



TRADE INVEST AFRICA

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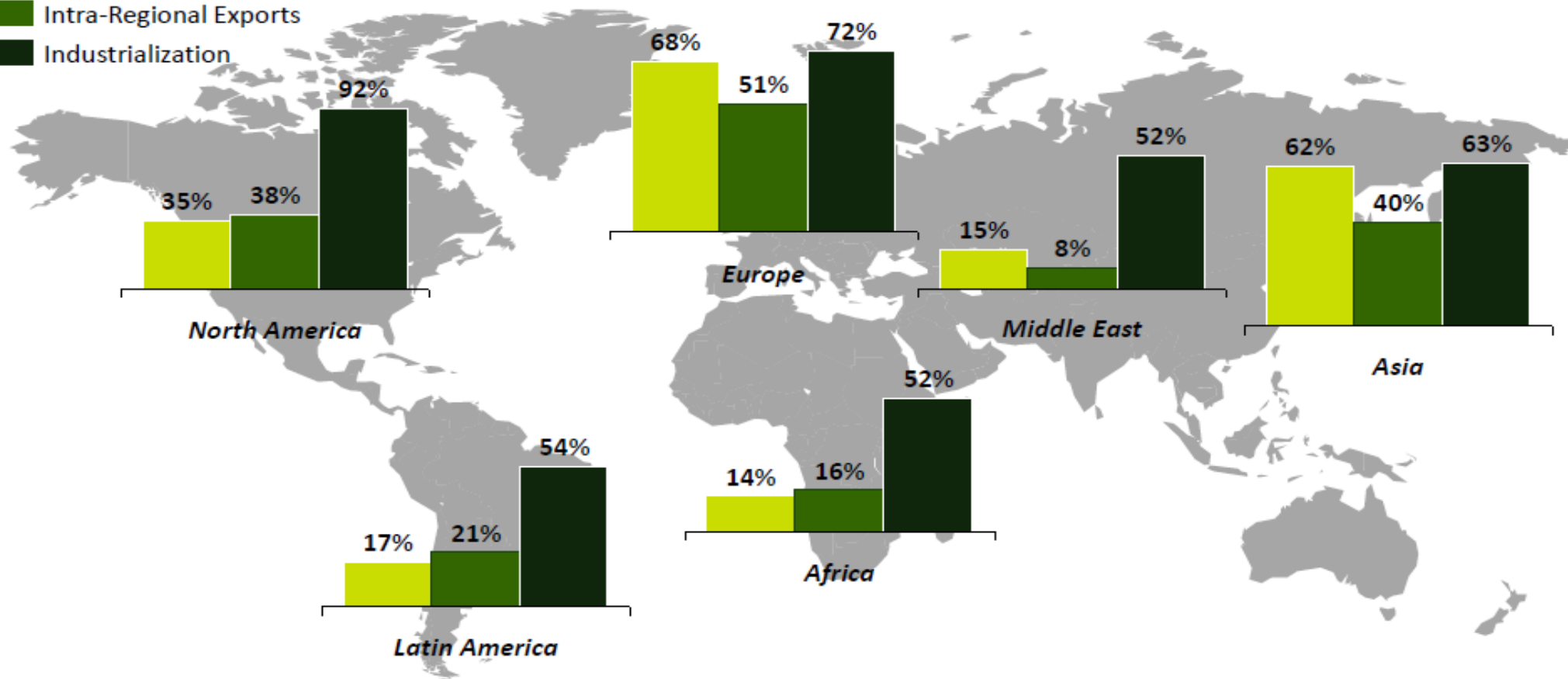
Presentation Overview

- 1. Global Levels of Intra-Regional Trade & Industrialization.**
- 2. South Africa's Approach to Development Integration.**
- 3. South Africa's Global Export Markets.**
- 4. The Creation of Trade Invest Africa (TIA).**
- 5. Some insights in doing business on the Continent and West Africa**

