



KZN'S AFRICA EXPORT OPPORTUNITIES

25TH MAY 2021





SIZE OF AFRICA



To the next map...

Africa is Huge!

The following countries
could fit within Africa:

	Area (sq. mi)
China	3,705,390
United States	3,618,770
India	1,266,595
Europe	1,905,000
Argentina	1,065,189
New Zealand	103,736
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	11,664,680 sq. mi or 30,211,551 km ²

Africa's area: 11,707,000 sq. mi.
or 30,321,130 km²

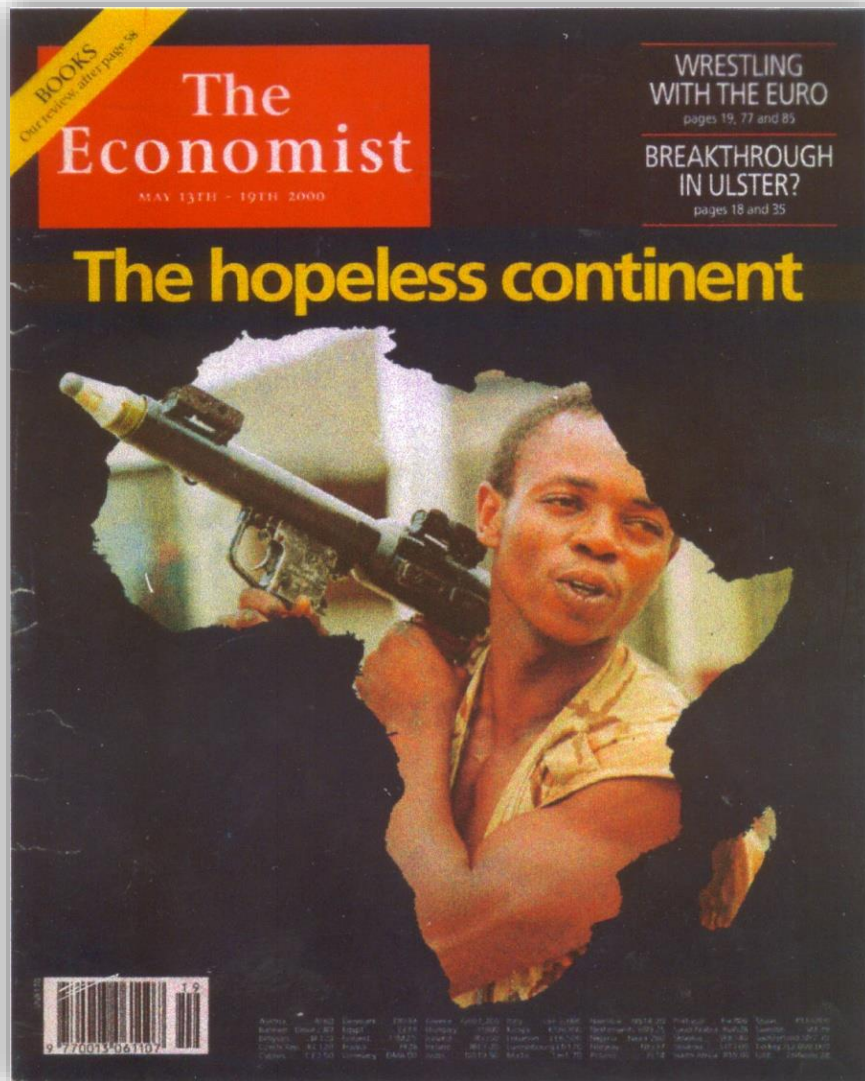




OPPORTUNITIES

- AFRICA IS NOT ONE COUNTRY – Diverse Opportunities
- 55 COUNTRIES
- + 1BN PEOPLE
- US\$ 3,4 Trillion





The Economist
labelled Africa “*the hopeless continent*”
in 2000



- Africa has moved from a continent of perceived as “darkness”, embroiled in war and riddled with famine and heavy reliance on its colonial heritage,
- It is a region full of opportunity for both trade and investment.
- Africa has moved at great lengths to an era of democracy, open economies, and relative political stability
- Most of the African countries have developed their regional bi/multi-lateral co-operation and introduced investor friendly economic policies and endeavoured to create an economically sound business environment.



FACTS ABOUT AFRICAN TRADE

- Labour productivity has been rising annually
- Trade between Africa and the rest of the world has increased by over 200% since 2000
- Inflation dropped from 22% in the 1990s to 8% in the past decade
- Foreign debts declined and budget deficits decline



*“Africa’s hopeful
economies:
The sun shines bright
The continent’s impressive
growth looks likely to
continue”*

Economist, Dec 2011

STILL TO OVERCOME:

- Poverty and Low literacy Levels
- Unemployment and corruption
- Low life expectancy
- Inequality
- Infrastructure requirements
- Beneficiation of raw materials



Per the International Monetary Fund (2021 estimates)



Rank	Country/Territory	GDP (US\$ M)
1	United States [†]	22,675,271
2	China ^{†[n 2]}	16,642,318
3	Japan [†]	5,378,136
4	Germany [†]	4,319,286
5	United Kingdom [†]	3,124,650
6	India [†]	3,049,704
7	France [†]	2,938,271
8	Italy [†]	2,106,287
9	Canada [†]	1,883,487
10	South Korea [†]	1,806,707
11	Russia [†]	1,710,734
12	Australia [†]	1,617,543
13	Brazil [†]	1,491,772
14	Spain [†]	1,461,552
15	Mexico [†]	1,192,480

25	Belgium [†]	578,996
26	Thailand [†]	538,735
27	Nigeria[†]	514,049
28	Austria [†]	481,796
29	Ireland [†]	476,663
34	United Arab Emirates [†]	401,513
35	Egypt[†]	394,284
36	Denmark [†]	392,57
37	Malaysia [†]	387,093
38	Bangladesh [†]	378,634
39	Singapore [†]	374,394
40	Hong Kong ^{†[n 4]}	368,633
41	Vietnam [†]	354,868
42	South Africa[†]	329,529
43	Chile [†]	307,938
44	Finland [†]	300,484



