Presentation outline

- **the dti** context
- Taxidermy overview
- Value-Chain
- South African export and import analyses
- South African taxidermy industry development plan
- SWOT analyses
- Strategic Plan
- Implementation plan
The dti context

• In 2007 the dti released the national Industrial Policy Framework (NIPF), which sets out government’s approach to industrial development of the South African economy.

• NIPF was accompanied by the Industrial Policy action Plan (IPAP), which outlines key action programmes that needs to implemented to achieve the objectives of the NIPF;

• Given the potential of the South African taxidermy industry to advance government’s key economic objectives, IPAP has empahsised the need to explore opportunities and develop strategy to grow the taxidermy industry across spectrum;

• This will enable downstream development and beneficiation of surplus feedstock in order to meet the economic goals such as competitiveness, investment, export, job creation and equity.
the dti Vision and Mission

1. Vision of the dti: "A dynamic industrial, globally competitive South African economy, characterised by inclusive growth and development, decent employment and equity, built on the full potential of all citizens".

2. Mission of the dti:

- Promote structural transformation, towards a dynamic industrial and globally competitive economy;
- Provide a predictable, competitive, equitable and socially responsible environment, conducive to investment, trade and enterprise development;
- Broaden participation in the economy to strengthen economic development and continually improve the skills and capabilities of the dti to effectively deliver on its mandate and respond to the needs of South Africa’s economic citizens
3. Strategic objectives:

- Facilitate transformation of the economy to promote industrial development, investment, competitiveness and employment creation;
- Build mutually beneficial regional and global relations to advance South Africa’s trade, industrial policy and economic development objectives;
- Facilitate broad-based economic participation through targeted interventions to achieve more inclusive growth;
- Create a fair regulatory environment that enables investment, trade and enterprise development in an equitable and socially responsible manner;
- Promote a professional, ethical, dynamic, competitive and customer-focused working environment that ensures effective and efficient service delivery.
the dti Divisions and Agencies

the dti Divisions

- Trade Investment South Africa (TISA)
- International Trade and Economic Development (ITED)
- Industrial Development Incentive Administration Division (IDIAD)

the dti Agencies

- Development finance and Small Business Development Institutions
- Regulatory Institutions
- Standardisation, Quality Assurance, Accreditation and Metrology Institutions

Incentives programmes:
- Agro-Processing Support Scheme
- Aquaculture Development and Enhancement Programme
- Black Industrialist Scheme
- Capital Projects Feasibility Programme
- Clothing and Textile Competitiveness Improvement Programme
- Production Incentive
- Export Marketing and Investment Programme
- Sector Specific Assistance Scheme

Customised Sector Programmes
- Automotive
- Metal Fabrication, Capital and Rail Transport Equipment
- Aerospace & Defense
- Green Industries
- Textile, Clothing, Leather & Footwear
- Agro-Processing & Biofuel
- Plastic, Pharmaceuticals, Chemicals and Cosmetics
- Business Processing services
- Creative Industries: Craft, Music & Film

Sub-sectors
- Leather
- Footwear
- Handbag, luggage, general goods & accessories
- Crocodile
- Ostrich
- Taxidermy
THE SOUTH AFRICAN TAXIDERMY INDUSTRY
South African Taxidermy Context

- South African Taxidermy industry has grown substantially over the last 15 years with the phenomenal growth of the hunting industry;
- South Africa has become a prime destination for trophy hunting, with over 29 million animals kept in game ranches;
- South Africa has approximately 150 taxidermy companies, including SME’s and employs approximately 5000 people;
- Taxidermy industry caters for both domestic market with 20% and international market with 80%;
- Taxidermy production is relatively huge and exclusive with estimated of 80,000 trophies leaving the country;
- 60% of our taxidermy work especially trophies are exported;
- Trophy hunting generate R1.5 billion per annum to the South African economy; and
- DEA, DAFF, ARC and Parks Board Authorities are important government service provide to wildlife sector
Wildlife Value-Chain and Products
Wildlife Leather Products
South African Export of work of art, collectors, piece and antiques *(source: the dti trade portal)*

**Export value (Rm)**

- 2013: 500,000,000
- 2014: 600,000,000
- 2015: 700,000,000
- 2016: 1,000,000,000
- 2017: 1,200,000,000

