

The National Exporter Development Programme (NEDP) and Export Marketing and Investment Assistance (EMIA)

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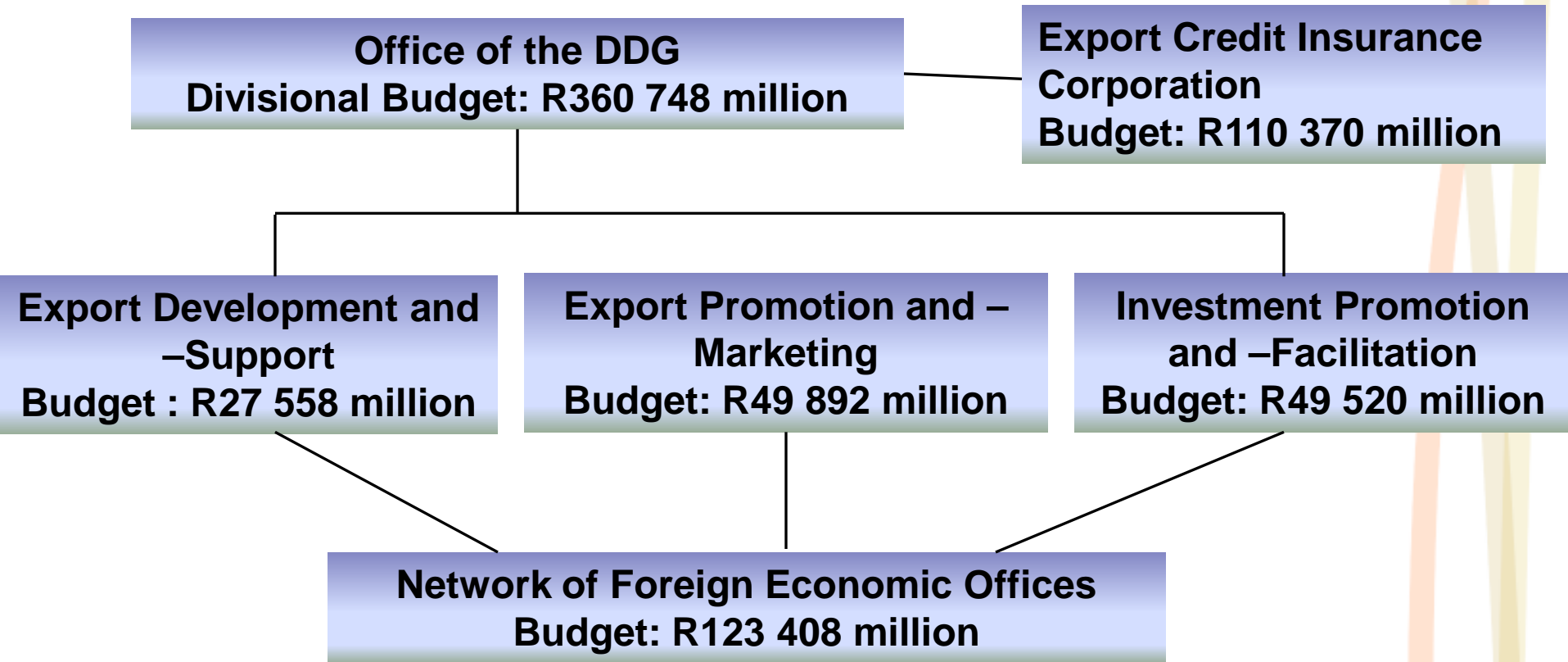
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The Structure of TISA



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Export Development Service Offerings

- Building the capacity of emerging exporters, through robust implementation of the National Exporter Development Programme and other programmes aimed at creating international exposure for emerging exporters (GLOBAL EXPORTER)
- Leading and coordinating stakeholders involved in the Export Development value-chain, around a common vision
- Being the preferred source and provider of Business Intelligence and information
- Matching trade opportunities with exporters, placing a strong emphasis on opportunities in BRICS and Africa, and in particular the export sectors in IPAP2



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Export Promotion Service Offerings

Development and promotion of South African goods and services including specific assistance in terms of export advice, matchmaking and market intelligence. Some of the services and offerings provided by the Unit are:

- Gathering of market intelligence
- Identify markets with potential and export opportunities
- Identify and facilitate the removal of obstacles impeding export growth
- Match potential exporters with foreign buyers
- Export Marketing and Incentive Assistance
- Export advisory services
- Export market information



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Investment Promotion and Facilitation Service Offerings

TISA is responsible for attracting foreign direct investment as well as developing and promoting local direct investment by:

- Identifying investment opportunities in South Africa
- Packaging investment opportunities
- Identifying potential investors
- Promoting investment opportunities
- Facilitating investment into and in South Africa
- Providing a dedicated aftercare service
- Providing general information on investing in South Africa and the domestic business environment
- Arranging inward and outward investment missions
- Facilitating funding and government support



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The National Exporter Development Programme (NEDP)

Vision

- A well-resourced, efficient and effective exporter development Programme that delivers appropriately skilled exporters and that contributes to the number of global exporters and the value of exports growing consistently over time.