List of African countries by GDP (nominal) - IMF



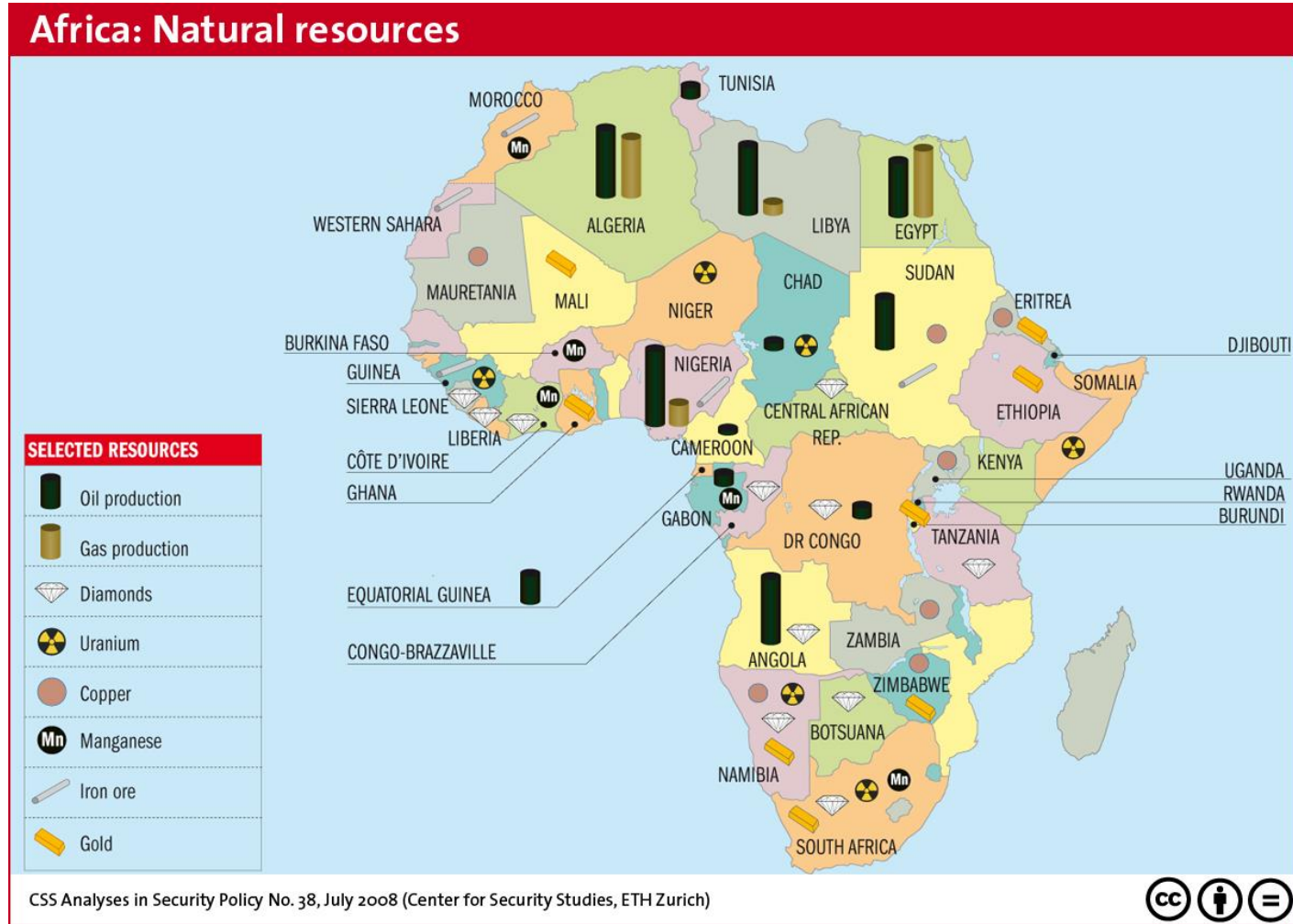
Rank	Country	<u>Nominal GDP</u> (\$ billions)	<u>Nominal GDP per</u> <u>capita</u> (US\$)
1	Nigeria	466.88	2,210.00
2	Egypt	374.89	3,610.00
3	South Africa	317.19	5,240.00
	EAC	220.640	1,184.87
4	Algeria	147.323	3,331.08
5	Morocco	112.220	3,121.38
6	Kenya	101.048	2,075.22
7	Ethiopia	95.588	974.09
8	Ghana	73.594	2,374.00
9	Tanzania	64.123	1,105.55
10	Angola	62.724	2,021.31



2019

- Investors are eyeing Africa
- In financial centres across the globe barely a week goes by without an Africa investor conference
- Private-equity firms that a decade ago barely knew sub-Saharan Africa existed, are raising billions of UDS for projects on the

- Gems, precious metals: US\$15.3 billion (17% of total **exports**)
- Ores, slag, ash: \$13.1 billion (14.5%)
- Vehicles: \$11.4 billion (12.7%)
- Mineral fuels including oil: \$9.1 billion (10.1%)
- Machinery including computers: \$5.5 billion (6.1%)
- Iron, steel: \$5.4 billion (6%)
- Fruits, nuts: \$3.4 billion (3.8%)



- Africa has several raw materials which are leaving its shores to the EU, China and India predominantly and returning as finished products.
- A focus on manufacturing seems not to be priority for some countries as access to capital and finished products has outweighed the production of products.



BENEFITS TO INCREASING INTRA- AFRICA TRADE

- **Intra-Africa Trade** helps grow **economies**, creates **jobs**, and reduces **poverty**.
- When African countries trade with themselves they exchange **more manufactured and processed goods**, have more **knowledge transfer**, and **create more value**.
- **Trade diversification** of exports is important as it allows countries to **build resilience** to movements in demand, due to economic downturns in importing countries but also price dips
- In the case of commodity exporting countries, it supports a **shift from an over dependence on commodities** to higher value-added products and services.
- **Economic diversification** allows for more **inclusion of small and medium sized enterprises** and helps encourage innovation as more markets open and encouraged increase in productivity due to the need to compete.



BENEFITS OF THE AfCFTA

- **The AfCFTA offers potential for agricultural products.** In 2015, African countries spent about \$63 billion on food imports, largely from outside the continent. (www.agra.org). AfCFTA will increase intra-African trade in agricultural products by between 20 and 30 percent, with the highest gains in sugar, vegetables, fruit, nuts, beverages, and dairy products
- Achieving **larger economies of scale, a bigger market** and improved prospects for the African continent to attract investment.
- Potential to boost intra-Africa trade and build an integrated market in Africa, that will see a market of over **1 billion people** with a combined GDP of approximately **US\$3.3 trillion**.
- **New export opportunities** for South African products in West Africa and North Africa.
- The AfCFTA includes **trade in services**. Trade in services important for global trade, provides a backbone for industrial development.
- In SA, contribution of services trade to the GDP is in excess of 60%.



BENEFITS OF THE AfCFTA

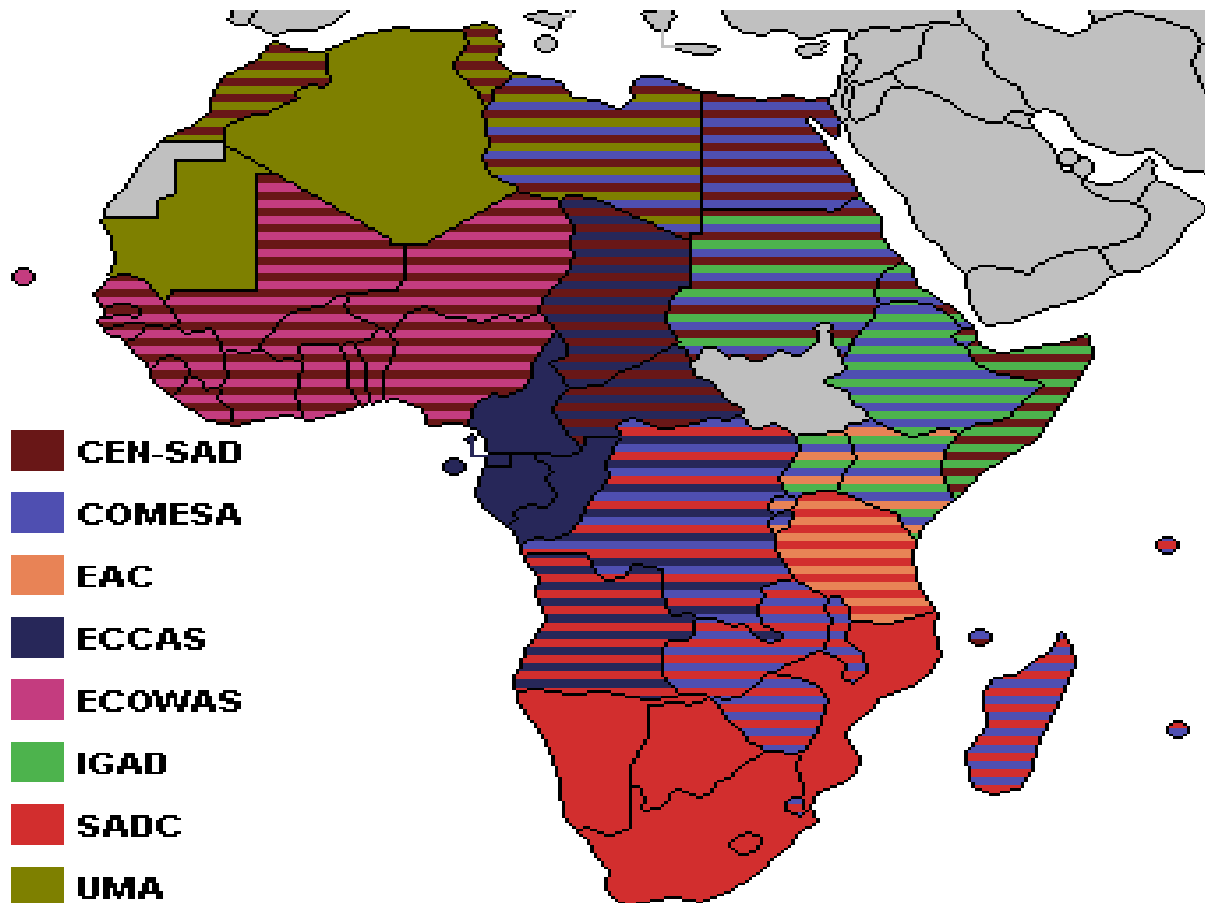
- Provides **legal certainty** and predictability of markets.
- Encourages a rules based multilateral trading system.
- Establishes a fair and impartial **dispute resolution mechanism**.
- Boosts intra-Africa trade through:
 - progressive elimination of tariffs;**
 - elimination of non-tariff barriers;**
 - facilitating cooperation on customs matters, trade facilitation and transit;
 - enhanced cooperation in the areas of technical barriers to trade and sanitary and phytosanitary measures;
- Stimulates Africa's **industrial development and employment creation**.
- **Contributing to positive investor climate in Africa**

