

National Exporter Development Programme (NEDP)

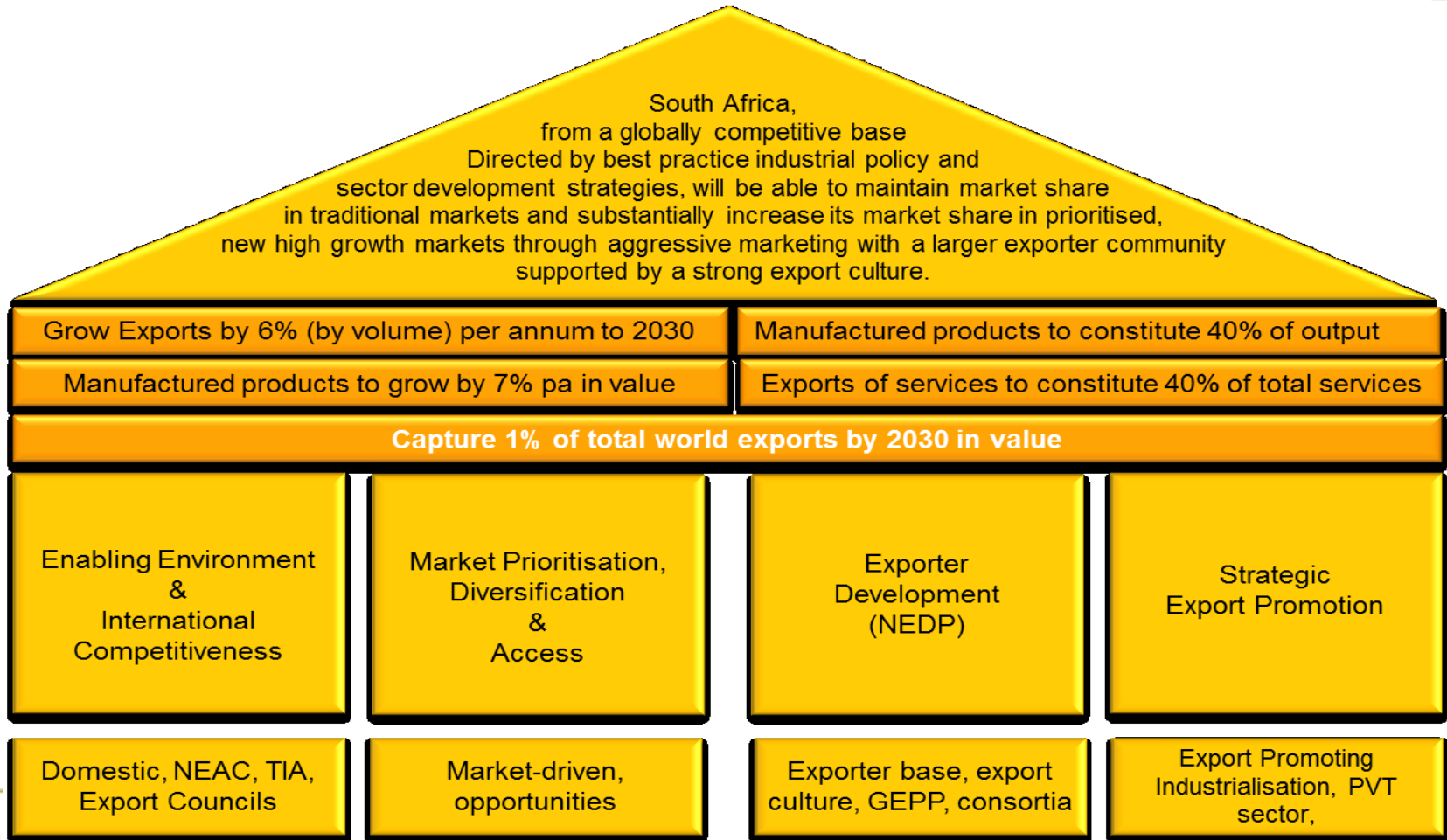


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THE INES AT A GLANCE



NATIONAL VISION

South Africa, from a globally competitive base directed by best practice **trade** and **industrial policy** and **sector development strategies**, will be able to maintain market share in traditional markets and substantially increase its market share in prioritised, new high growth markets through aggressive marketing with a larger exporter community supported by a strong export culture.