Mission

- Develop a pool of export-ready companies
- Contribute to export growth, developing new markets and new export products through extensive capacity building, provision of information and implementation of special projects, incl. participation in ITI's, Pavilions and Trade Missions
- Ensure that there are effective resources available nationally for exporter development
- Provide leadership, facilitate collaboration and effective communication between all the stakeholders from both the private and public sectors
- Monitor and ensure continuous improvement of the programme

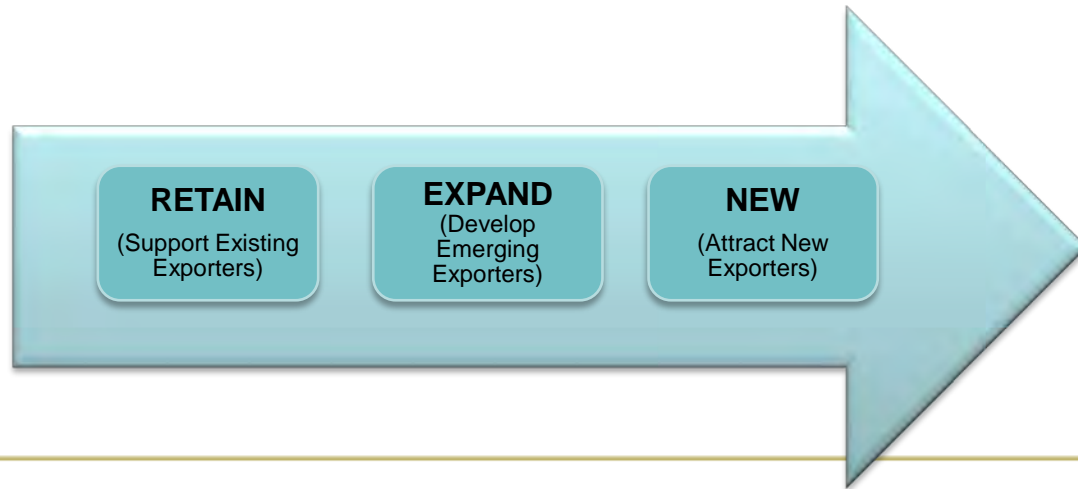


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Strategic Framework

- The programme will avoid a “one size fits all” approach
- Caters to existing as well as potential exporters at different stages of development
- Develops emerging exporters especially black and woman owned businesses
- Whilst developing emerging and potential exporters, the programme will not neglect the needs of existing exporters



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NEDP Pillars

The Chief Directorate Export Development and Support contributes to TISA's mandate by overseeing the implementation of the National Exporter Development Programme (NEDP), which covers the following 5 critical pillars:

- Central to the NEDP is the principle that companies need different types of services and interventions at various stages of their export development. Capacity Building and export training supported by mentorship are such deliberate interventions to enhance export readiness of companies underscored by the **Global Exporter Passport Programme**
- The Programme is supported by the **national trade information system** to enable ease of access to information and provision of export advice especially to the needy i.e Small to Medium enterprises targeting Black, women and youth owned enterprises
- The NEDP prioritises the creation of a vibrant **export culture** within South Africa in order to increase the number and quality of exporters through outreach programmes and export awareness targeting potential exporters.
- The NEDP is exploring the establishment of **export village** in SA in order to facilitate access to the international markets by exporters, through joint actions & pooling of resources striving to penetrate aforesaid markets.
- **Coordinating and leading stakeholders** towards a common vision (Stakeholder Engagement Strategy – Export Councils, Chambers, PIPAs, etc)



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Critical Components of the NEDP

EXPORT CULTURE <i>(National Pride, Branding, Team SA)</i>	INFORMATION & ADVICE <i>(Central Hub with Referral System)</i>	CAPACITY BUILDING & EXPOSURE <i>(Passport Initiative)</i>	SPECIAL PROJECTS <i>Pooling of Resources</i>	LEADERSHIP <i>(National Forum in the long-term)</i>
National Outreach Campaign	Trade Information Network	Global Exporter Passport Programme	Export Villages/ Export Consortia	Moral Suasion
Export Awareness Seminars	Export Help Desk & Integrated Database	Int'l Capacity Building & Mentorship	Phase 1 Concept Note & Identifying Location (SEZ)	Export Councils, Industry Assoc & JAGs
Export Awards	Export Portal	Exposure through Trade Missions	Phase 2 Setting up of an Academy/Training Facility	Export Round Tables, Clubs & Forums
	Trade Leads & Publications	Exposure through ITI's & Pavilions	Phase 3 Secondary Co-op/Commodity Exchange & Storage	International Organisations



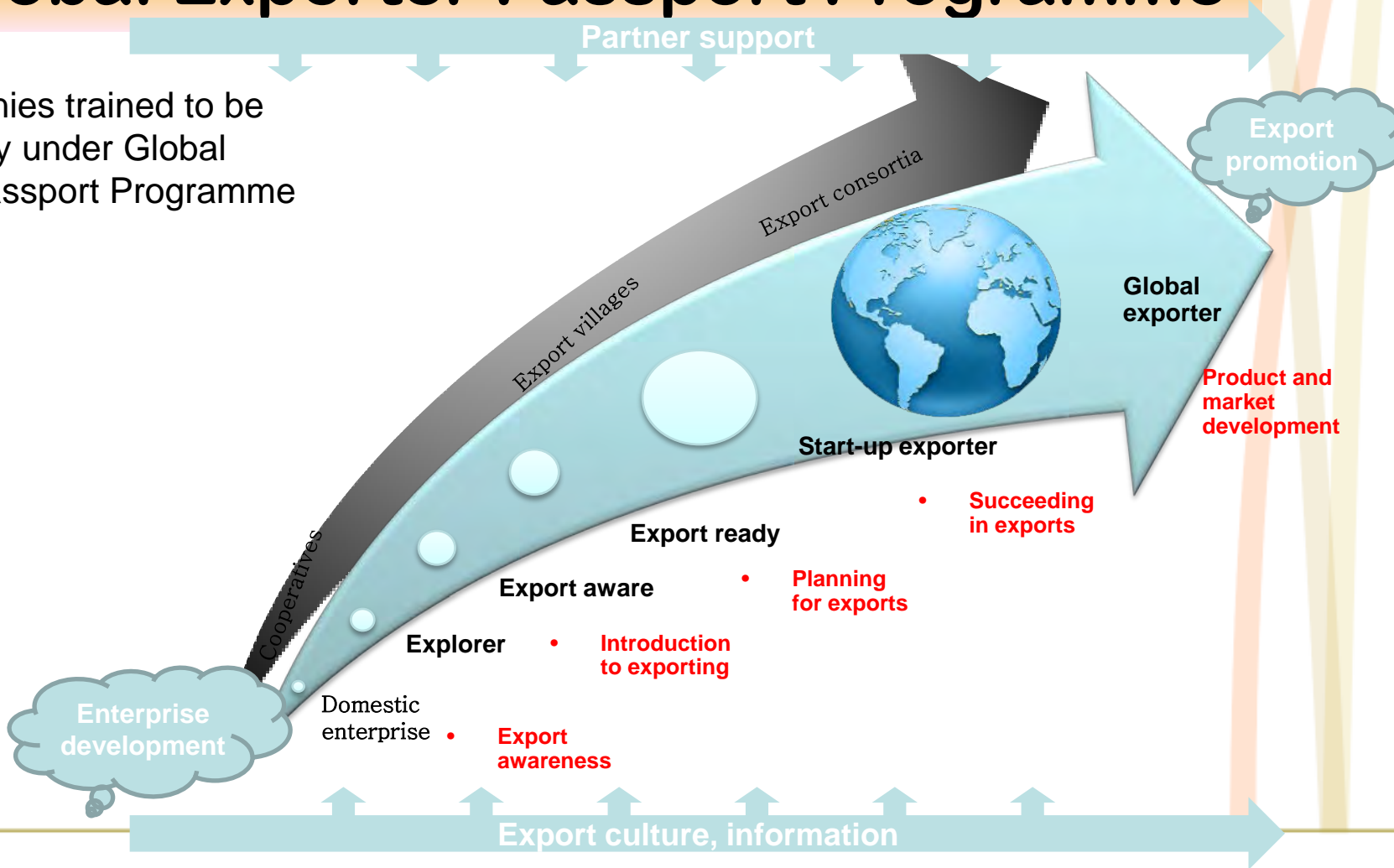
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Achievements : 2013/2014