The AfCFTA: Boosting intra-Africa Trade

- According to UNECA, AfCFTA promises to unlock intra-Africa trade to grow by 52%.
- WTO provided a comparative analysis of intra-regional trade as follows:
 - ❑ intra-Africa trade at 18%;
 - ❑ intra-Asian trade at 52%;
 - ❑ intra-North American trade at 50%; and
 - ❑ intra-EU trade at 70%.
- Africa's share of world trade estimated to be at 3%. This proves that Africa needs to do more to expedite market integration.



TRADE AGREEMENTS





Signature and Entry into Force of the AfCFTA



- 49 members of the AU have signed the agreement.
- SA signed on 1 July 2018 on the margins of the 38th Session of the Ordinary Session of AU Assembly of HoS and Governments.
- Entry into force requires 22 member states to deposit instruments of ratification.
- 35 countries have ratified the AfCFTA as of 15 Jan 2021
- AU Assembly of HoS and Government directed that the agreement must enter into force by Jan 2019.
- Of the 55 AU member states, only Eritrea has yet to join.



COMPETITIVE ADVANTAGES FOR KZN EXPORTERS

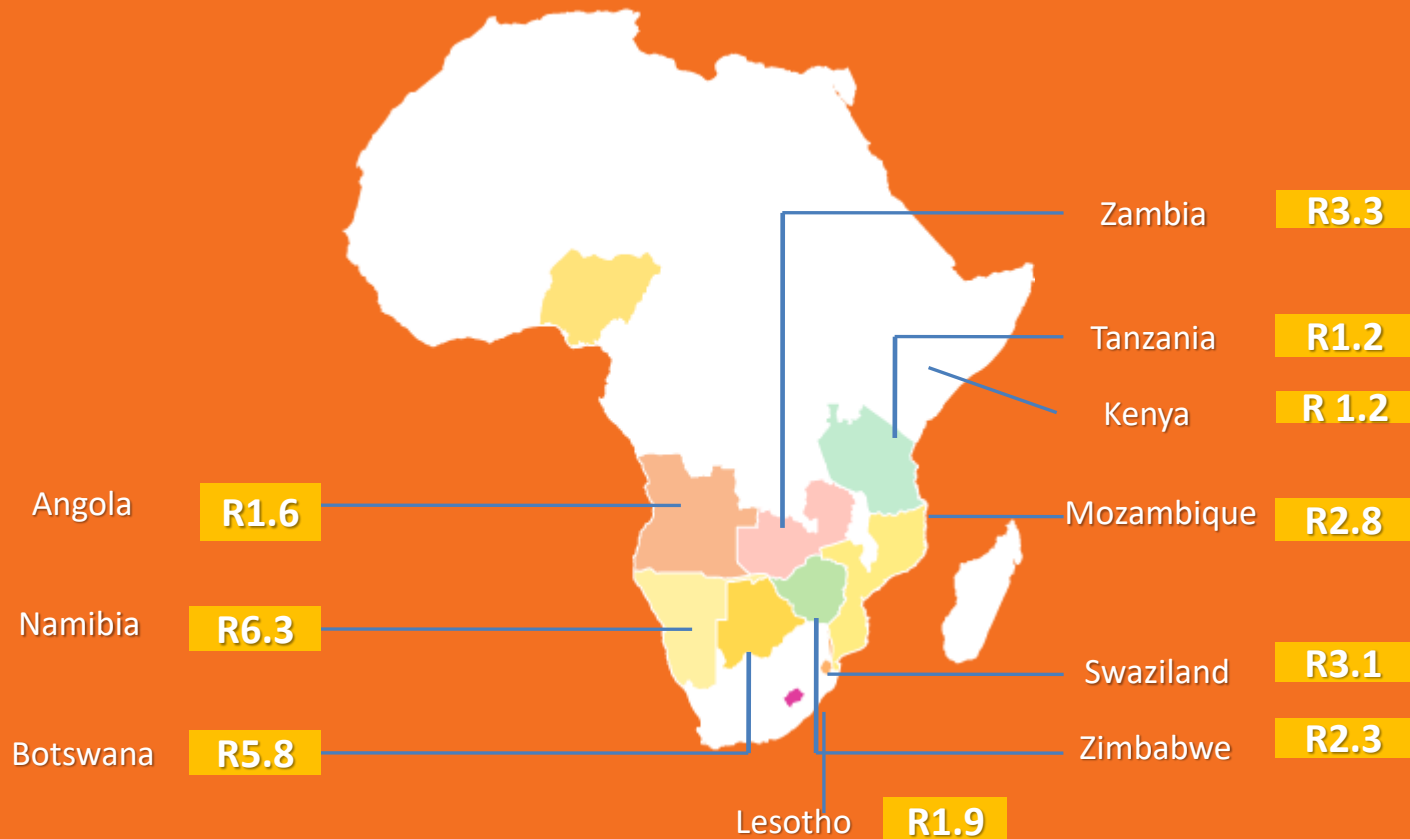
- **Marketing and Access:** South Africa's closest exports are neighbouring African countries. In some instances, it is not too far to drive and there are daily flights to most key markets and in many cases South African passport holders don't need visas.
- **Transport of export orders:** From South Africa export orders to most African countries in SADC and East Africa can be delivered by road or rail and for further countries by air or sea. The South African seaport at Durban has international accreditation.
- **Maintenance and technical support:** On technical products requiring regular maintenance this can be offered effectively from South Africa. You can also, relatively inexpensively, offer product training to your customers.
- **Product suitability:** South African products are usually compatible with other African market conditions. They are suited to the continent's harsh climate; they are technically appropriate and can be easily maintained.



COMPETITIVE ADVANTAGES FOR KZN EXPORTERS

- **Pricing:** Due to most of these factors outlined above South African exporters are often able to offer their products at competitive prices compared to suppliers from Europe, North & South America and Asia.
- **Export support services:** South Africa has a wide network of service companies which support exporters into the continent, including sophisticated telecommunications infrastructure, a banking system with extensive networks across Africa and transport companies..
- **Trade agreements:** A network of trade agreements exists between many African countries. For example – South Africa, with Botswana, Lesotho, Namibia and Swaziland, are members of the Southern African Customs Union (SACU). The is SADC and South Africa also has bilateral trade agreements with several African countries. Also on the card is the AfCFTA.
- **Standards and specifications:** South Africa is well-respected in this field and most products on the domestic market already adhere to recognised international Standards.

