



Trade & Investment
KwaZulu-Natal

KZN Export Week 2020
1st & 2nd December 2020



Trade & Investment KwaZulu-Natal, The Official Trade and Investment Promotion Agency of the KwaZulu-Natal Provincial Government and Home of the

investSA
ONE STOP SHOP

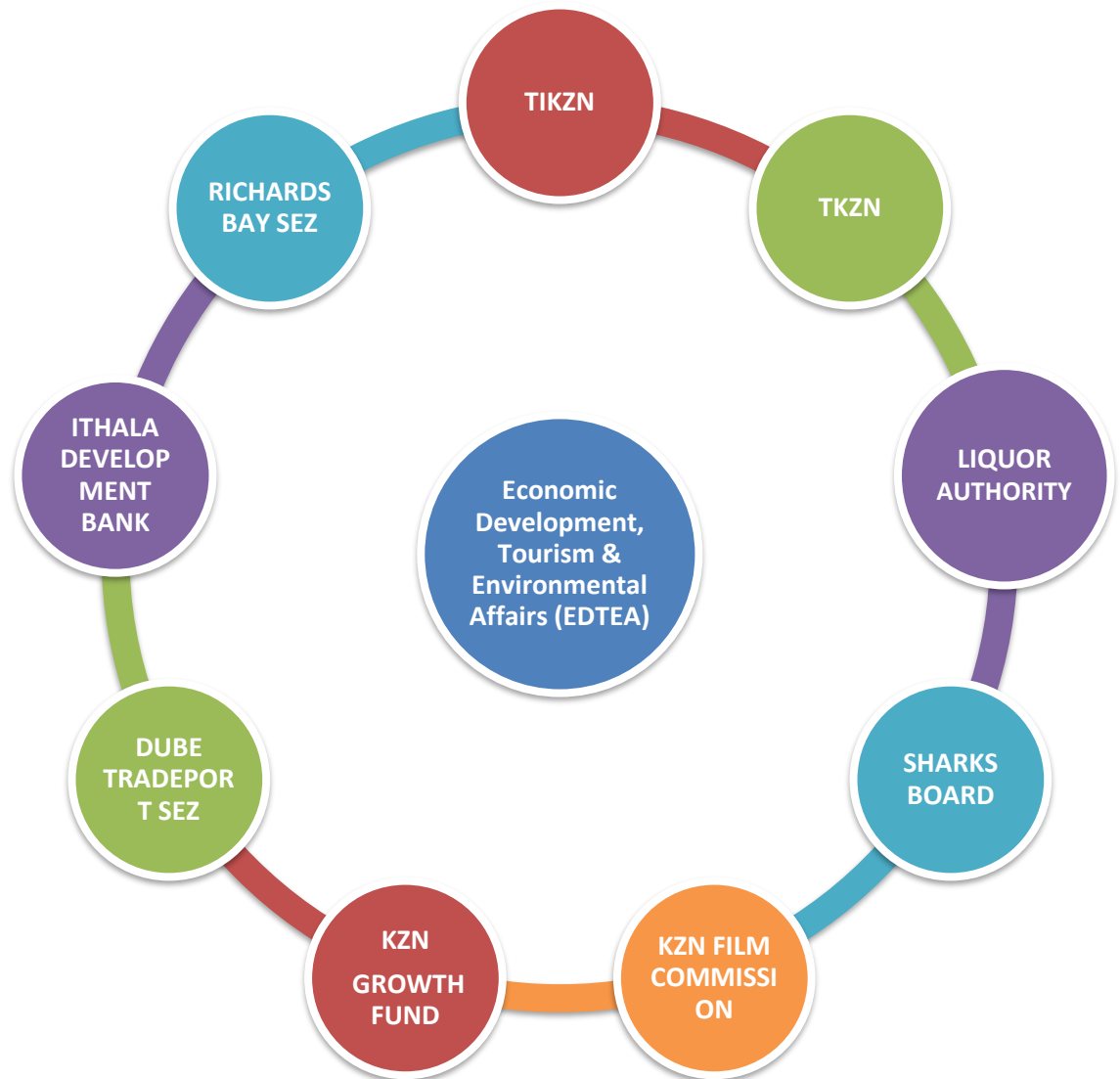


OUR MANDATE

- Promote, brand and market the province of KwaZulu-Natal as an **investment destination**
- Facilitate trade by assisting local companies to **access international markets**
- Identify, develop and **package investment opportunities** in KwaZulu-Natal
- Provide a **professional service** to all clientele
- **Retain and expand** trade and export activities
- **Link opportunities** to the developmental needs of the KwaZulu-Natal community



