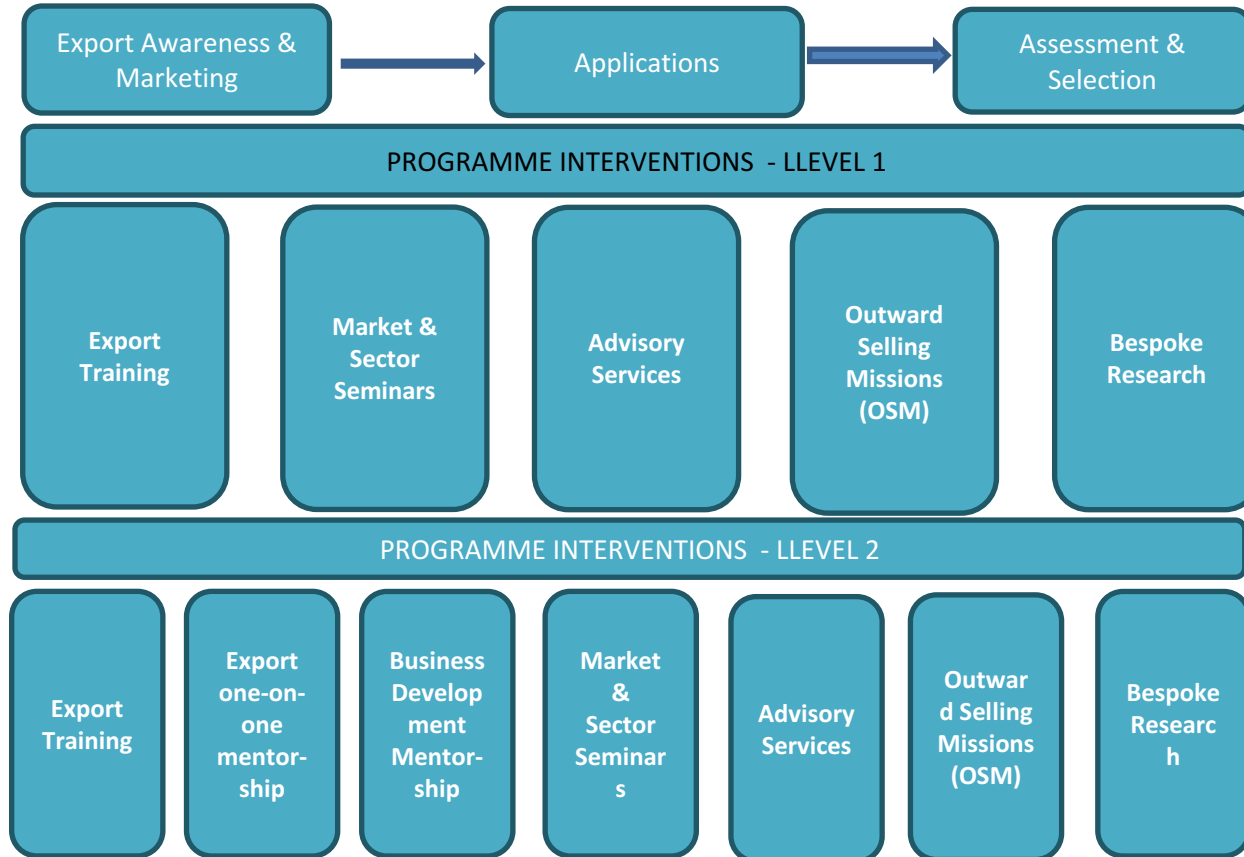
Project Description/Criteria

The EAP will run over 12 months (one financial year) although on-going support is available.

Other key criteria for the selection of companies include:

- Registered in Western Cape province
- Must be in business for minimum of 12 months
- Aligned to Wesgro, Project Khulisa, and the dti and Industry (the dti) priority sectors
- The company must already be producing and supplying to the local market
- Preference to Historically Disadvantaged Businesses (HDIs)
- Companies will be completing an assessment form and will be selected and allocated to the appropriate levels based on the results.

4.1.3 Export Advancement & Promotion Programme Design



Applications Process

The purpose - to select **export ready** companies with **high growth potential**.