Global Exporter Passport Programme

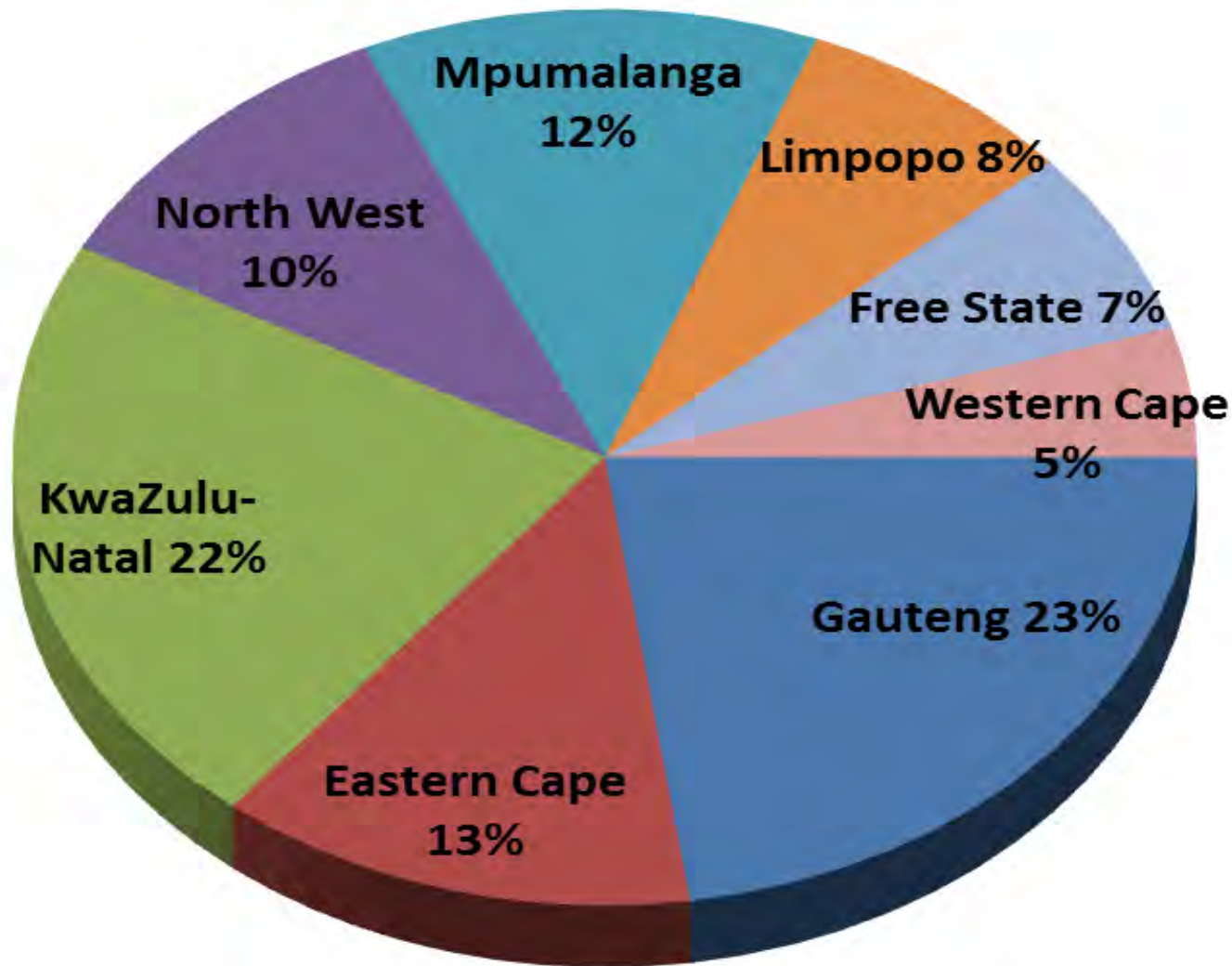
739 companies trained to be export ready under Global Exporter Passport Programme