**Export volume**

- 2013: 1,000,000
- 2014: 1,100,000
- 2015: 1,200,000
- 2016: 1,300,000
- 2017: 1,400,000
South African Import of work of art, collectors, piece and antiques (source: the dti trade portal)

Import value (Rm)

Export volume
South African Trade Balance for Taxidermy
(source: the dti trade portal)
<table>
<thead>
<tr>
<th>REGION</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>Total</th>
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<tbody>
<tr>
<td>UNITED STATES of AMERICA</td>
<td>159,124,566</td>
<td>171,444,283</td>
<td>433,975,359</td>
<td>535,485,861</td>
<td>311,978,464</td>
<td>1,612,008,533</td>
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<td>ITALY</td>
<td>209,181,223</td>
<td>60,112,873</td>
<td>16,313,986</td>
<td>118,657,570</td>
<td>401,990,470</td>
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<td>UNITED KINGDOM</td>
<td>121,791,282</td>
<td>100,130,541</td>
<td>105,705,038</td>
<td>145,919,060</td>
<td>112,047,055</td>
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<td>FRANCE</td>
<td>94,581,676</td>
<td>11,650,403</td>
<td>13,722,373</td>
<td>18,590,700</td>
<td>40,335,483</td>
<td>178,880,635</td>
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<td>NETHERLANDS</td>
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<td>SWITZERLAND</td>
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<td>11,255,024</td>
<td>14,759,535</td>
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<td>GERMANY</td>
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<td>17,202,569</td>
<td>22,905,840</td>
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<td>52,039,267</td>
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<td>DENMARK</td>
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<td>14,658,588</td>
<td>19,255,037</td>
<td>30,681,237</td>
<td>26,293,181</td>
<td>107,394,075</td>
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<td>CANADA</td>
<td>15,353,686</td>
<td>15,855,558</td>
<td>18,588,303</td>
<td>19,051,008</td>
<td>14,313,869</td>
<td>83,162,424</td>
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<td>CHINA</td>
<td>4,450,680</td>
<td>19,355,316</td>
<td>14,921,319</td>
<td>10,737,083</td>
<td>22,188,466</td>
<td>71,652,864</td>
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<tr>
<td>AUSTRALIA</td>
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<td>7,109,918</td>
<td>15,292,685</td>
<td>23,512,948</td>
<td>13,490,006</td>
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<td>BELGIUM</td>
<td>7,399,760</td>
<td>4,691,931</td>
<td>10,896,643</td>
<td>15,847,199</td>
<td>13,409,076</td>
<td>52,244,609</td>
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<tr>
<td>HONG KONG, China</td>
<td>3,729,505</td>
<td>2,500,252</td>
<td>3,793,924</td>
<td>17,858,944</td>
<td>16,130,058</td>
<td>44,012,683</td>
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<tr>
<td>UNITED ARAB EMIRATES</td>
<td>1,584,868</td>
<td>9,813,518</td>
<td>4,216,013</td>
<td>6,464,832</td>
<td>15,107,520</td>
<td>37,186,751</td>
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<td>SPAIN</td>
<td>3,377,482</td>
<td>5,636,209</td>
<td>4,666,269</td>
<td>5,893,546</td>
<td>5,763,239</td>
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<td>RUSSIAN FEDERATION</td>
<td>4,334,441</td>
<td>2,545,458</td>
<td>5,154,198</td>
<td>5,278,623</td>
<td>6,554,300</td>
<td>23,867,020</td>
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<tr>
<td>JAPAN</td>
<td>20,114,513</td>
<td>506,652</td>
<td>480,631</td>
<td>238,105</td>
<td>720,911</td>
<td>22,060,812</td>
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<tr>
<td>AUSTRIA</td>
<td>2,042,904</td>
<td>2,989,486</td>
<td>3,129,896</td>
<td>5,122,732</td>
<td>6,330,597</td>
<td>19,615,615</td>
</tr>
<tr>
<td>NAMIBIA</td>
<td>3,992,266</td>
<td>3,885,095</td>
<td>3,963,784</td>
<td>2,962,244</td>
<td>2,951,868</td>
<td>17,755,257</td>
</tr>
<tr>
<td>NORWAY</td>
<td>3,431,690</td>
<td>2,600,986</td>
<td>2,966,486</td>
<td>4,397,897</td>
<td>3,667,042</td>
<td>17,064,101</td>
</tr>
</tbody>
</table>
SOUTH AFRICAN TAXIDERMY DEVELOPMENT PLAN
### South African Taxidermy Industry SWOT