KZN TOP 10 EXPORTS AFRICA MARKETS 2019 (Billions)



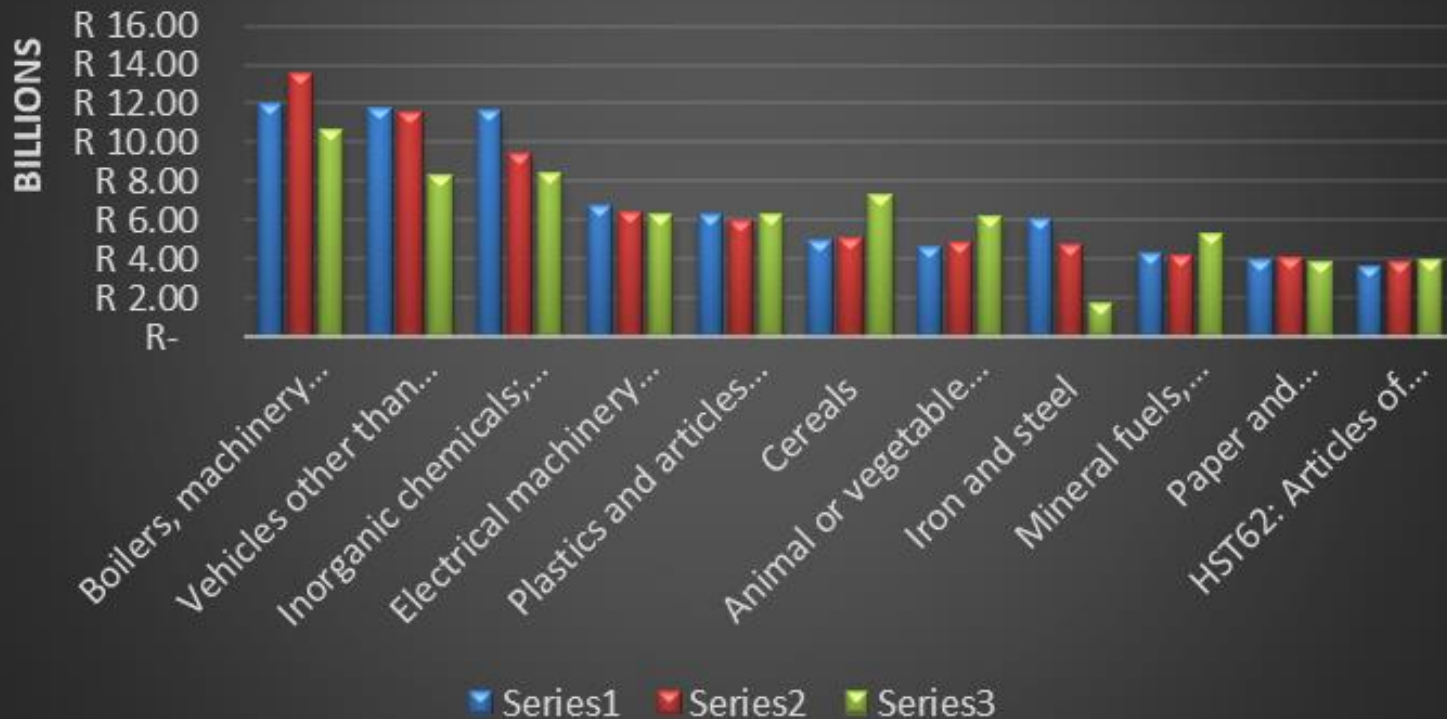
Total KZN Exports to Africa (10,87%) = R37,39 Billion (2019)

Total SA Exports to Africa = R343,99 Billion (2019)

GDP for SA = 368,3 Billion USD (2018); GDP for KZN = 16% of SA



TOP 10 PRODUCTS EXPORTED BY KZN, 2018-2020





COMPETITIVE ADVANTAGES FOR KZN EXPORTERS

Sector	Districts of Importance
Footwear	UThukela, uMgungundlovu, Ugu
Forestry	Harry Gwala, Umzinyathi, uMgungundlovu, Umkhanyakude
Paper and paper products	iLembe, UThukela, King Cetshwayo
Wearing apparel	iLembe, Amajuba, eThekwini
Non-ferrous metal products	King Cetshwayo, uMgungundlovu,
Textiles	UThukela, iLembe, eThekwini
Agriculture	Harry Gwala, iLembe, Umzinyathi
Plastic products	iLembe, eThekwini
Wood and wood products	Harry Gwala, Umzinyathi, uMgungundlovu
Leather and leather products	iLembe
Basic chemicals	King Cetshwayo, eThekwini
Food	Ugu, UThukela, iLembe
Furniture	UThukela, iLembe
Transport and storage	King Cetshwayo, eThekwini
Water	uMgungundlovu, UThukela, Umkhanyakude
Rubber products	uMgungundlovu, UThukela
Other chemical products	eThekwini, Amajuba
Motor vehicles, parts and accessories	iLembe, eThekwini
Printing, recorded media	eThekwini, Amajuba
Structural metal products	King Cetshwayo, iLembe, eThekwini, uMgungundlovu
Construction	iLembe, Ugu, uThukela, Umkhanyakude, King Cetshwayo, Harry Gwala
Education (private)	Umzinyathi, Zululand, Umkhanyakude, Harry Gwala
Other manufacturing groups	eThekwini, Amajuba
Health and social work (private)	Umkhanyakude
Other fabricated metal products	Umzinyathi, King Cetshwayo, iLembe, eThekwini

DEFINING THE TARGET MARKETS

REVIEW MECHANISM 1: COUNTRY RATINGS

Country Rating Key:

Political risks: 1=low, 2=medium, 3=high

Commercial risks: A =low, B=medium, C=high

REVIEW MECHANISM 2 - KEY AFRICAN COUNTRIES TARGETED BY KZN i.e., SACU (BLNS)

REVIEW MECHANISM 3 - IDENTIFICATION OF REALISTIC EXPORT OPPORTUNITIES (DSM Tool)



REVIEW MECHANISM 3

IDENTIFICATION OF REALISTIC EXPORT OPPORTUNITIES

Current Selection Potential Export Markets for: South Africa (ZAF) - KwaZulu Natal

Markets x Products : **20 x 104** Combinations: **187** Total Potential (Mn) [USD]: **91.77**