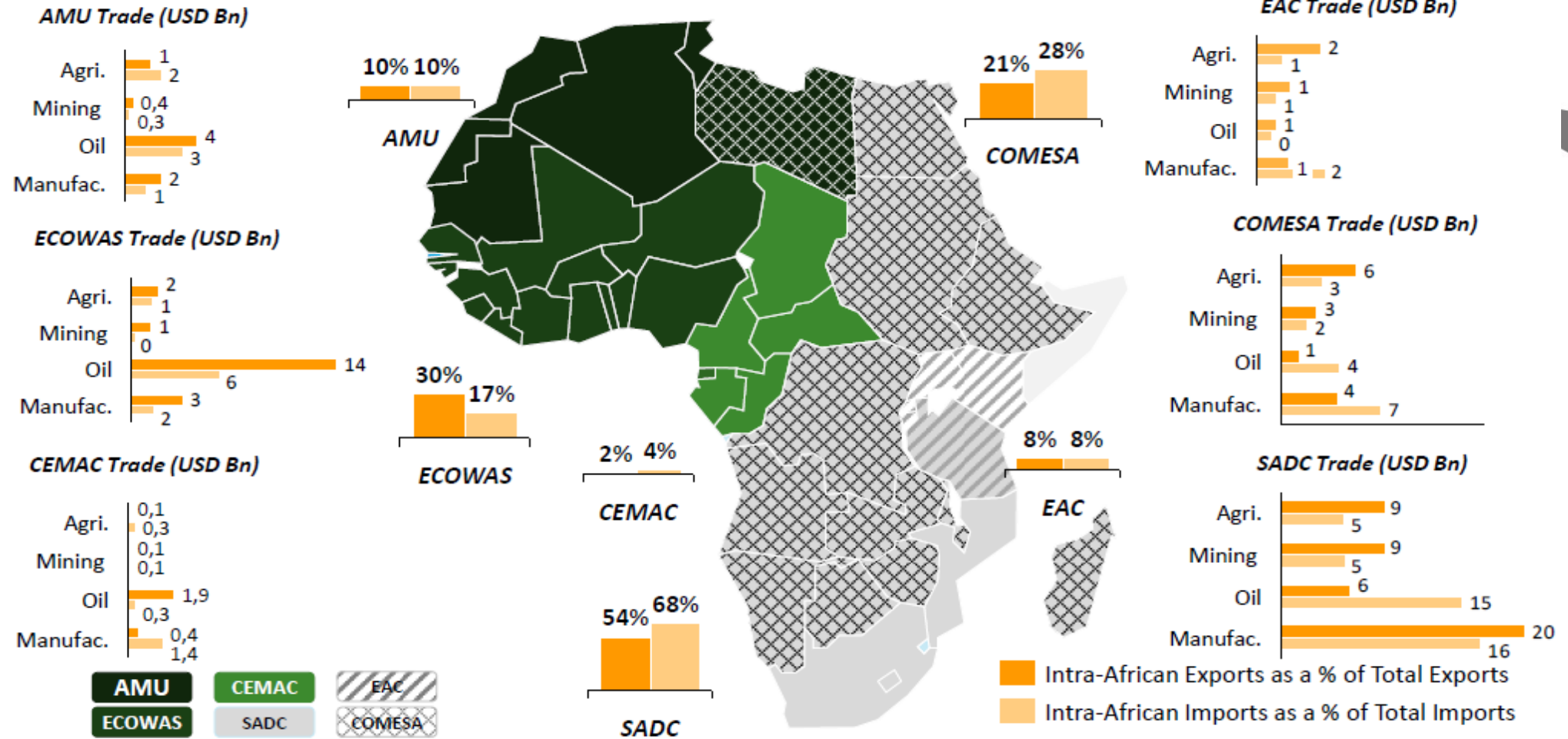
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Levels of Intra-Regional Trade & Industrialization