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Companies trained on Introduction to Exporting: 2013/2014



Achievements : 2014/2015 (Q1&Q2)

Global Exporter Passport Programme

Strategic Outcome-Oriented Goal 2: Build mutually-beneficial regional and global relations to advance South Africa's trade, industrial policy and economic development objectives

Output	Performance Indicator	Annual Targets for 2014/15	Quarterly Milestones	Actual Achievement
Pillar 1 & 2 Export Culture, Information and Advice	No of Initiatives : Awareness Raising and Capacity Building	36 Awareness Raising and Capacity Building Initiatives	Q1: 9 Awareness Raising and Capacity Building Initiatives	A total of 17 events comprised of Export Awareness workshops and Out Reach programmes, 2 in Mpumalanga, 2 in Eastern Cape, 4 in Gauteng, 2 in Northern Cape, 5 in Limpopo, 2 in Western Cape
			Q2: 9 Awareness Raising and Capacity Building Initiatives	The total of 20 initiatives comprised 8 Export Awareness Workshops , 8 Outreach programmes and 4 Introduction to Exporting Training were done in (North West 4, Gauteng 6, Mpumalanga 2, Eastern Cape 2, Limpopo 1, Western Cape 1, Kwazulu Natal 2, Western Cape 1, Free State 1) Cumulative : 37



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Achievements : 2014/2015 (Q1&Q2)

Global Exporter Passport Programme

Strategic Outcome-Oriented Goal 2: Build mutually-beneficial regional and global relations to advance South Africa's trade, industrial policy and economic development objectives

Output	Performance Indicator	Annual Targets for 2014/15	Quarterly Milestones	Actual Achievement
Pillar 3 & 4 Capacity building and Special Projects	No of companies participating in Training, capacity building under Global Exporter Passport Programme	1000 companies trained. Phase 1: Export Awareness: 300 Phase 2: Introduction to Exporting: 200 Phase 3: Planning for exports 500	Q1: 100 companies trained per quarter, Phase 1: Export Awareness: 75 None None	A total of 323 companies attended export awareness workshops from the following regions: Limpopo 235 and in Mpumalanga 88.
			Q2: 300 companies trained, Phase 1: Export Awareness: 75 Phase 2: Introduction to Exporting: 200 None	A total of 324 companies attended export awareness workshops from the following regions : 60 in Eastern Cape, 109 in Gauteng, 53 in Mpumalanga and 102 in North West. Cumulative: 647

Achievements : 2013/2014

Export Helpdesk

- An Export Helpdesk was established on 13 September 2013 at **the dti** campus to provide trade information and export advices to emerging and established exporters
- The plan is to replicate it in other provinces in conjunction with provincial stakeholders
- To date the Desk has assisted 2395 clients



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Achievements : 2014/2015 (Q1&Q2)

Export Helpdesk

Strategic Outcome-Oriented Goal 2: Build mutually-beneficial regional and global relations to advance South Africa's trade, industrial policy and economic development objectives

Output	Performance Indicator	Annual Targets for 2014/15	Quarterly Milestones	Actual Achievement
Pillar 1 & 2 Export Culture, Information and Advice	Number of Clients assisted through Export Help Desk i.e. Walk-in clients, emails, referrals and telephone.	1300 clients assisted Walk-ins 700, Emails 300, Referrals 100, Telephone 200.	Q1: 325 clients assisted Walk-ins 175 Emails 75, Referrals 25, Telephone 50.	427 clients assisted, categorised as follows: 216 Walk-ins, 91 through emails, 83 Referrals and 37 through telephone
			Q2: 325 clients assisted Walk-ins 175 Emails 75, Referrals 25, Telephone 50.	376 Clients were assisted and categorised as follows: 186 Walk-ins, 77 through Emails, 80 Referrals and 33 through telephone Cumulative : 803



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Achievements : 2014/2015 (Q1&Q2)

Export Helpdesk

Strategic Outcome-Oriented Goal 2: Build mutually-beneficial regional and global relations to advance South Africa's trade, industrial policy and economic development objectives

Output	Performance Indicator	Annual Targets for 2014/15	Quarterly Milestones	Actual Achievement
Pillar 1 & 2 Export Culture, Information and Advice	Number of Trade leads disseminated to Exporters	650* Trade leads disseminated to Exporters	Q1: 162 Trade leads disseminated to Exporters	184 Trade leads disseminated to exporters
			Q2: 162 Trade leads disseminated to Exporters	164 Trade leads disseminated to exporters Cumulative :348



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Export Villages

- Voluntary alliance of firms or co-operatives with the following benefits:
 - Encourages pursuit of specific commercial opportunities
 - Encourages relations with international buyers
 - Encourages the establishment of new companies, products and markets
 - Enhances industry innovation, supply development and risk management
 - Enhances export consortium approach for increased growth, productivity and export risk management
 - Supports end-to-end marketing and distribution services
 - Helps industry overcome regulatory requirements, quality and quantity requirements of foreign markets.



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Achievements and way forward : 2013/2014

Export Villages

- Technical mission to Spain, Italy and Malaysia conducted in June 2014 to gather insight on best practice export village model for SA environment
- Export Villages: A scoping and benchmarking exercise on export villages will be performed

Way Forward: 2014-2015

- Global Exporter Passport Programme: 1000 companies to be trained on phase 1, 2 and 3 of the GEPP
- Enhancement of export culture through export awareness and outreach programmes to different provinces



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Export Incentives

1. **Export Marketing and Investment Assistance Scheme
Group Offerings by TISA**
2. **Export Marketing and Investment Assistance Scheme
Individual Offerings by IDAD**



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Definition of EMIA

The Export Marketing and Investment Assistance (EMIA) is an incentive offered by the Department of Trade and Industry. It seeks to partially compensate exporters for costs incurred in respect of the following:

- Developing export markets for South African Products and Services;
- Recruiting Foreign Direct Investment into South Africa
- Identifying new export markets through market research.