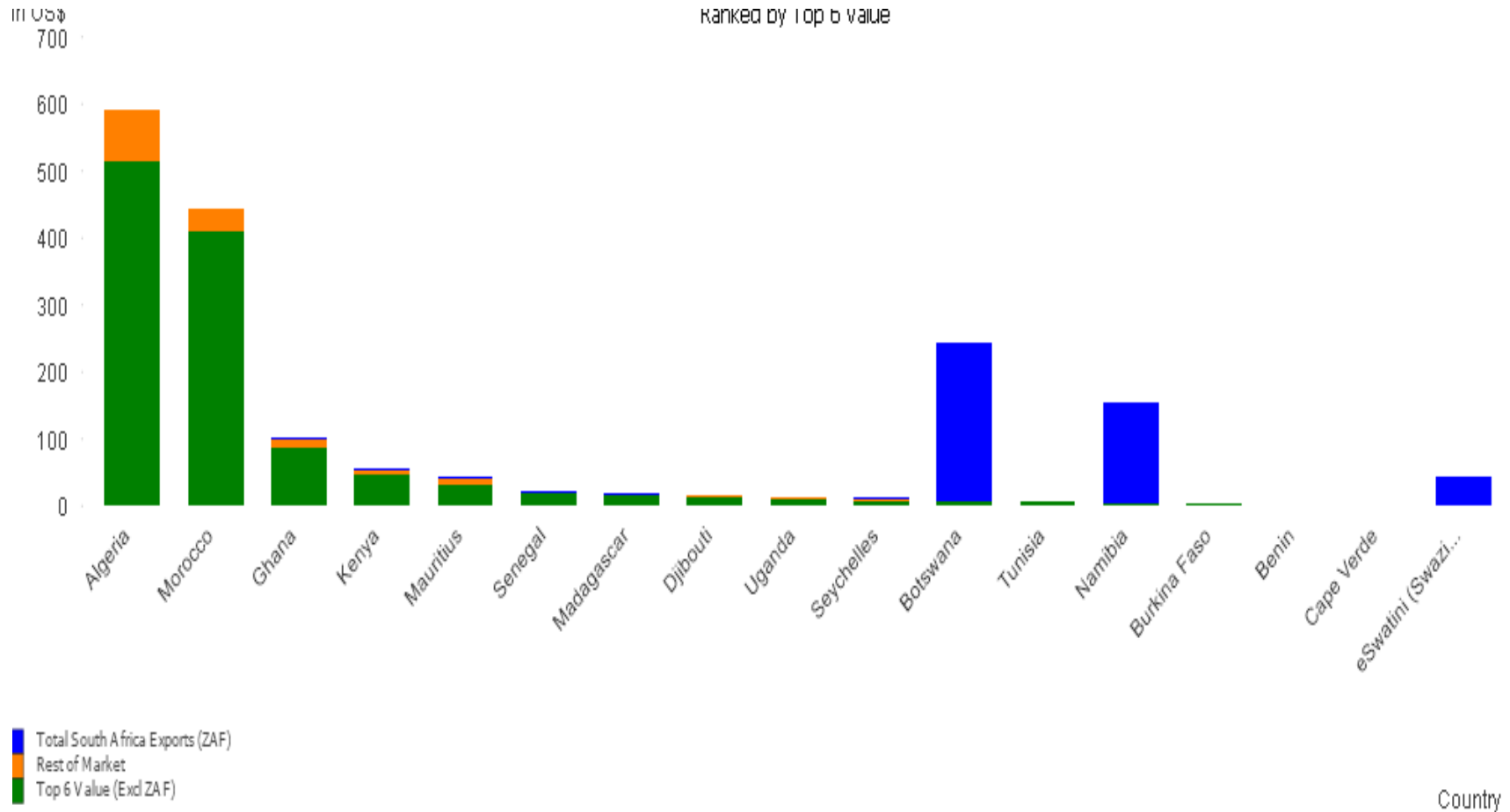


REVIEW MECHANISM 3

Country	KZN share of ZAF Exports [B] to Target Market (Mn) [USD]:	[A]Total Realistic Export Potential to Target Market(s)(Mn) [USD]:	[A1] Halal reduced potential to Target Market(s)(Mn) [USD]:	[B]Total Exports from ZAF to Target Market(s)(Mn) [USD]:	[G]Target Market(s)Total Imports (Mn) [USD]:
Kenya	3.78	22.36	21.68	15.90	161.51
Uganda	7.06	16.45	16.20	19.75	124.46
Ghana	2.30	14.07	13.42	7.92	110.90
Angola	3.34	12.22	12.22	12.04	94.55
Mauritius	1.21	6.03	5.42	4.63	48.37
Madagascar	1.01	3.73	3.72	4.03	28.29
Guinea	0.47	2.85	2.85	1.53	20.56
Seychelles	0.46	2.09	2.09	1.59	16.40
Morocco	1.76	2.06	1.86	2.15	14.83
Zimbabwe	0.74	1.58	1.58	1.35	10.92
Senegal	0.32	1.37	1.37	1.30	12.00
Congo	0.32	1.32	1.32	0.87	9.13
Burkina Faso	0.11	1.27	1.16	0.74	10.84
Mozambique	0.66	1.25	1.25	1.25	8.96
Djibouti	0.22	1.24	0.07	0.77	8.80
Benin	0.10	1.02	1.02	0.52	8.00
Algeria	0.16	0.43	0.43	0.25	3.25
Ivory Coast	0.02	0.35	0.35	0.17	2.80
Gabon	0.02	0.06	0.06	0.05	0.41
Cape Verde	0.00	0.01	0.01	0.00	0.04

REVIEW MECHANISM 3 - Continued

A further DSM was conducted based of Halal products with the following results:



■ Total South Africa Exports (ZAF)
■ Rest of Market
■ Top 6 Value (Excl ZAF)



TARGET AFRICAN MARKETS FOR KZN:

Based on the 3 Mechanism for selection of target Markets as presented above the following 27 Top Market have been selected

1. Algeria (TDO)	10. Burkina Faso (TDO)	19. Rwanda (TDO)
2. Morocco (TDO)	11. Botswana (TEM19; TDO)	20. Djibouti (TDO)
3. Ghana (TDO)	12. Nigeria (TDO)	21. Kenya (TEM19)
4. Tunisia (TDO)	13. Namibia (TEM19; TDO)	22. Tanzania (TEM19)
5. Senegal (TDO)	14. Seychelles (TDO)	23. Angola (TEM19)
6. Madagascar (TDO)	15. eSwatini (TDO; TEM19)	24. Zimbabwe (TEM19)
7. Mauritius (TDO)	16. Uganda (TDO)	25. Zambia (TEM19)
8. Ivory Coast (TDO)	17. Cape Verde (TDO)	26. Mozambique (TEM19)
9. Benin (TDO)	18. Gabon (TDO)	27. Lesotho (TEM19)

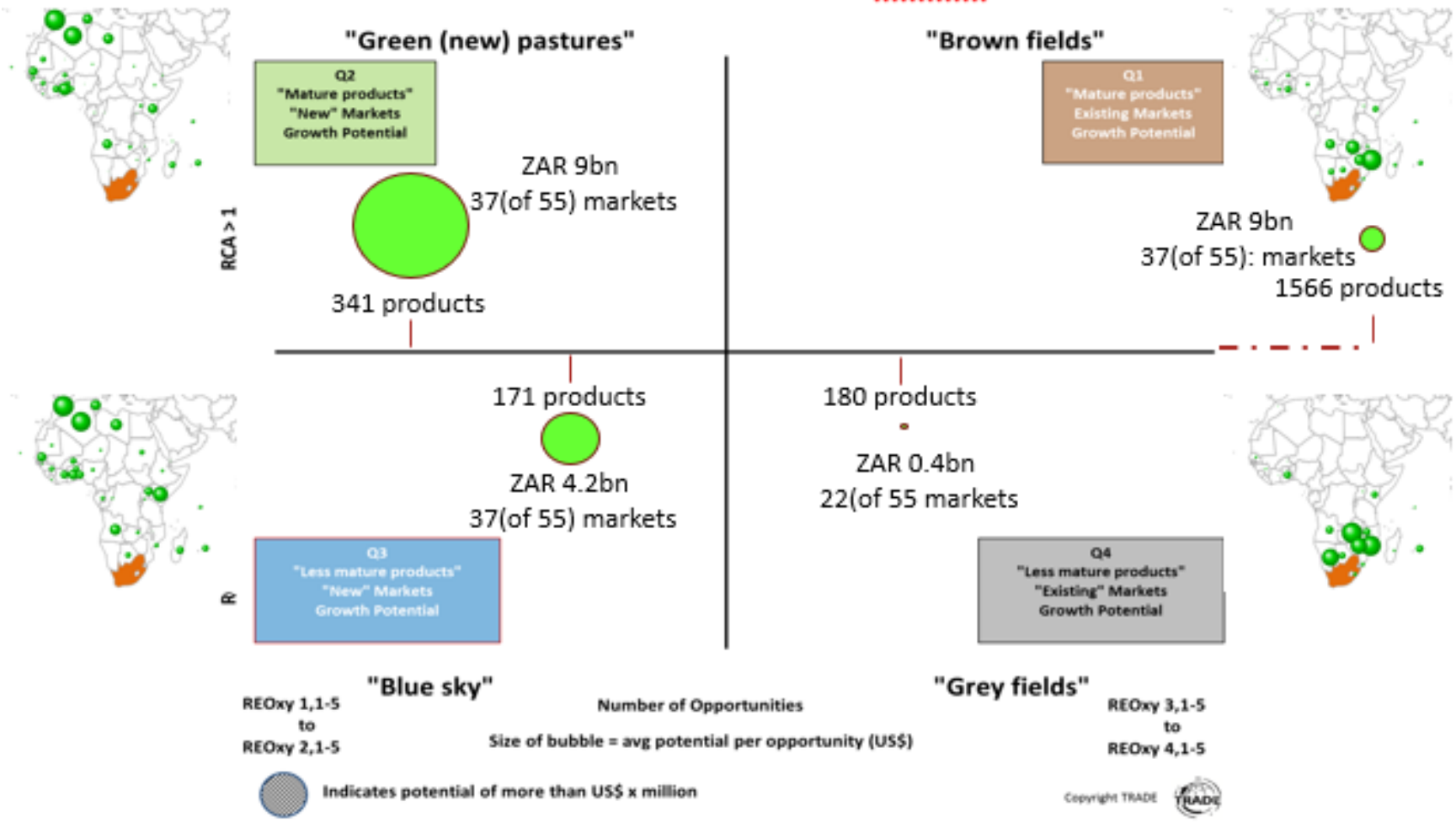
Key: TDO=Trade DSM Outcome;
TEM19 = Top Export Market 2019.

TARGET PRODUCTRS FOR AFRICAN MARKETS FROM KZN:

- Based on the 3 Mechanism for selection of target Markets as presented above, 173 Products have been Identified in KZN for exports.