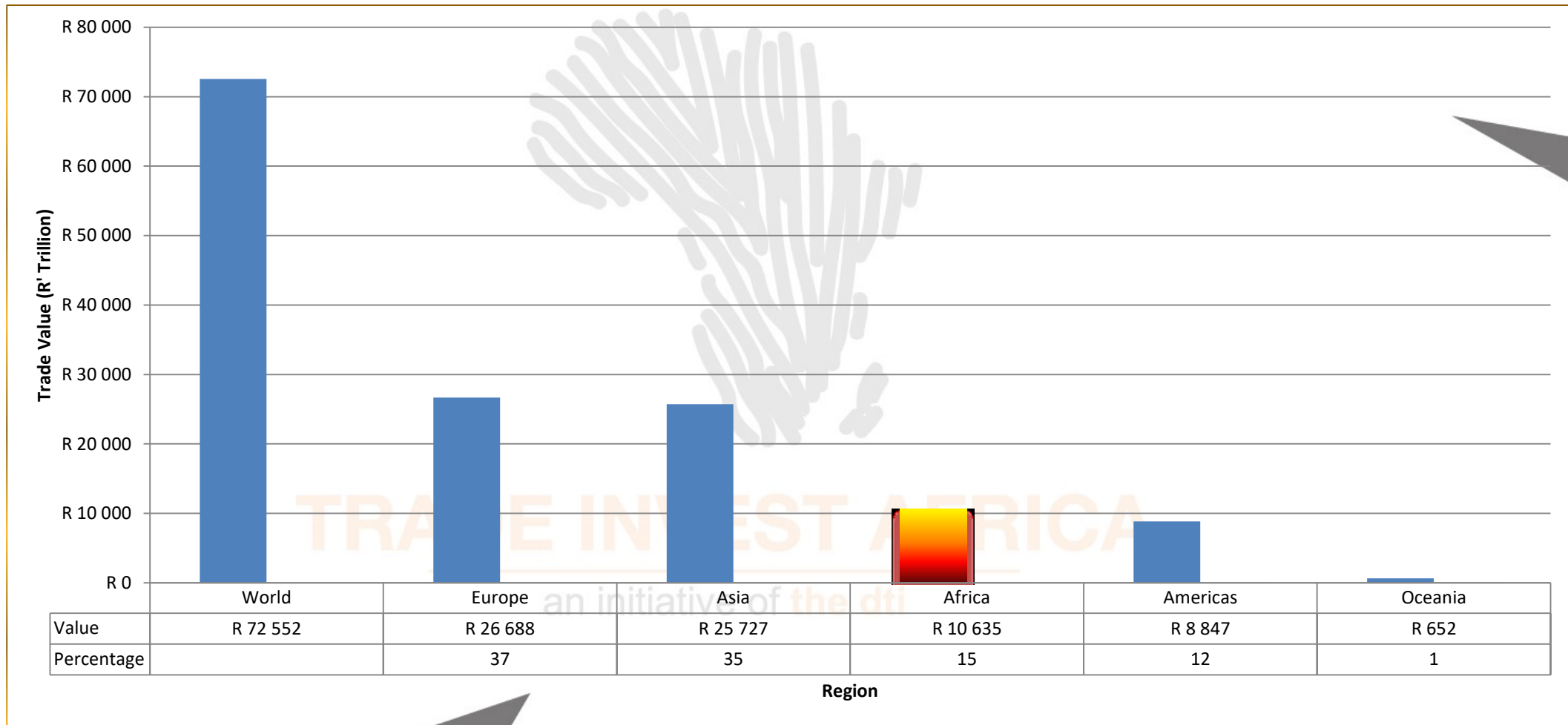
- Intra-Regional Imports
- Intra-Regional Exports
- Industrialization