EMIA's contribution to the Department's mandate is that of directing financial resources towards efforts aimed at increasing South Africa's capability and capacity to promote exports of products and services into targeted high growth markets and maintain its share in the traditional markets.



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EMIA Offerings

Group Offerings (TISA) = R114 000 000

- National Pavilions
- Outward-Selling Trade Missions
- Outward Investment Recruitment Missions
- Inward-Buying Trade Missions
- Inward Investment Missions
- Sector-Specific Assistance Schemes – Generic = **R30 000 000**

Individual Offerings (IDAD)

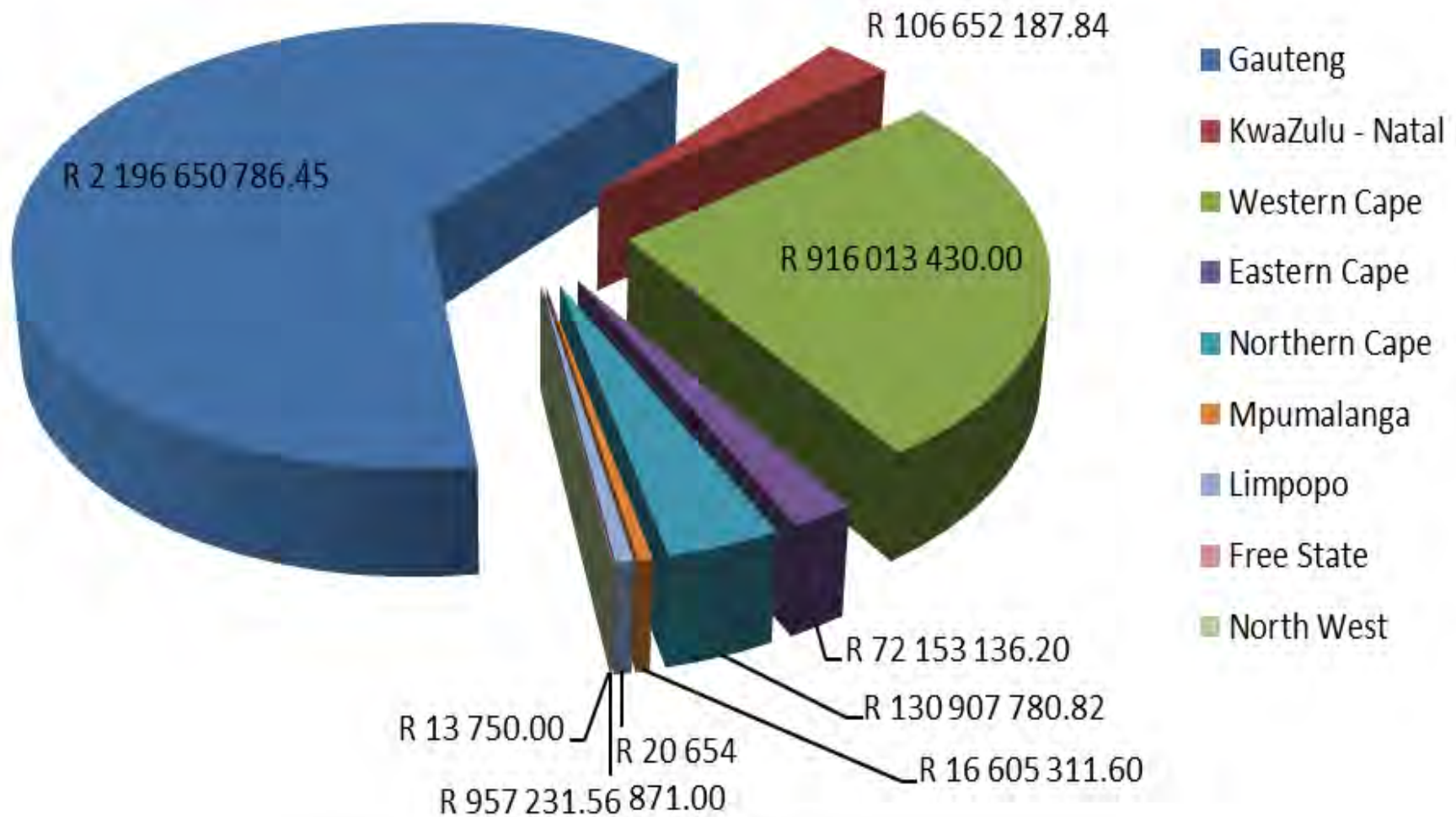
- Primary Export Market Research
- Foreign Direct Investment Research Scheme
- Individual Inward-Bound Mission
- Individual Exhibitions and In-store Promotions
- Sector-Specific Assistance Schemes:



EMIA 2013/2014 Achievements

Sales per Province

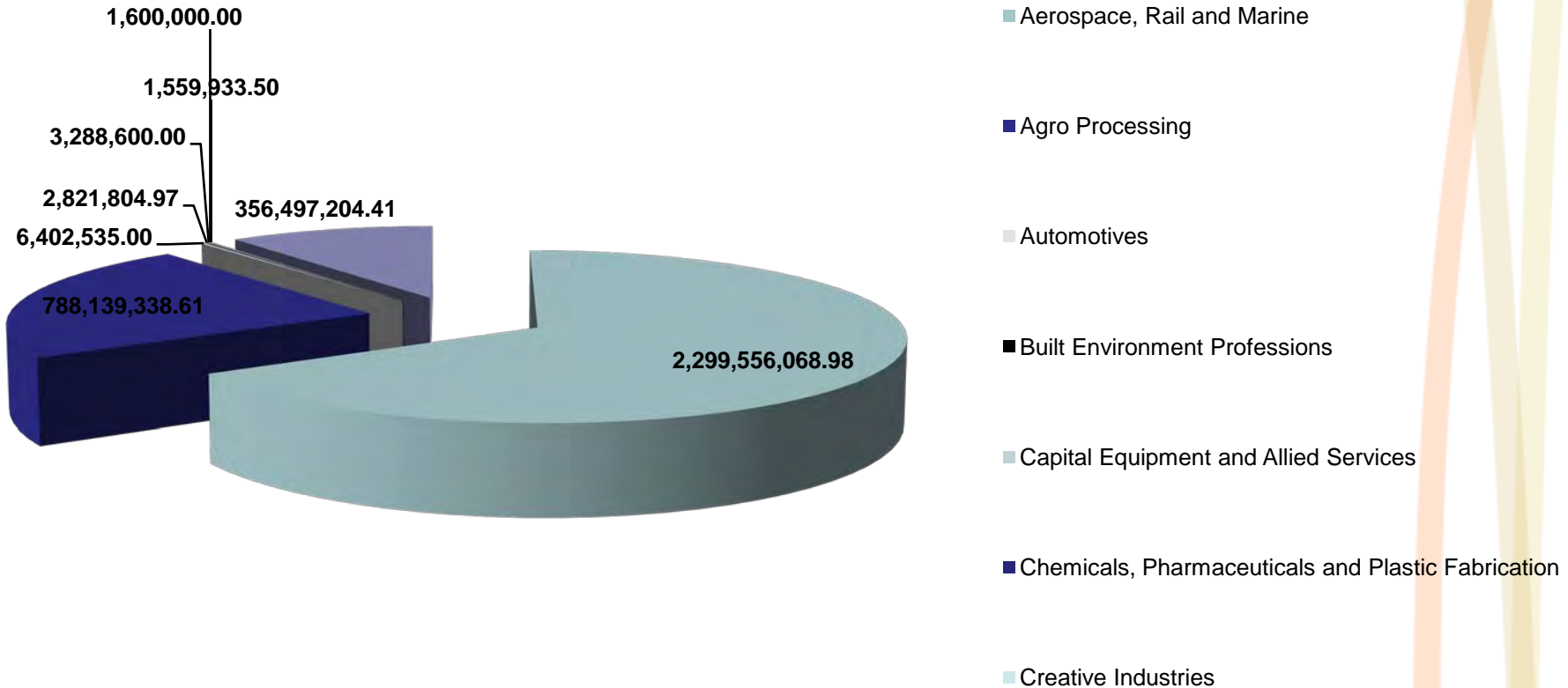
Total = R3,46 billion



EMIA 2013/2014 Achievements

Sales per Sector

Total = R3,46 billion



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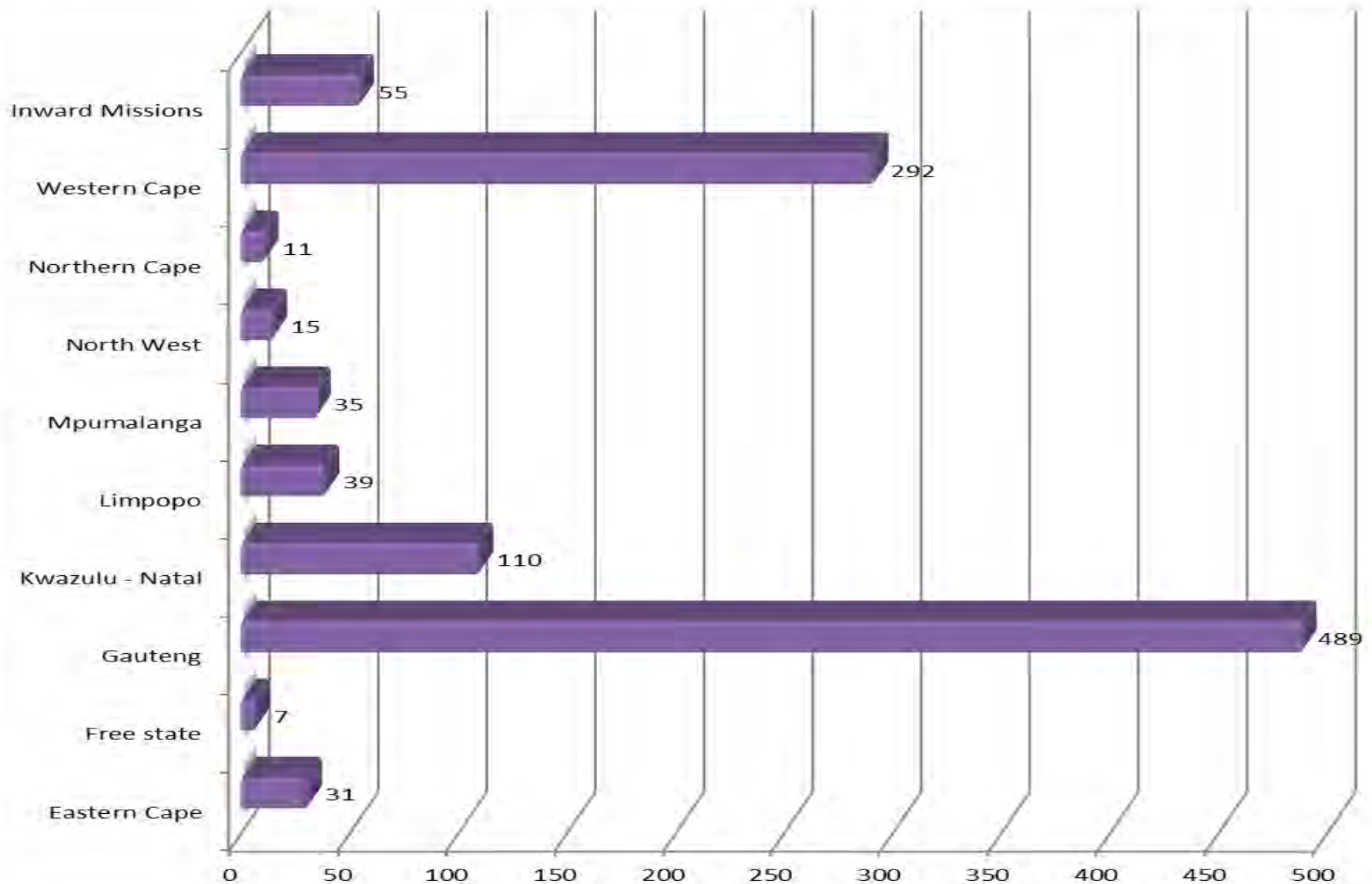
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■ Other (Includes CIFIT, ITI-DRC, OSM-Angola, OSM-Tanzania, OSM-Tunisia, OSM-Indonesia, OSM-Germany, OSM-India, OSM-UAE & OMAN)