KZN Economic Development Entities



OUR CORE FUNCTION



SECTORS OF FOCUS



	Manufacturing	Tourism	Agriculture and agro-processing	Property and infrastructure development	Services, transport & logistics	Oceans economy (incl maritime industry)
Traditional	<ul style="list-style-type: none"> Automotive and component manufacturing Clothing, textiles, footwear, leather and leather products Chemical and plastics manufacturing (transitioning to bio-based, renewables) 	<ul style="list-style-type: none"> Nature-based tourism Arts, culture and heritage tourism Hotels, resorts, houseboats and other accommodation MICE 	<ul style="list-style-type: none"> Fruit (citrus and subtropical), vegetables, grains, honey, and livestock Paper, furniture and other wood products Food and beverage processing and packaging (sugar-cane, livestock, vegetables, fruit, soya, maize, nuts) 	<ul style="list-style-type: none"> Residential and commercial Industrial parks Road and rail infrastructure Bulk infrastructure 	<ul style="list-style-type: none"> Trade (retail) Business services (BPO, finance, insurance, and other professional services) 	<ul style="list-style-type: none"> Ocean based tourism Cruise tourism Ports
Growth	<ul style="list-style-type: none"> Pharmaceuticals and cosmetics Mineral beneficiation Advanced manufacturing Renewable industry technology Industrial waste recycling 	<ul style="list-style-type: none"> Medical tourism Adventure tourism Film tourism 	<ul style="list-style-type: none"> Energy (biofuels), cellulose and other biomass processing Agricultural technology Cut flowers Medicinal and herbal plants 	<ul style="list-style-type: none"> Healthcare and facility development Private education institutions Green buildings Smart buildings 	<ul style="list-style-type: none"> ICT and software development Aviation and related services Film and media 	<ul style="list-style-type: none"> Oil and gas Small craft harbour and waterfront development Boat and ship building and repair (floating docks) Aquaculture

EXPORT DEVELOPMENT

- **Export Registration**
- **The Export Radical Economic Transformation Programme (ERET)**
 - TPT & TIKZN Enterprise Development Programme
- **The Export Graduation Programme**
 - Development of Small and Medium Companies
 - The Intermediary Export Development Programme
 - Enhance Export Development for previously Export Graduates
- **Emerging Exporter Exposure Programme**
 - Exposing Emerging Exporters to local, national and international Exhibitions and Outward Selling Missions



EXPORT DEVELOPMENT

- **Advanced Export Training**
 - Small, Medium and Large Exporter trained by Accredited Export Training Companies
- **Advanced Export Capacity Building Workshops and Master Classes**
 - Focused Workshops and Master Class Sessions on appropriate and relevant topics (INCOTERMS 2020, AfCFTA, ALGOA, BREXIT, Trade Wars etc)
- **Local and International Export Mentorship Programmes**
 - KZN Competitiveness Programme implemented by Productivity SA
 - Mentorship Offered through the Dutch PUM Program, German SES Program and the Swiss SIPPO Program.
- **Advanced Export Consultations**
 - DSM Report Consultations , Site Visits, Incentives Facilitation



EXPORT PROMOTION

- **Market Development** Workshops and Briefing Sessions
- **Trade Lead** Distribution
- **Export Promotion Consultations** and use of DSM
- Participation and coordination of KZN Delegates on **OSM's, ITI's, Local Exhibitions and National Pavilions**
- Support to clients on **Individual event participation**
- Hosting of **Inward Buying Missions**
- Coordination of **Export Week**
- Facilitation of access to Export Incentives (**TAF, FAS,DTI EMIA**)
- Registration on the **KZN Export Information Portal**



TRADE PROMOTION VALUE CHAIN



INCENTIVES FACILITATED VIA TIKZN

Non-Financial

- Incentive Application Support
- Market Development Support
- Training, Development and Capacity Building Programmes
- Access to Market Intelligence Report (DSM, FITCH Solution, Quantec, etc)
- Access to the KZN Export Information Portal

Financial

- International Mentorship Programmes (PUM, SIPPO, SES)
- Financial Assistance Support Scheme (FAS)
- Technical Assistance Fund (TAF)
- Export Market Investment Assistance (EMIA)
- Etc.....