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NATIONAL MISSION

- ✓ Diversify the export basket into more value added and manufactured goods and services (product diversification);
- ✓ Develop new markets (market diversification) with an emphasis on Africa and the emerging markets; and
- ✓ Grow the exporter base (supplier diversification);
REN Approach (NEDP); super exporters & black industrialist



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NATIONAL TARGETS

- ✓ South Africa to grow in total exports by 6% pa in volume as determined in the NDP;
- ✓ Exports of manufactured products to grow by 7% pa (double in 10 years) in value;
- ✓ Exports of manufactured products to constitute 40% of total manufacturing output by 2030 in value;
- ✓ Exports of services to constitute 40% of total services supplied by 2030 in value; and
- ✓ South Africa to capture 1% of total world exports by 2030 in value.



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NATIONAL EXPORTER DEVELOPMENT PROGRAMME (NEDP)



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The National Exporter Development Programme (NEDP)

Vision

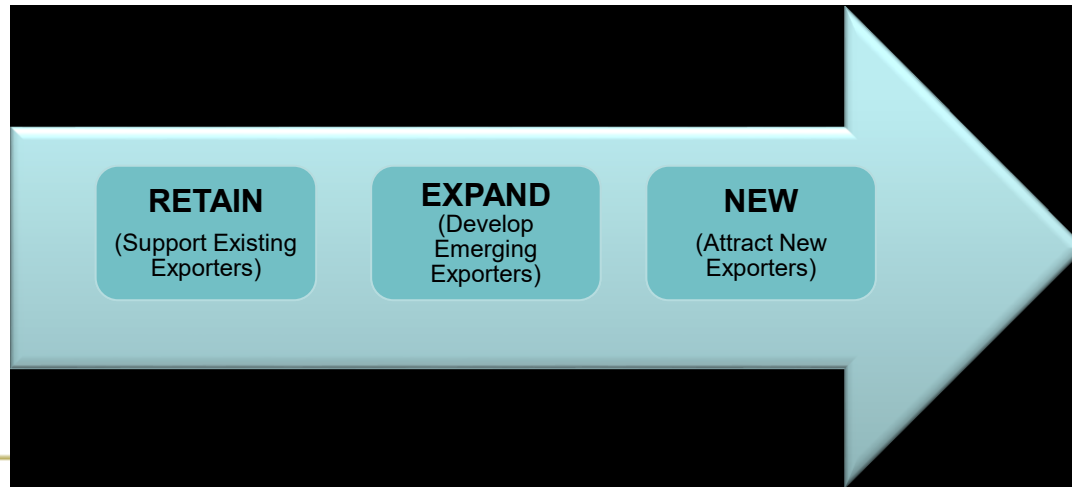
- A well-resourced, efficient and effective exporter development programme that delivers appropriately skilled exporters and that contributes to the number of global exporters and the value of exports growing consistently over time.

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

Strategic Framework

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



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NEDP Business Model

- NEDP does not reinvent the wheel
 - Makes use of existing tools and structures wherever possible
- Co-operative model
 - Joint ownership
 - TISA leadership (as national co-ordinator)
 - Partners (implementing agents) are independent with certain rights and obligations
 - Branding
 - Starts with “Export Awareness Seminars”
 - Includes the “Global Exporter Passport Programme”
 - Joint Publishing Agreements
 - Joint contribution of resources
 - TISA pays for the development costs
 - Partners pay for implementation
 - Monitoring and evaluation
 - Service Level Agreements



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Critical Components of the NEDP

EXPORT CULTURE *(National Pride, Branding, Team SA)*

National Outreach Campaign

Export Awareness Seminars

Export Awards

INFORMATION & ADVICE *(Central Hub with Referral System)*

Export Help Desk & Integrated Database

Trade Leads & Publications

Export Portal

Trade Information Network

CAPACITY BUILDING & EXPOSURE *(Passport Initiative)*

Global Exporter Passport Programme

Int'l Capacity Building & Mentorship

Exposure through Trade Missions

Exposure through ITI's & Pavilions

LEADERSHIP *(National Forum in the long-term)*

Export Councils, Industry Assoc & JAGs

Export Round Tables, Clubs & Forums

International Organisations



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Implementation of the GEPP training from 2014 until March 2018

- **Previous GEPP trained 3568 individuals (2013-March 2017):**
 - Intro to Exports: 1796
 - Planning for Exports: 1617
 - Succeeding in Exports: 155
- **Revised GEPP trained 616 individuals (2017/ March18):**
 - Phase 1: Intro to Exports: 294
 - Phase 2: Planning for Exports: 151
 - Phase 3: Market Entry: 59
 - Phase 4: Global Exporting: 125