EMIA 2013/2014 Achievements

Number of Companies Assisted per province

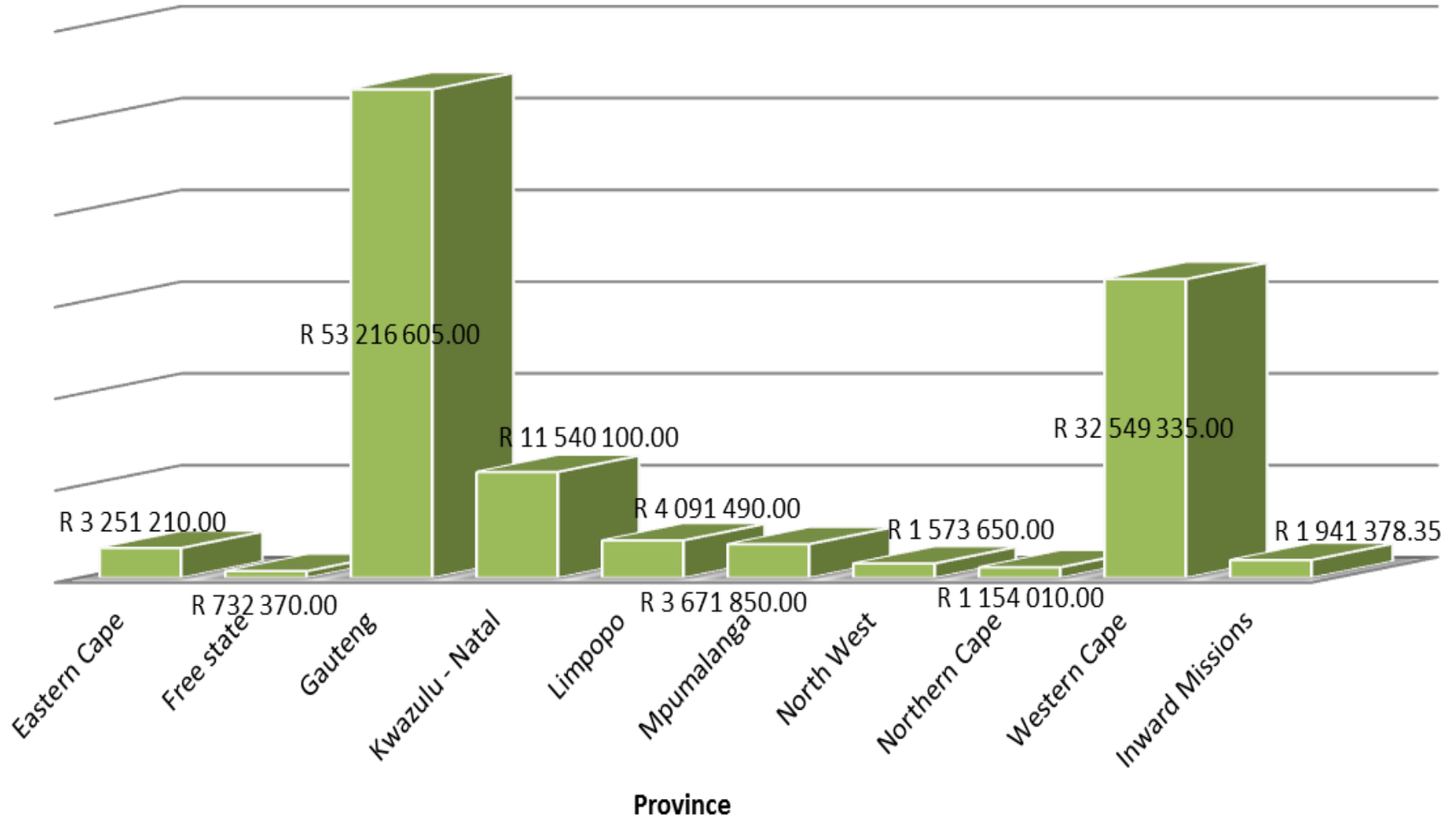
Total 1084



EMIA 2013/2014

Cost of Assistance per province

Total R113,7 million



Way Forward EMIA

EMIA performance has been reviewed and findings are under the dti's Executive Board consideration

The focus of the EMIA review is in the following areas:

- Performance in achieving its overall objectives
- Recommendations on improvements to optimise its implementation
- Perceived benefit for participants relative to the costs of the support



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National Pavilions – Calendar of events

Event	Date
Wire and Tube 2014 Malaysia International Halaal Show Defence Services Asia Expomin	April 2014
Zimbabwe International Trade Fair Sial China	May 2014
Automechanika Middle East Korea International Boat Show Zambia International Trade Fair	June 2014
Dar Es Salam International Trade Fair Feira International De Angola	July 2014



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National Pavilions Calendar of Events

Event	Date
Feira Internacional de Maputo	August 2014
World Food Moscow Automechanika Germany Africa Aero Space and Defence	September 2014
SIAL Paris	October 2014
India International Trade Fair Midest West African Power Industry Convention	November 2014