Share of Intra-Africa Trade by Region



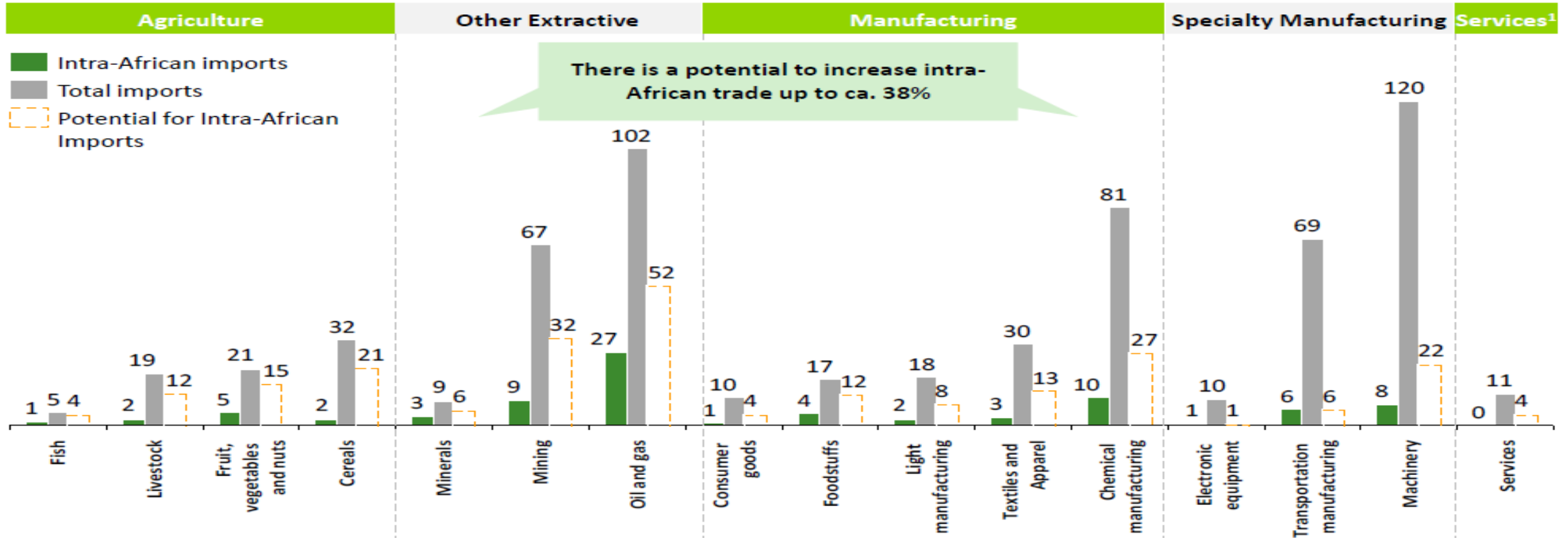
Current State of Intra-Africa Trade (2010 – 2016)



Potential for Increased Intra-Africa Trade

Effective matching of supply and demand, by substituting global sources for African sources, can increase intra-African trade up to ca.38%

Imports by Sector: (USD Bn) 2014



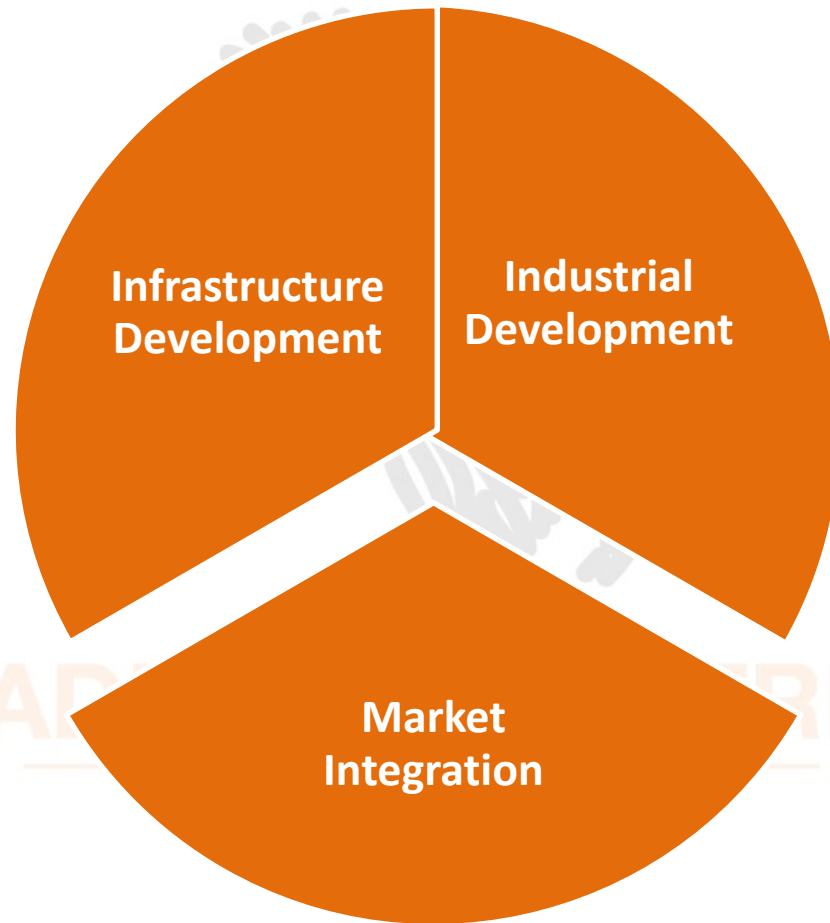


South Africa's Approach to Development Integration.