Process:

- Companies complete an initial **self-assessment** application form.
- Based on how companies score, they will be selected for a **service assessment** by Wesgro to determine their potential, readiness and capacity to export.
- Thereafter, companies will participate in Wesgro **interventions** such as training, mentorship and outward selling missions depending on their level of needs.

4.1.3 Export Advancement & Promotion Programme – Key Elements

Export Advancement and Promotion programme focus on:

- Non-exporting | Export ready | Already exporting companies.

Programme Design:

❑ Export Awareness Seminar

- Focus in on government services offerings and support through Wesgro, the dti and other organisations like SARS, DAFF, etc.
- Aimed at new and potential exporters to raise awareness w.r.t the demands, commitment and influential factors associated with exports.

❑ Market and Sector Seminar

- Provides information on entering or expanding into new markets.
- Current information including opportunities, threats and barriers to entry in a particular market.
- The focus is on the priority markets, new 'opportunities' markets

4.1.3 Export Training Programme

❑ Export Specific Training Programme

- Builds the competitive capacity of businesses
- Combines theory with practical assignments.
- Modules cover
 - ❖ **Orientation to Export | Preparing to Export | Developing an Export Marketing Plan | Financial Risk Management | Export Costing and Logistics | Incoterms 2010.**

❑ Mentorship

- **Export 1-no-1 mentorship**
 - Export specific implemented after the export training programme.
 - Specific goals will be set linked to a timeframe.
 - Exporters provided with practical guidance in order to implement the set goals.
- **Business Development Mentorship (PUM)**
 - Dutch mentorship programme for SME's addressing specific business needs.
 - The mentors work with the exporters in developing certain business areas.
 - Skills transferred tailored to the exporter's requirements which are enhanced by the PUM mentors extensive global experience.

4.1.3 Export Advancement Programme

❑ **Outward Selling Missions**

- The aim is to market WC trade to international markets
- Through exhibitions and meet potential buyers, distributors and developing partnerships.
- The program affords exporters the opportunity to scan the market
- Exporters identify related threats and opportunities for their business, related pricing issues and competition within a particular market.

❑ **Advisory Services**

- Geared towards all companies providing specialised, advisory and market expansion assistance.
- Based on the extent of needs companies will be appropriately assisted and or
- Directed to country managers in Wesgro or sign posted to external services.

❑ **Targeted Research**

- Companies are supplied with country and sector specific research pertaining to the markets they are targeting.

Export Advancement Programme

Programme Benefits

- The general benefits from the '**Export Advancement**' programme include the following:
- Knowledge and skills transfer
- New market penetration and expansion
- Higher exports
- Improved productivity
- Opportunities to innovate, upgrade and increase competitiveness
- Growth in employment creation

Export Advancement Programme

What's coming up2017/18

➤ **Export Specific Training 06 - 15 February 2018**

- 06 February 2018 - Module 1: Orientation to export
- 07 February 2018 - Module 2: Preparing to export & Export marketing plan
- 13 February 2018 - Module 3: Financial risk management
- 14 February 2018 Module 4: Export costing and logistics
- 15 February 2018 Module 5: Incoterms® 2010

Full day programme | No cost | RSVP: eap-rsvp@wesgro.co.za

➤ **Outward Selling Mission 04-06 March 2018**

- International Restaurant & Food Service Show - New York
- Focus on supplying restaurants, foodservices, hospitality industries with food and beverages products including décor for tables and soft furnishings.

Applications closes 30 October 2017 | RSVP: eap-rsvp@wesgro.co.za

Export Advancement Programme

What's planned for.....2018/19

- **Export Awareness Seminar**
 - Open to all WC companies. 7 sessions planned across Western Cape Province

 - **Market and Sector Seminar**
 - Based on focused priority markets, new opportunities and upcoming international trends. Open to all WC exporters.

 - **Export Specific Training - 5 Modular training**
 - 7 sessions planned across Western Cape Province

 - **Mentorship - Export 1-no-1 mentorship & Business Development Mentorship (PUM)**
 - Accommodating 35 WC companies

 - **Outward Selling Mission - International Marketing**
 - Promoting WC companies in the food, beverages, décor, fashion and cosmetic sectors.
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Thank you | Dankie | Enkosi