TOOLS & SUPPORT SERVICES



KZN Export Information Portal & Directory



Export Incentives



Search Engines, Databases & Early Warning System



International Mentorships



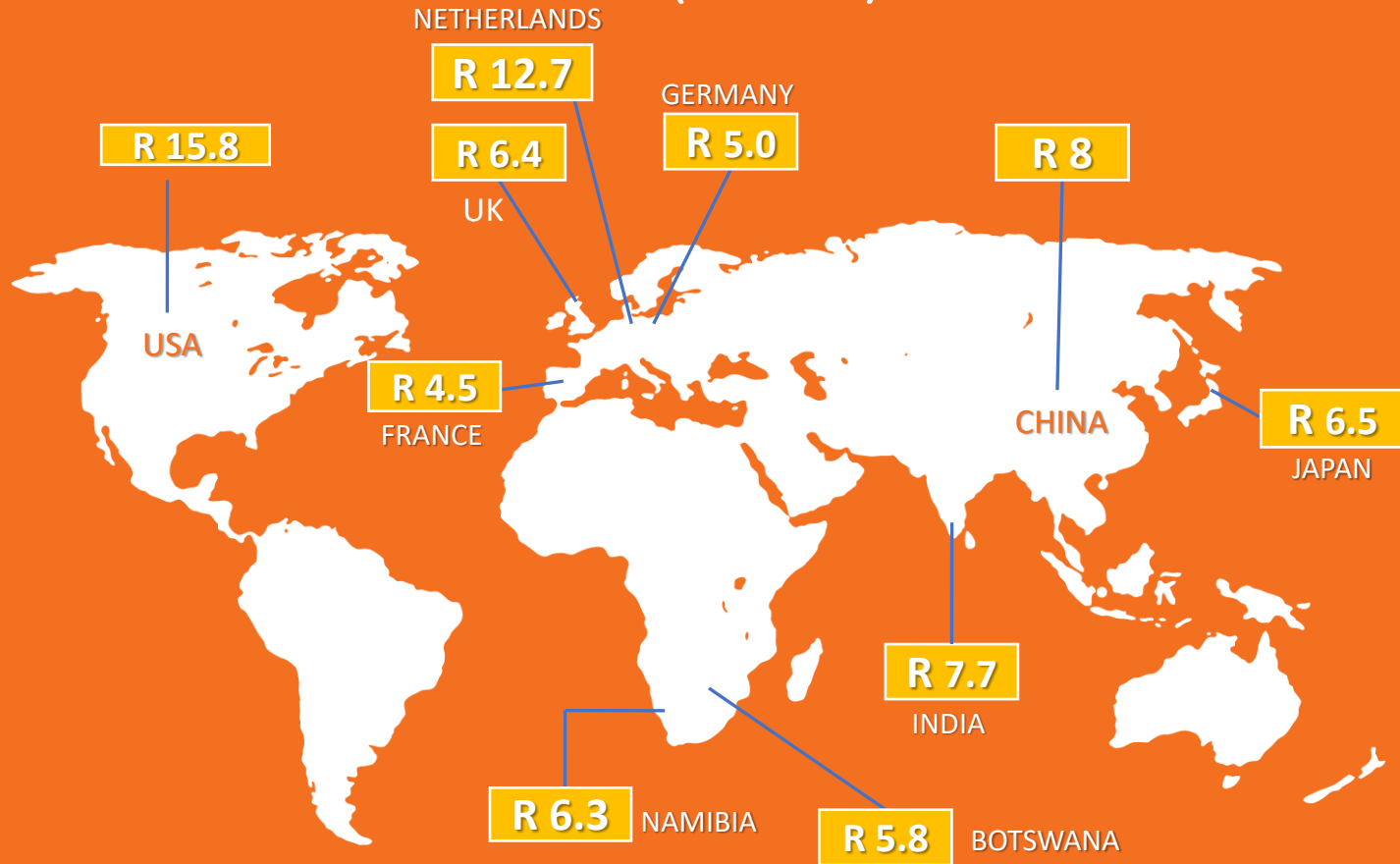
Decision Support Model

EXPORT PRODUCTS FROM KZN

- Automotive parts and components
- Sugar, prepared foodstuffs and beverages
- Chemicals and Plastics
- Furniture, arts & craft
- Pulp & paper
- Engineering & Consultancy services
- Electronic, communication devices
- Leisure boats, transport and logistics equipment
- Machinery
- Jewellery, base metals
- Clothing, textile, body armor