Product (HS6)	Products (HS6 Description)
HS040711	Birds' eggs, in shell: fresh, fertilised eggs for incubation, of fowls of the species Gallus domesticus
HS091099	Spices: n.e.c. in heading no. 0910
HS100191	Cereals: wheat and meslin, other than durum wheat, seed
HS100610	Cereals: rice in the husk (paddy or rough)
HS120890	Flours and meals of oil seeds or oleaginous fruits
HS121410	Lucerne (alfalfa) meal and pellets
HS150710	Vegetable oils
HS151710	Margarine
HS170114	Sugars: cane sugar, raw, in solid form
HS200190	Vegetable preparations: vegetables, fruit, nuts
HS220210	Waters: including mineral and aerated, containing added sugar or other sweetening matter or flavoured
HS220710	Undenatured ethyl alcohol: of an alcoholic strength by volume of 80% vol. or higher
HS220860	Alcoholic beverages
HS251020	Natural calcium phosphates, natural aluminium calcium phosphates and phosphatic chalk
HS251690	Monumental or building stone
HS261400	Titanium ores and concentrates
HS261800	Slag, granulated (slag sand)
HS280610	Hydrogen chloride (hydrochloric acid)
HS280920	Phosphoric acid and polyphosphoric acids
HS282090	Manganese oxides: excluding manganese dioxide

Strategic view of KZN opportunities into Africa – pre-AfCFTA (shorter-term)



* Note size of bubbles ● in chart relative to each other, size of bubbles in maps relative only group shown in each map

REGIONAL GROUPINGS:

1) The Maghreb also known as Northwest Africa (UMA)

- Algeria
- Morocco
- Tunisia

2) Indian Ocean Island: (IORA)

- Madagascar
- Mauritius
- Seychelles

3) Eastern Africa (COMESA)

- Djibouti
- Kenya
- Tanzania
- Rwanda
- Uganda

REGIONAL GROUPINGS:

4) Western Africa (ECOWAS)

- Ghana
- Senegal
- Ivory Coast
- Benin
- Burkina Faso
- Nigeria

5) Central Africa

- Angola
- Gabon

6) Zim-Zam Region

- Zimbabwe
- Zambia

7) SACU + M

- eSwatini
- Mozambique
- Botswana
- Namibia
- Lesotho



Markets access initiatives to grow Intra-Africa Trade:

1. Market Development Initiative with Trade Commissioners, Investment Promotion Agencies, Exports Councils, etc.
2. Trade regulation and compliance with Intertek, BV, SGS
3. Online/Physical Trade Mission (Conference and B2B arranges for promotion of intra Africa trade)
4. Follow up with inbound and outbound missions to enhance market penetration within 6 months of prior engagements.
5. B2Bs arranged for promotion of Intra Africa Trade at least once per annum per regional grouping.
6. Hosting of delegates from Key African Markets at KZN Export Week, KZN Investment Conference, etc.



Tools and Incentives



KZN Export Information Portal & Directory



Export Incentives



Search Engines, Databases & Early Warning System



International Mentorships



Decision Support Model

TOOLS & SUPPORT
SERVICES



PROGRAMMES FOR 2021/22



No	Begin Date	End Date	Trade Event Details	Host Country / Sector
1. The Maghreb also known as Northwest Africa (Halaal Market)				
1	18 June 2021	18 June 2021	<p style="text-align: center;">Regional Trade Day</p> <p>A regional focused event that promotes growth and connectivity. The event aims to enhance trade relations with virtual interactive engagements an online conference, online exhibition and virtual b2b meetings.</p>	Algeria, Morocco, Tunisia
2	22 June	27 June 2021	<p style="text-align: center;">Algiers International Trade Fair</p> <p>Algiers International Fair is a 6day trade show Algeria's exhibition event which is scheduled to hold on the 14th - 19th, June 2021 at Palais des Expositions Algiers, Algeria and is organised by SAFEX.. The tradeshow event will showcase a variety of products such as fashion, textile, home textile, automotive, construction, agriculture, food, furniture, machinery, cosmetics products, and lots more.</p>	Algeria: Multi
3	19 June	05 July	<p style="text-align: center;">Foire Internationale de Sfax</p> <p>Trade Show open for traders and public Agricultural equipment, household equipment and household appliances, furniture and furnishings, cosmetic products, electronic and data processing.</p>	Tunisia: Multi sector
4	Mar 2022	Mar 2022	<p style="text-align: center;">Securite Expo North Africa</p> <p>Securite Expo North Africa is an international trade fair for safety equipment and services, to be held in Tunis. On the fair trade visitors and experts from the fields of prevention, protection and security are meeting. Visitors have the option to see the latest innovations and technologies for the security industry. It is also an excellent opportunity to inform oneself about new solutions and trends in the security market. The Securite Expo North Africa takes place biennially, and therefore for the 5th time in March 2022 in Tunisia.</p>	Tunisia: security technology and services



PROGRAMMES FOR 2021/22



No	Begin Date	End Date	Trade Event Details	Host Country / Sector
1. Indian Ocean Island:				
5	26-May-21	26-May-21	<p style="text-align: center;">Trade Mission</p> <p>A regional focused event that promotes growth and connectivity. The event aims to enhance trade relations with virtual interactive engagements. This event will build on the recent trade mission to Mauritius in 2018 and 2019.</p>	<p style="text-align: center;">Madagascar, Mauritius, Seychelles</p>
6	17 June 2021	20 June	<p style="text-align: center;">SALON INTERNATIONAL HABITAT (SIH) 2021</p> <p>This exhibition brings together professionals in the building, wood, metallurgy, building materials, electricity, housing: furniture, interior design, decoration, painting, insurance, solar energy (FIM partner show)</p>	<p style="text-align: center;">Madagascar: building, wood, metallurgy, building materials, electricity, housing: furniture, interior design, decoration, painting, insurance, solar energy</p>
7	05 July 2021	09 July 2021	<p style="text-align: center;">Mauritius Maritime Week</p> <p>The biggest maritime transport week -long event to ever take place on the Indian Ocean Island of Mauritius Shipping Engineering Logistics & Transportation Engineering - Handling Operations - Storage Port and Airport Industries.</p>	<p style="text-align: center;">Mauritius: Ports, Shipping, Logistics, Storage</p>
8	20 Oct 2021	20 Oct 2021	<p style="text-align: center;">Intertek Training and Mentorship Session</p> <p>Existing exporters to be trained on regulatory compliance, verification, and certification aspects of accessing Indian Ocean markets as mandated by Intertek.</p>	<p style="text-align: center;">Madagascar, Mauritius, Seychelles</p>
9	23 Nov 2021	28 Nov 2021	<p style="text-align: center;">Seychelles Fashion Week</p> <p>Seychelles Fashion Week is a platform for promoting our creative industry specializing in all aspect of Fashion, in the Indian Ocean, thus targeting Fashion tourism to Seychelles.</p>	<p style="text-align: center;">Seychelles: Clothing & Apparel</p>



PROGRAMMES FOR 2021/22



No	Begin Date	End Date	Trade Event Details	Host Country / Sector
3. Eastern Africa				
10	27 May 2021	29 May 2021	AUTOEXPO Africa Celebrating its 23 rd anniversary, the leading trade exhibition for automobile, truck and bus parts, equipment, components, accessories, tools and manufacturers, suppliers and service providers in touch with one of the most important markets in the world.	Kenya
11	8 June 2021	8 June 2021	Bureau Veritas (BV) Training and Mentorship Existing exporters to be trained on regulatory compliance, verification, and certification aspects of accessing Eastern African markets as mandated by BV.	Djibouti, Kenya, Tanzania, Rwanda, Uganda
12	22 June 2021	23 June 2021	Regional Trade Day A regional focused event that promotes growth and connectivity. The event aims to enhance trade relations with virtual interactive engagements an online conference, online exhibition and virtual b2b meetings.	Djibouti, Kenya, Tanzania, Rwanda, Uganda
13	21 Sept 2021	23 Sept 2021	Tanzania International Trade Show TANZANIA TRADE SHOW is the main international event for all trades. Setting new highs for participation from over 20 countries & visitors from over 12 African countries, the event is all set for its exhibitors to meet serious buyers within the 3 days. The event continues to lead the way in showcasing the new products & technology not only to Tanzania but also to its surrounding countries.	Tanzania: multi
14	12 July 2021	30 July 2021	Export Transaction Mentorship and Training Training of emerging exporter on export deal enablement into Africa and completion of a realistic transaction.	Djibouti, Kenya, Tanzania, Rwanda, Uganda
15	14 Aug 2021	17 Aug 2021	Uganda Foodpak Expo International Expo for Food, Beverage, Agriculture, Energy Drinks, Can Food, Irrigation, water systems & Purification, Raw Materials, Kitchen	Uganda: Food & Beverage