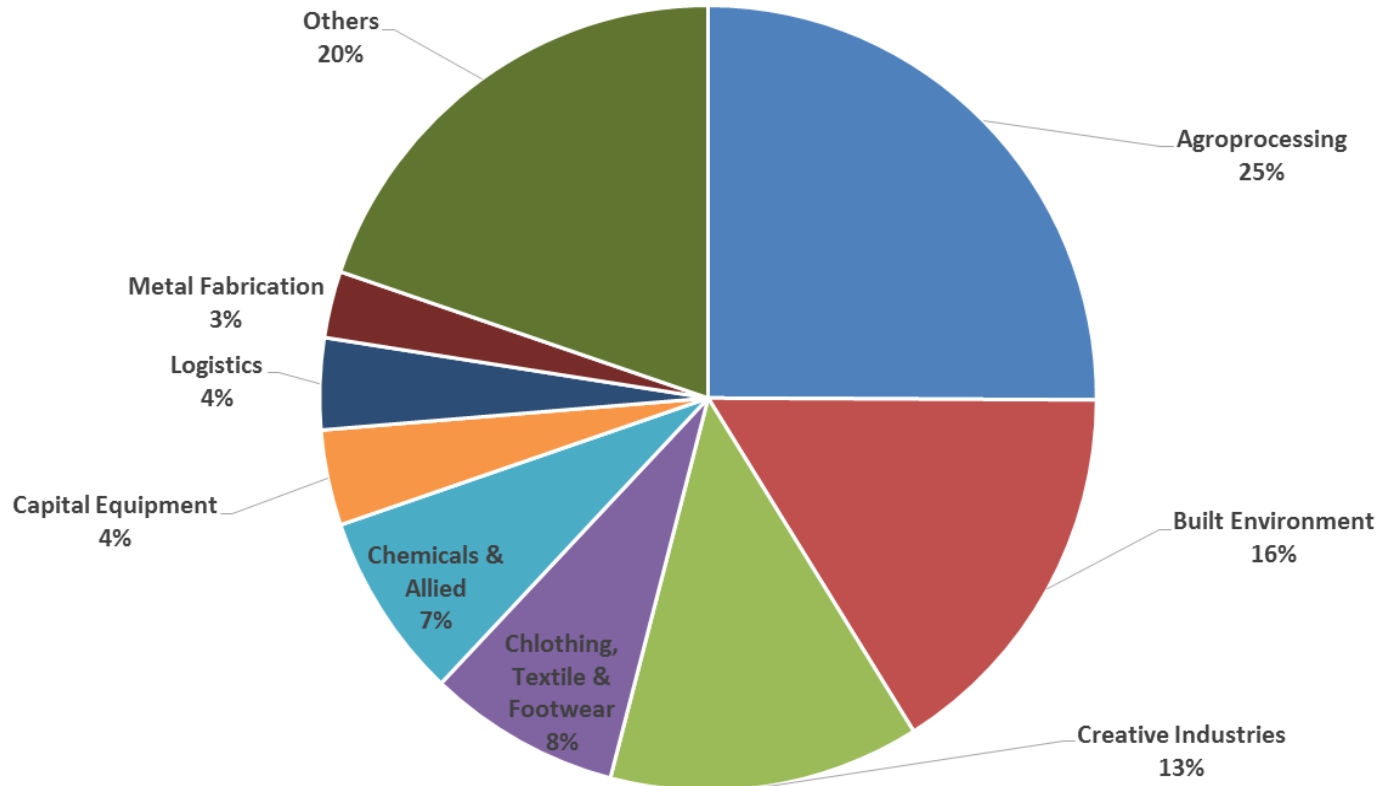


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Sectorial statistics

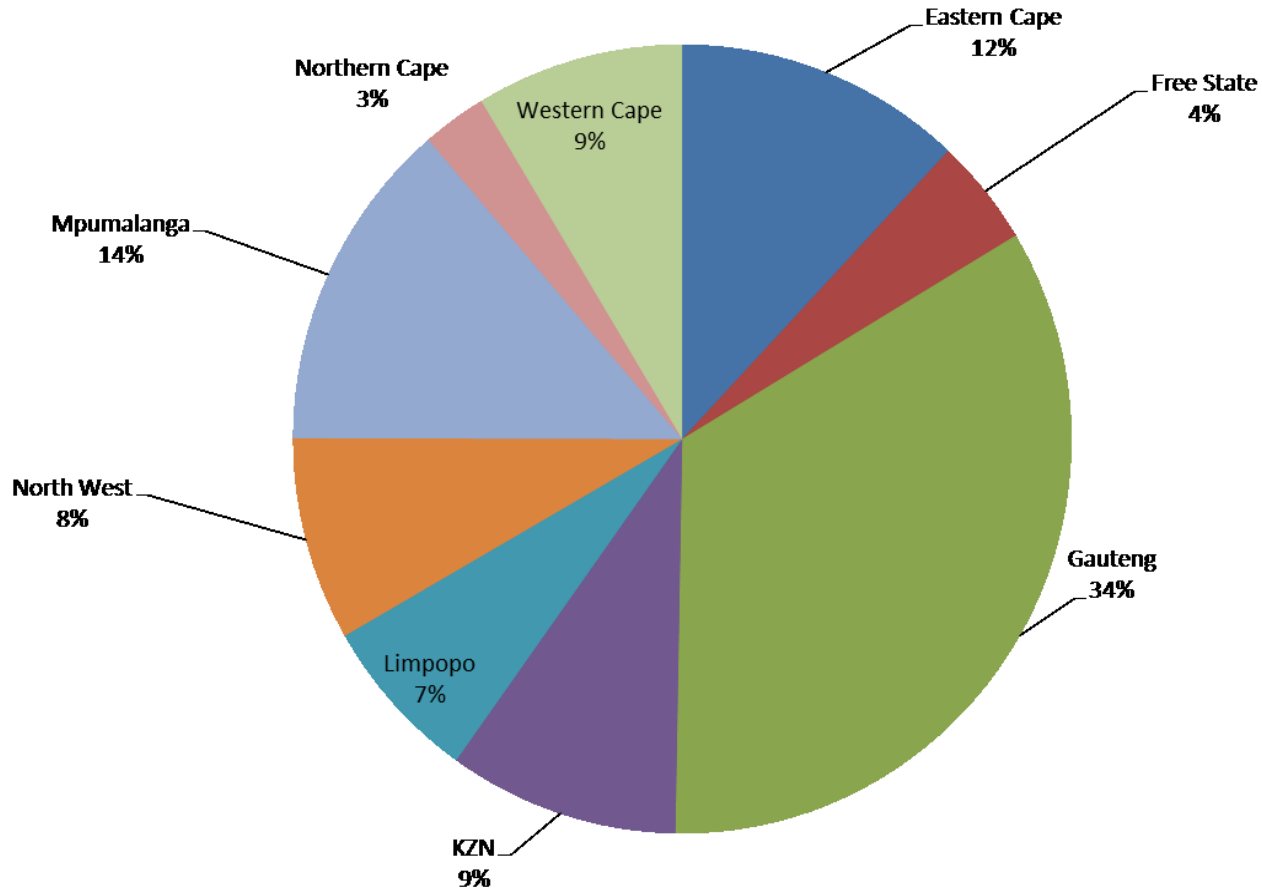
Sector Breakdown



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Provincial Statistics



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GEPP training in the Eastern Cape

Financial Year	Intro to Exporting	Planning for Exports	Market Entry	Total
2013/2014	101			101
2014/2015		111		111
2015/2016	85			85
2016/2017	105			105
2017/2018		48	19	67
2018/2019	39	36	21	96
Total	330	195	40	565



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Export Helpdesk

Introduced Export Help to offer the following services:

- Export Advice and Information
- Market Access Information
- Export Process and Export Documentation Information
- Trade lead bulletin
- Business Confirmations
- How to register as an Exporter
- Linking Importers with South African Buyers
- Information on dti Incentives
- Country Profiles
- Access to all dti online Subscriptions e.g Eezy Dex, Kompass etc.
- Calendar of Events (Pavilions, Missions, Seminars etc)
- Trade Statistics
- Export Publications
- DTI Divisions Brochures

Worked with Provincial structures to introduce similar desks in Rustenburg, East London and PE.

Advanced Planning: Polokwane, Kimberly and Cape Town



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Stakeholder Engagement

Signed MOUs	Unsigned MOUs
Mpumalanga	Gauteng
Limpopo	Kwa-Zulu Natal
Northern Cape	Western Cape
North West	
Eastern Cape	
Free State	



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Challenges/ Proposed Interventions

Challenges	Proposed interventions
Misalignment of government reporting structures	Review the MOUs/SLAs
Misalignment of export strategies and programmes	Develop Provincial export programmes to complement current programmes offered by the dti to cater for Provincial needs
Lack of inclusive planning	Introduce plenary sessions for short and medium term objectives
Lack of monitoring and evaluation measures	Introduce monitoring and evaluation measures to ensure effective implementation



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