KZN TOP 10 EXPORTS DESTINATION MARKETS 2019 (Billions)



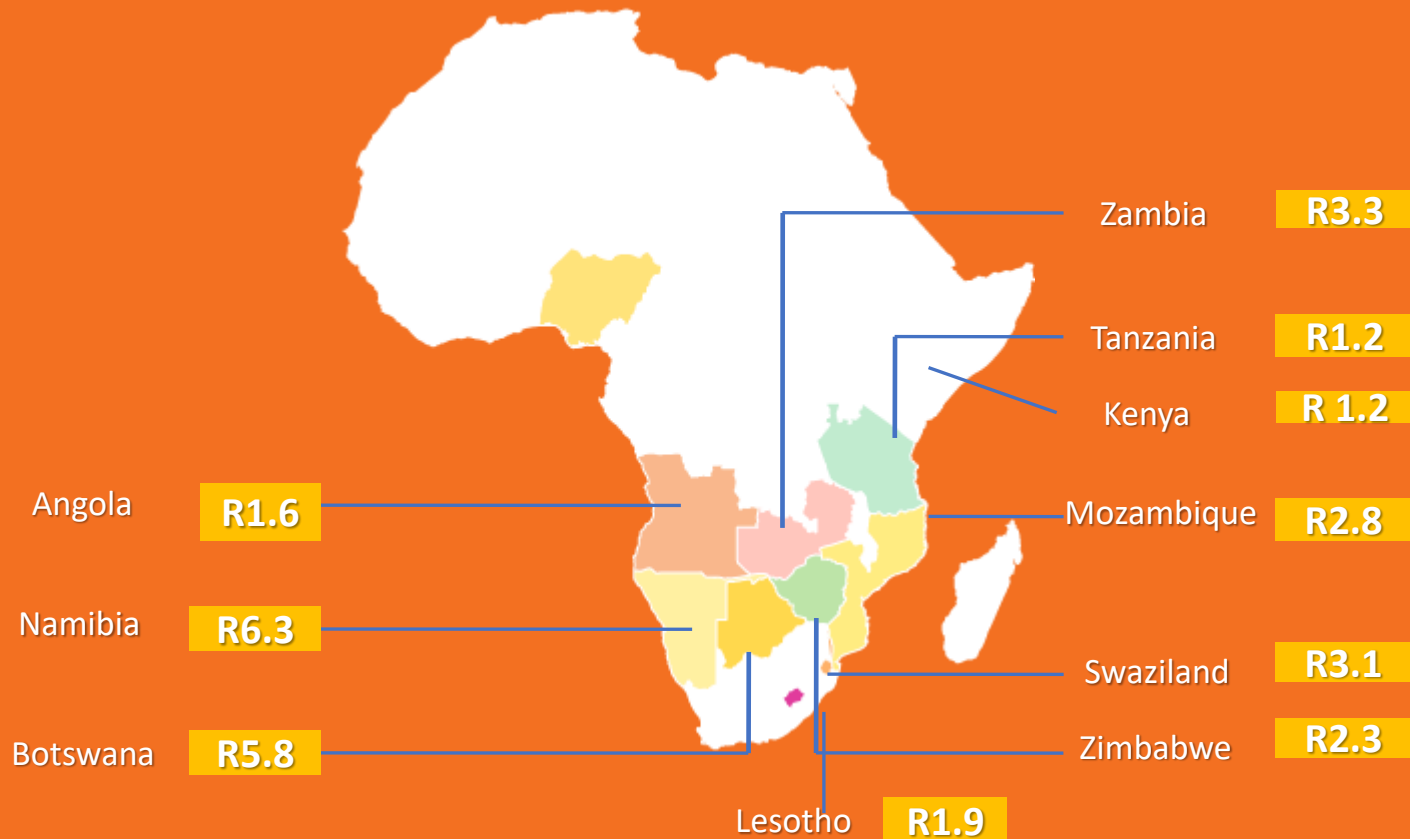
Total KZN Exports to Global Markets = R145,85 Billion [11,25% of SA & +650 products]

Total KZN Imports from Global Markets (9,76%) = R124,28 Billion [9,76% of SA]

Total SA Exports to Global Markets =R1 296,97 Billion

Total SA Imports from Global Markets =R1 273,27 Billion

KZN TOP 10 EXPORTS AFRICA MARKETS 2019 (Billions)



Total KZN Exports to Africa = R37,39 Billion [10,87% of SA]

Total SA Exports to Africa = R343,99 Billion

THE AfCFTA: BOOSTING INTRA-AFRICA TRADE

- According to UNECA, AfCFTA promises to unlock intra-Africa trade to grow by 52% by 2022.
- In 2015 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.