PROGRAMMES FOR 2021/22

No	Begin Date	End Date	Trade Event Details	Host Country / Sector
3. Eastern Africa				
16	6 Oct 2021	12 Oct 2021	<p style="text-align: center;">Uganda International Expo</p> <p>UGANDA TRADE EXPO provides international countries a professional international business platform to share industrial information, technologies as well as to prepare business, investments and joint ventures.</p>	Uganda: Multi sector
17	28 Oct 2021	30 Oct 2021	<p style="text-align: center;">SITA - SALON INTERNATIONAL DU TEXTILE AFRICAIN 2021</p> <p>SITA, an international exhibition of African textiles, a vast market for the promotion and valorization of African textiles and apparel.</p>	Djibouti
18	08 Dec 2021	14 Dec 2021	<p style="text-align: center;">Intra Africa Trade Fair</p> <p>ATF is the key event boosting trade in Africa. No other event brings together more professionals under one roof. In 2021, IATF's theme will focus on the newly launched African Continental Free Trade Area (AfCFTA) - a single market for goods and services across 55 countries, aimed at boosting trade and investment.</p>	Rwanda: Multi

PROGRAMMES FOR 2021/22

No	Begin Date	End Date	Trade Event Details	Host Country / Sector
4. Western Africa				
19	15 July 2021	15 July 2021	Société Générale de Surveillance (SGS) Training and Mentorship Existing exporters to be trained on regulatory compliance, verification, and certification aspects of accessing Western African markets as mandated by SGS.	Ghana, Senegal, Ivory Coast, Benin, Burkina Faso, Nigeria, Zimbabwe, Zambia, Algeria, Morocco, Tunisia
20	05 Oct 2021	06 Oct 2021	West & Central Africa Mining Show (WaCA Mining) WaCA Mining unites mining companies with investors and government officials to explore the latest projects and development opportunities across the West & Central African region	Ghana: Mining & Related
22	12 Oct 2021	12 Oct 2021	International Standards and Certification for Western Africa Various Emerging companies incl. TPT companies to be trained on Certificates required for Exports eg ISO, HACCP, HALAAL etc to access Western African Markets.	Ghana, Senegal, Ivory Coast, Benin, Burkina Faso, Nigeria, Zimbabwe, Zambia, Algeria, Morocco, Tunisia
23	01-Nov-21	05-Nov-21	Trade & Investment Week (Africa Regional Trade & World Halal Day) A regional focused event that promotes growth and connectivity. The event aims to enhance trade relations with virtual interactive engagements. This segment will focus on the Halal industry and build on the success of the 2019 KZN International Investment Conference and KZN Export Week 2020. The 2021 event in partnership with World Halaal Day 2021 will provide the province with the impetus to become a leader in Halaal industrial development and the related opportunities provided in other sectors. The “World Halaal Day 2021” event will showcase the portfolio of catalytic projects within the ground-breaking KZN Halaal Initiative and foster relationships with investors in key Halaal markets such as the United Arab Emirates, Turkey, Indonesia, Malaysia, Singapore Nigeria, Algeria, Morocco, Tunisia and others.	Ghana, Senegal, Ivory Coast, Benin, Burkina Faso, Nigeria, Zimbabwe, Zambia, Algeria, Morocco, Tunisia



PROGRAMMES FOR 2021/22



No	Begin Date	End Date	Trade Event Details	Host Country / Sector
4. Western Africa				
24	Dec 2021	Dec 2021	<p style="text-align: center;">Africa Fashion Week Nigeria</p> <p>We aim to promote emerging designers, within and outside the shores of Nigeria. We believe that fashion is about creativity & sustainability. AFWN is a platform for emerging African designers and a combination of fashion and culture.</p>	Nigeria
25	28 Jan 2022	31 Jan 2022	<p style="text-align: center;">Accra Int Trade Fair</p> <p>The Ghana Trade Show is the prime international multi-sector trade event in the region attracting visitors from 10 African counties. GTS is the global platform that aims to connect International Companies to showcase their products and services with the developing market of Ghana & other West & Central African countries. It will provide wider opportunities for enterprises to stand out with their distinctive products & explore the current requirement of the market.</p>	Ghana: Multi Sector



PROGRAMMES FOR 2021/22



No	Begin Date	End Date	Trade Event Details	Host Country / Sector
5. Central Africa				
26	May 2021	May 2021	<p>Feria internacional de Benguela (FIB)</p> <p>The FIB is an investment attraction and business generation fair for the Central-South region of Angola, mainly in the province of Benguela. The city of Benguela is located 540 kilometers from Luanda, the capital of the country. The fair constitutes an important engine for the revitalization of the Angolan economy and of the region.</p>	Angola
27	July 2021	July 2021	<p>Feria internacional de Luanda (Filda)</p> <p>FILDA - LUANDA INTERNATIONAL FAIR is a multi-sectoral exhibition and business event that annually brings together, since 1983 , national entrepreneurs from countries in Africa, America, Europe and Asia to exhibit products and services, as well as establish contacts for partners , generating a visible impact on the country's economy.</p>	Angola
28	21-Aug-21	21-Aug-21	<p>Regional Trade Day</p> <p>A regional focused event that promotes growth and connectivity. The event aims to enhance trade relations with virtual interactive engagements an online conference, online exhibition and virtual b2b meetings.</p>	Angola, Gabon
29	18 March 2022	18 March 2022	<p>Africa House / TIKZN Training Session</p> <p>Facilitation of exports to central African and French-speaking markets.</p>	Angola, Gabon, Zimbabwe, Zambia

