ECDC’s role in helping to accelerate access to International Markets
07 March 2018
Presentation Outline

- About ECDC
- ECDC Trade Promotion Programme
- Getting your business ready for exports
About the ECDC

• Eastern Cape Development Corporation (ECDC) is the official economic development and investment agency for the Eastern Cape Province. ECDC is wholly-owned by the Eastern Cape Government.

• ECDC draws its mandate from the Eastern Cape Development Corporation Act (Act 2 of 1997)

• **Vision**: To be an innovative leader in promoting sustainable economic growth and development of the Eastern Cape.

• **Mission**: To promote sustainable economic development in the Eastern Cape through focused
  - Provision of innovative development finance.
  - Leveraging of resources, strategic alliances, investment and partnership.
ECDC Trade Promotion Programme

**Retain**
(Support Existing Exporters)

- The ECDC provides support to existing exporters through the provision on export information and support.
- Trade Missions and Exhibition are held annually to support companies penetrate new export markets.
- Regularly host networking sessions in partnership with key stakeholders

**Expand**
(Develop Emerging Exporters)

- There are few exporting companies in the province and most of our programmes are aimed at developing new companies
- ECDC assists companies with export related training, exposure to local exhibitions with international elements, Export Registration, Export Advice and Trade lead support.
- ECDC provides guidance on product requirement standards for countries of interest to companies

**New**
(Attract New Exporters)

- ECDC regularly hosts Export Awareness Sessions in the province to attract new exporters
- Assistance to assess and evaluate ability to service international markets (Export Readiness assessment analysis)
ECDC Trade Promotion Programme Cont....

Export Helpdesk
- Joint partnership between ECDC/NMBM and ECDC/BCM
- The helpdesk aims at providing the following services:
  - Export Information and Advice
  - Export Readiness Assessment Tools
  - Sector Report
  - Information on HS Codes
  - Export Training, Development and Promotion
  - How to register as an Exporter
  - Information on dti incentives
  - Country profiles and Market Profiles
  - Calendar of Events (Trade Missions, Seminars, Pavilions, Workshops etc.)
PUM Mentorship Programme

- PUM is a Netherlands based organisation which is a development support programme designed to provide technical support to emerging companies in the developing countries.

- Experts from the Netherlands will be deployed for a maximum of 14 days with the company.

- The focus is on advising and mentoring SMEs to grow their businesses and improve competitiveness in local and international markets.

- Company should be employing minimum of 10 people with a turnover less than R200mil to qualify

- PUM pays for the travelling fees of the experts, the ECDC assists with accommodation costs during their stay and the local company is responsible for local travel.
Exporters Development Programme

- Exporter Development Programme is aimed at assisting local companies to start exporting.

- The programme aims to address the key constraints that companies face before entering the export market.

- Targeted at those firms that are on the cusp of exporting, but require some additional incentive or support to enter and explore new markets.

- Companies are involved in the programme for a maximum of 12 months and assistance provided includes: product diversification, training, market penetration strategy etc.
Getting your business ready for exports

<table>
<thead>
<tr>
<th>Business Readiness</th>
<th>Product Readiness</th>
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<tbody>
<tr>
<td>• Business established locally</td>
<td>• Product Certification</td>
</tr>
<tr>
<td>• Compliant with relevant legislation</td>
<td>• Market Information</td>
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<tr>
<td>• Registration as an exporter</td>
<td>• Product import trends in the targeted market.....</td>
</tr>
<tr>
<td>• <strong>Management Commitment</strong> .....to sustain the export drive and exporting.</td>
<td>• Customs Duties and Taxes payable in the targeted market....</td>
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<tr>
<td>• <strong>Export Skills and Knowledge</strong> .....to manage export processes.</td>
<td>• Packaging, Labelling and Packing requirements in the targeted market</td>
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<tr>
<td>• <strong>Production Capacity to supply</strong> .....to meet the quantities demanded.</td>
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<tr>
<td>• <strong>Production Systems</strong> .....that meet international and world-class standards.</td>
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<tr>
<td>• <strong>Financial Resources</strong> .....to finance export marketing and production</td>
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Getting your business ready for exports

Exporting Animal & Animal Products

- Movement of animals and animal products poses a certain disease risk.
- Since the importing country is going to be exposed to risk, it is only logical that it will be the one to set the requirements for risk reduction.
- Importing country sets the requirements:
  * exporter can get the requirements via the importer in the importing country
  * requirements will be in the form of an import permit/licence issued to the importer by the veterinary services of the importing country
- Exporting country must comply:
  * certifying Veterinarian must prepare an export certificate in line with the acceptable principles and standards
  * exporter must ensure that all necessary processes are followed to enable the certifying veterinarian to verify the requirements of the importing country.
- Officially approved establishments: Importing countries often require that exports should take place from “officially approved” establishments or facilities.
ECDC Upcoming events and trade Missions

- Export Awareness Seminar: 08 March 2018 & 25 September 2018
- Introduction to Export Trainings: 09 – 12 July 2018
- Trade Missions & Exhibitions (May – September 2018)

<table>
<thead>
<tr>
<th>EVENT NAME</th>
<th>DATE</th>
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<tbody>
<tr>
<td>APICAPPS UITIC PORTUGAL</td>
<td>16-18 May 2018</td>
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<tr>
<td>Francal Brazil</td>
<td>16-19 July 2018</td>
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<td>OUTWARD SELLING MISSION TO SPAIN/FINLAND</td>
<td>31 July - 3 August</td>
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<tr>
<td>House and Gift Fair, Brazil</td>
<td>05-08 August 2018</td>
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<tr>
<td>GHANA OUTWARD TRADE MISSION</td>
<td>August 2018</td>
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<tr>
<td>MOZAMBIQUE</td>
<td>29 Aug – 04 Sept 2018</td>
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<tr>
<td>(FACIM TRADE EXHIBITION)</td>
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Thank you!