<table>
<thead>
<tr>
<th>Strength</th>
<th>Weakness</th>
</tr>
</thead>
<tbody>
<tr>
<td>• South Africa is a prime trophy destination, local taxidermy industry is well position to benefit from this;</td>
<td>• South African taxidermy industry is fragmented and has no representation;</td>
</tr>
<tr>
<td>• Large commercial taxidermist firms has a stable client base and SME’s who employs more than ten people;</td>
<td>• Overseas perception that taxidermy work from Africa is inferior in quality;</td>
</tr>
<tr>
<td>• Taxidermy is largely reliant on artistic skill of a person doing work therefore it draws personnel from unskilled and uneducated sector and uplift him.</td>
<td>• Approximately 40% of unprocessed trophies are leaving the country;</td>
</tr>
<tr>
<td>• South African taxidermy industry is fragmented and has no representation;</td>
<td>• Delays in receiving CITES permit…</td>
</tr>
<tr>
<td>• Overseas perception that taxidermy work from Africa is inferior in quality;</td>
<td>• Lack of uniform regulation and enforcement of minimum processing standards nationwide from Veterinary Services for the industry.</td>
</tr>
</tbody>
</table>

### Opportunities

- Since other countries have stopped allowing trophy hunting, there is an increase demand in South Africa by foreign hunters;
- South African Wildlife industry is largely privatized and highly saleable to meet the demand without negatively affecting game population or biodiversity;
- A well- established taxidermy and trophy hunting sector will help to uplift rural communities and promote the protection of wildlife as it is regarded as a source of income.

### Threats

- Refusal by most airlines to carry hunting trophies are a worrying factor;
- Negative public perception surrounding canned Lion hunting could spill over to the rest of the trophy hunting sector;
- Anti-hunting lobby exists (greenies) whose aim is to stop trophy hunting.
South African Taxidermy Sector Strategic Plan

- **Strategic vision:** South African Taxidermy Industry, will produce quality, market high value added branded taxidermy products, increase employment, equity and exports by 2020.

- *High level indicators of the type of activity that will fundamentally transform the structure of the industry should address the objectives as listed below:*

<table>
<thead>
<tr>
<th>Short term objective</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Achieve and maintain international competitiveness at industry and enterprise levels;</td>
</tr>
<tr>
<td>• Increase link to other economic sectors in South Africa and make a significant contribution to economic growth and employment;</td>
</tr>
<tr>
<td>• Market products that has an appeal in domestic and international markets and take advantage of the nation brand; and</td>
</tr>
<tr>
<td>• Comply with international standards.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Medium term objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Have outstanding human resource and leadership; and</td>
</tr>
<tr>
<td>• Employ increased levels of appropriated and relevant research and technology.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Long term objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Access finance and venture capital to be facilitated;</td>
</tr>
<tr>
<td>• Employ increase level of appropriated and relevant research and technology.</td>
</tr>
</tbody>
</table>
South African Taxidermy Sector Strategic Plan Cont..

• **Actions items:**
  - Beneficiate on surplus raw material for effective utilization;
  - Increase global competitiveness of the sector;
  - Ability to develop and retain human talents;
  - Leadership and managing capability in taxidermy sector; and
  - Facilitate and assist on human capital development programmes.

• **Key strategic themes have been identified to address challenges within the sector are as follows:**
  - Beneficiation of hide and skins;
  - South Africa has only one tannery which is a challenge for the whole taxidermy industry especially on delivery time (need to establish 3-4 tanneries);
  - Shortage of manpower/skills development;
  - Combat illegal hunters and trophies; Export permits hinders the South African taxidermy business; and
  - Global competitiveness, lack of international competitiveness.
Sector Implementation Plan

- In order to justify the government’s interventions it is likely that the key strategic challenges identified will not optimally resolve themselves and that there is a clear role of government such as the dti, DEA, DFF, taxidermy industry, wildlife industry and hunting industry to collaborate.
THANK YOU

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