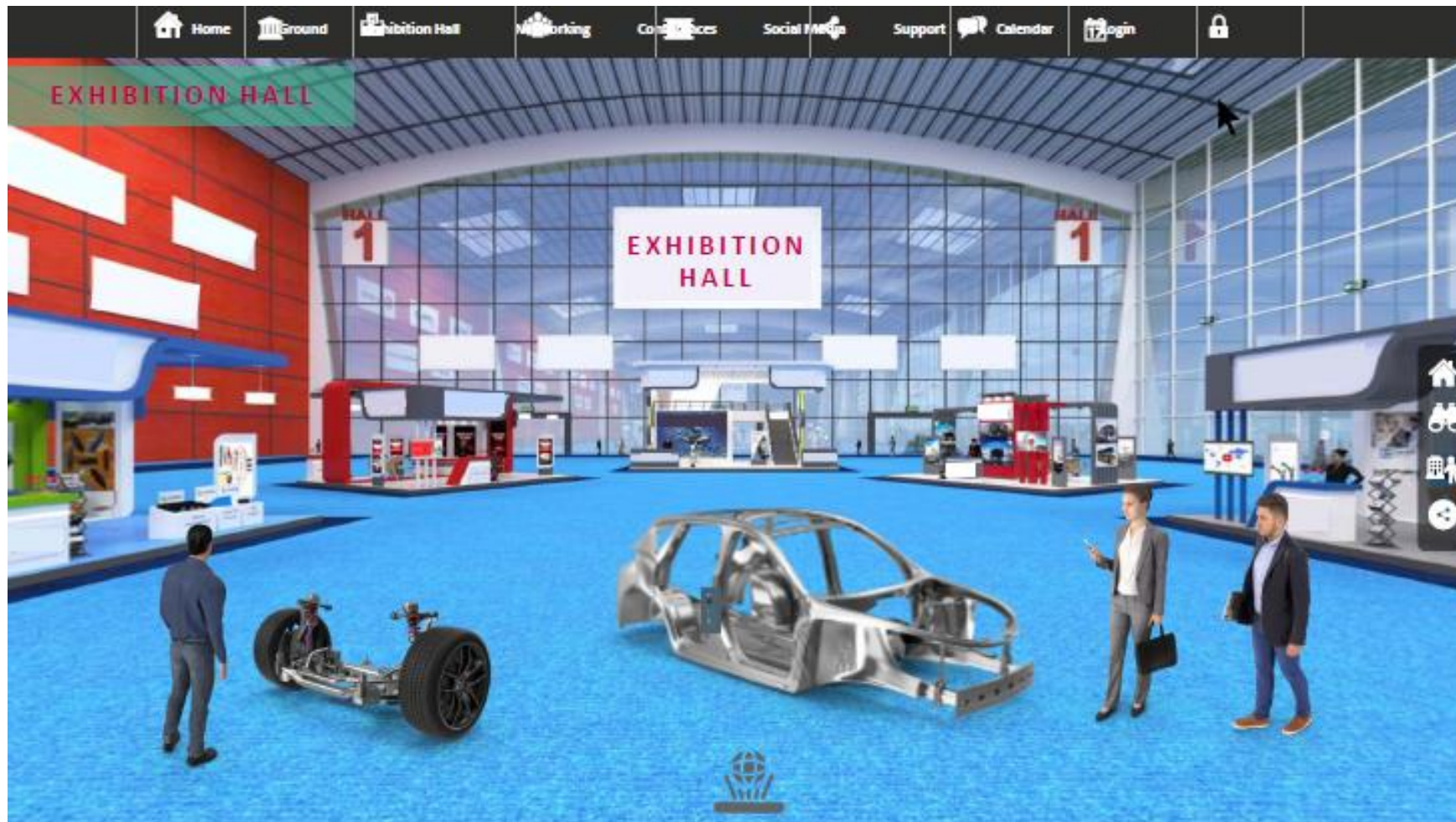
PROGRAMMES FOR 2021/22

No	Begin Date	End Date	Trade Event Details	Host Country / Sector
6. Zim-Zam Region				
30	19-Oct-21	19-Oct-21	<p style="text-align: center;">Regional Trade Day</p> <p>A regional focused event that promotes growth and connectivity. The event aims to enhance trade relations with virtual interactive engagements an online conference, online exhibition and virtual b2b meetings.</p>	Zimbabwe, Zambia
7. SACU + M				
31	Sept 2021	Sept 2021	<p style="text-align: center;">Feira Internacional de Maputo (FACIM)</p> <p>FACIM is a multi-sect oral Trade Fair in Mozambique being organized by IPEX - Institute for Support to Export - which seeks to facilitate the contact with international exhibitors and stimulate consumption and economic integration in the Mozambique economy.</p>	Mozambique
32	01-Mar-22	01-Mar-22	<p style="text-align: center;">Regional Trade Day</p> <p>A regional focused event that promotes growth and connectivity. The event aims to enhance trade relations with virtual interactive engagements an online conference, online exhibition and virtual b2b meetings.</p>	E-Swatini, Mozambique, Botswana, Namibia, Lesotho



PROGRAMMES FOR 2020/21

Online Exhibitions





PROGRAMMES FOR 2021/22

Online Exhibitions

SPEAK VIRTUALLY



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- Skype Call



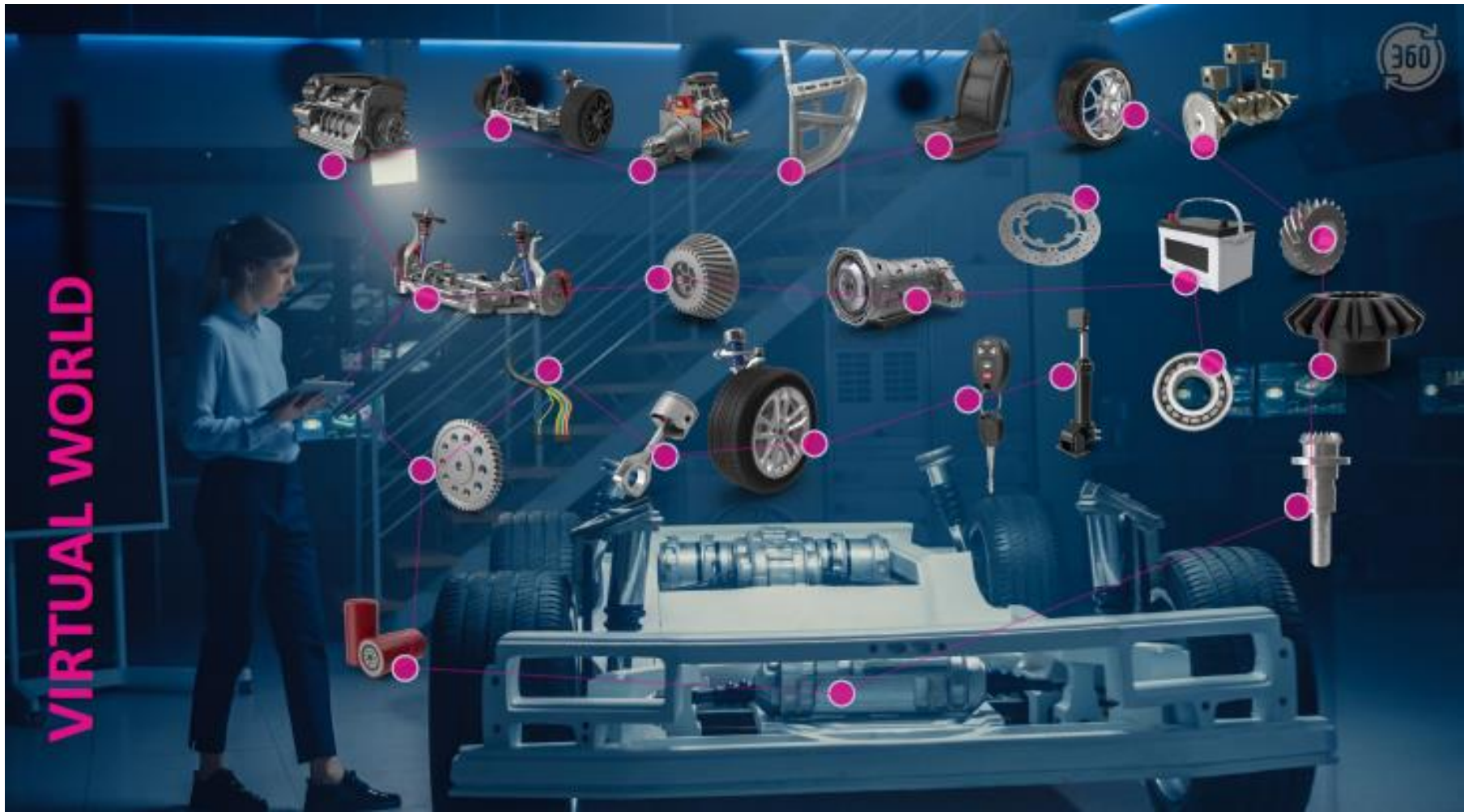
KWAZULU-NATAL PROVINCE

ECONOMIC DEVELOPMENT, TOURISM
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PROGRAMMES FOR 2021/22

Online Exhibitions



Concluding Remarks

- **Encourage Intra-Africa Trade**
 - Sustainable trade
 - Bilateral trade
 - Integration of value chains
- **Beneficiation of raw material and semi-processed products**
 - Value addition on materials and resources
 - Localisation of manufactured products
 - Investment in R&D and Technology
- **Enhance Competitiveness**
 - Labour productivity
 - Factory efficiency
 - Systems implementation

Concluding Remarks



- **Infrastructure Improvements**
 - Ports Upgrades and improve efficiency
 - Air Routes
 - Road and Rail Efficiency
 - Boarder post enhancements

- **Documentation and Financial Services**

- Single window

The single window concept effectively allows traders to lodge information with a single body to fulfil all import or export related regulatory requirements.

- EX-IM Bank
- Enhances efficiency in cross boarder transactions i.e. Issuing and Corresponding Banks



KWAZULU-NATAL PROVINCE

ECONOMIC DEVELOPMENT, TOURISM
AND ENVIRONMENTAL AFFAIRS
REPUBLIC OF SOUTH AFRICA



MAJOR BRANDS IN KWAZULU-NATAL



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investment
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South Africa's
most diverse
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Continents most
sought after
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THANK YOU

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