BENEFITS TO INCREASING INTRA-AFRICA TRADE

- **Intra-Africa Trade** helps grow **economies, creates jobs, and reduces poverty**.
- In March 2018, the signing of the African Continental Free Trade Area Agreement (AfCFTA). This will see a single African market of over **a billion consumers with a total GDP of over US\$3 trillion**.
- The share of Intra-African exports as a percentage of total African exports has increased from about 10% in 1995 to around **17% in 2017**.
- 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.
- Intra-Africa Trade 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**.
- **Intra-Africa Trade offers potential for agricultural products** and will increase trade in agricultural products.

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, Bureau Veritas, SGS,
3. **Online/Physical Trade Mission** (Conference and B2B arranges for promotion of intra Africa trade)
4. Encourage the participation of **SMME in international Trade**
5. **Follow up** with inbound and outbound missions to enhance market **penetration within 6 months** of post initial trade engagement.
6. B2B arranges for promotion of intra Africa trade at least once per annum.
7. **Hosting of delegates** from Key African Markets at **KZN Export Week, KZN Investment Conference**, etc.

KZN EXPORT INFORMATION PORTAL

EXPORT

EXPORTERS SERVICE PROVIDERS PRODUCTS DOCUMENTS COUNTRY PROFILES

Exporter Name Exporting to Product Category

Company Name Any Country All Chapters Search



MAJOR COMPANIES IN KWAZULU-NATAL



OSG GROUP COMPANY





ACTIVITIES DEDICATED TO GROWING KWAZULU-NATAL'S EXPORT BUSINESSES

DATE: 1-2 December
2020

TIME: 11h30

PLATFORM: Zoom

ENQUIRIES: jayshree@tikzn.co.za

RSVP:



Day 1 – Tuesday, 1st December 2020

9h00 to 10h00

- **Scene Setting and Introduction to KZN Export Week 2020**

Item	Speaker	Designation
Welcoming & Introduction	Neville Matjie	Chief Executive Officer
Scene Setting	Dr. Michael Ade	Economist
EDPU Services Offerings	Claude Moodley	Executive Manager: Export Development and Promotion

10h00 to 10h40

- **SESSION 1: Food Hygiene and Requirements for Exports of Red Meat/Poultry**

Format: Presentation and Q&A Session

Item	Speaker	Designation
Moderator	Christina Pillay	Export Promotion Officer
Invest SA One-Stop-Shop	Ndumiso Mlambo	General Manager: KZN One Stop Shop
Agency for Food and Safety (AFS)	Reynard Moonsamy	Consultant
Department of Agriculture Forestry and Fisheries (DAFF)	TBC	

10h40 to 11h30

- **SESSION 2: PUM Online Program, KZN Competitive Enhancement Program/SIPPO**

Format: Presentation and Q&A Session

Item	Speaker	Designation
Moderator	Francois Bietrix	Export Development Manager TIKZN
PUM	Akash Singh	CEO Sigma International
SES	Bradley Waltman	SES Representative: South Africa
SIPPO	Anna Reyneke	Country Representative South Africa
Productivity SA	Amelia Naidoo	Executive Manager: Regional Operations

11h30 - Wrap up and closure



Day 2 – Wednesday, 2nd December 2020

9h00 to 9h15

- Welcoming and recap of previous day's proceedings

9h15 to 10h15

- **SESSION 3:**
- **KZN Export Information Portal**
- **TRADE-DSM - Decision Support Model Tool**
- **Format: Presentation, DEMO and Q&A Session**

Item	Speaker	Designation
Demo on KZN Export Information Portal	Claude Moodley	Executive Manager: Export Development and Promotion
Trade DSM Presentation (Exports into Africa)	Martin Cameron	Managing Directory (Trade Research Advisory)

10h15 to 11h15

- **SESSION 4: Standard and Compliance**
Format: Presentation and Q&A Session

Item	Speaker	Designation
Moderator	Nokwazi Radebe	Export Development Officer
PPE Standards (National Regulation for Compliance and Standard – NRCS)	Sudhir Singh	Regional Manager
SABS Support to SMMEs	Dumisani Mngadi	Business Development Manager

11h15 - Wrap up and closure





Thank You

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