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National Pavilions Calendar of events

Event	Date
Mining Indaba Fruit Logistica Berlin Gulfood Ghana International Trade Fair International Defence Exhibition	February 2015
Hong Kong International Jewellery Show Foodex Japan	March 2015



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Group Missions Calendar of Events

Event	Event
<p>Quarter 1</p> <p>OSM/OIM – Netherlands IBM – Power, Telecoms, Infrastructure OIM – Germany IBM – Agro Processing OSM/OIM – Iran OSM/OIM – Peru & Chile IBM – Electronics</p>	<p>Quarter 2</p> <p>OSM/OIM – Thailand & Taiwan OSM – Ghana & Benin (postponed) OSM – Qatar OIM – France IBM – Aerospace IBM – Mining and Capital Equipment OSM/OIM – Singapore & Indonesia OSM – Algeria & Tunisia OSM – Mexico ITI - DRC</p>



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Group Missions Calendar of Events

Event	Event
Quarter 3	Quarter 4
China expos	OSM/OIM – Kenya & Tanzania
IBM – SAEEEC	ITI – Russia
ITI – Brazil	OSM – USA (World Bank)
ITI – Zimbabwe	OSM – Poland
IIM – UK	OSM/OIM – Canada
OSM – Turkey	ITI – India
OSM/OIM – Uganda	OSM – South Sudan and
OSM/OIM – Nigeria &	Ethiopia
Cameroon	
IBM – Agroprocessing	



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Beneficiaries and Activities supported under SSAS Generic Funding

Beneficiaries of SSAS Generic Funding

- Export Councils
- Industry Associations
- Joint Action Groups

Activities supported under SSAS Generic Funding

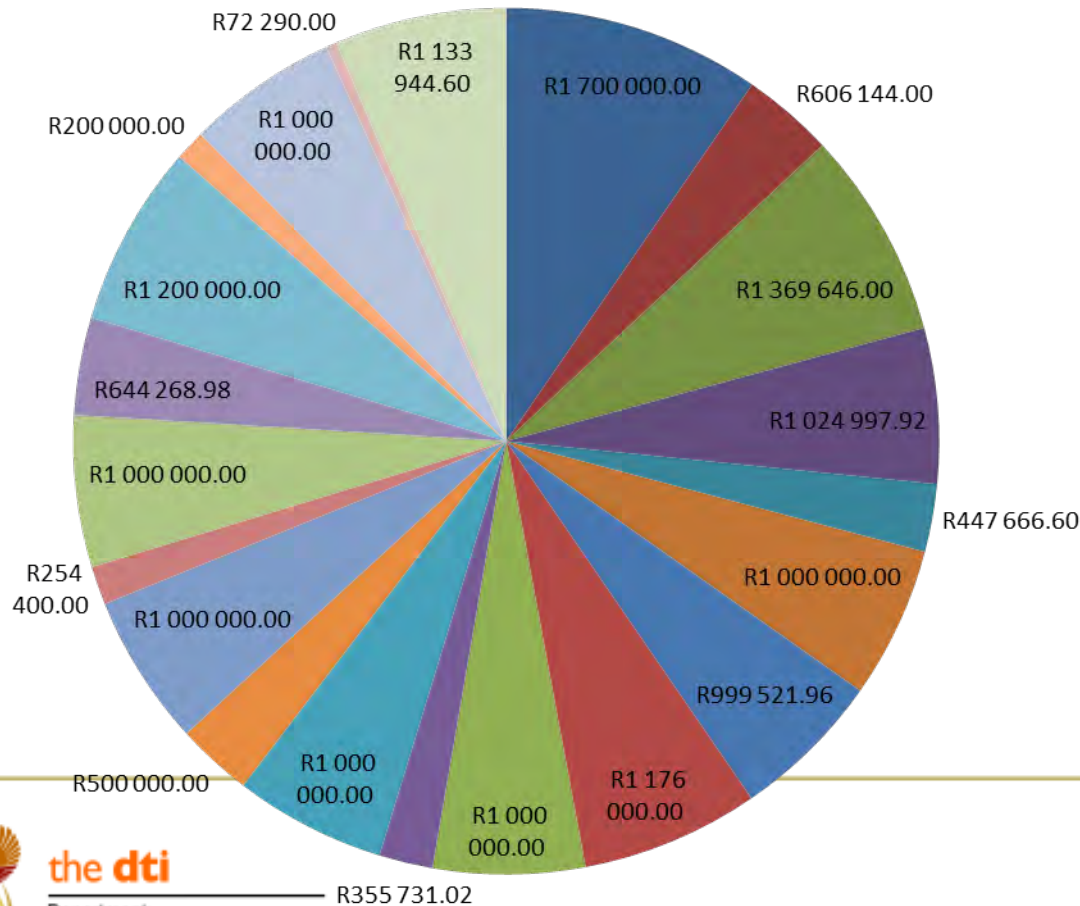
- Matching grant
- Marketing Materials
- Local Exhibitions
- Local advertising and publicity



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SSAS GENERIC FUNDING



- Automotive Industry Export Council
- South African Boatbuilders Export Council
- Fresh Produce Exporters's forum
- The South Africa Equine Trade Council
- Cosmetics Export Council of South Africa
- Steel Tube Export Association of South Africa
- South African Capital Equipment Export Council
- Built Environmet Professions Export Council
- South African Wire Business Council
- South African Footwear & Leather Export Council
- Farmed Abalone Export Council
- Rail Road Association of South Africa
- Wines of South Africa
- South African Flower Export Council
- South African Fruit & Vegetable Canner's Export Council
- S.A. Footwear and Leather Export Council
- South African Electrotechnical Export Council
- Jewellery Council of South Africa
- South African Ostrich Export Council
- South African Olive Oil
- SA International Steel Fabricators



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