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SA Approach to Development Integration



SA Approach to Development Integration

- **Market integration:** Tariffs liberalization, removing NTBs, harmonising trade facilitating policies, e.g standards and customs procedures.
- **Infrastructure development:** Cross-border infrastructure to support land-locked countries, industrial infrastructure – energy, water, transport and ICT.
- **Industrial development:** Direct investments in manufacturing projects and enabling services, creation of cross-border value-chains

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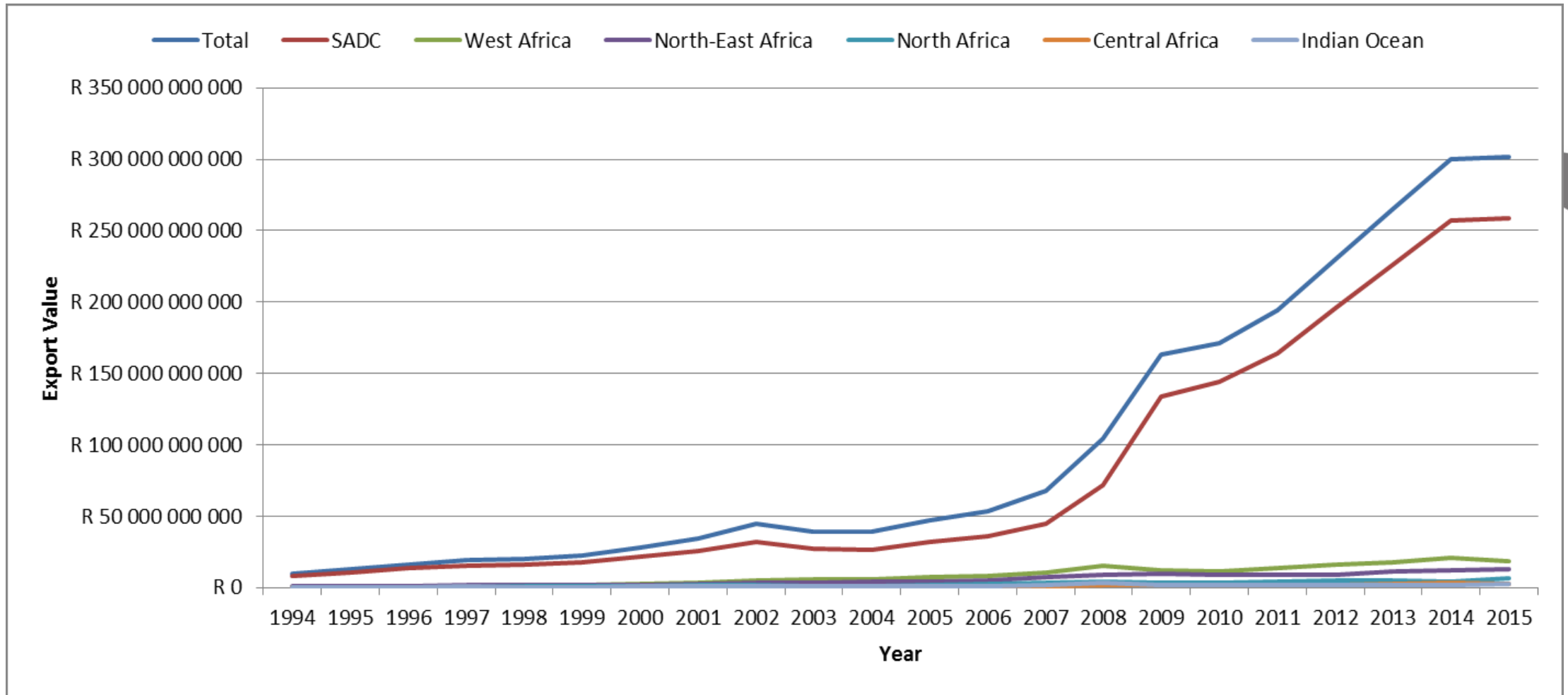


South Africa's Global Export Markets.

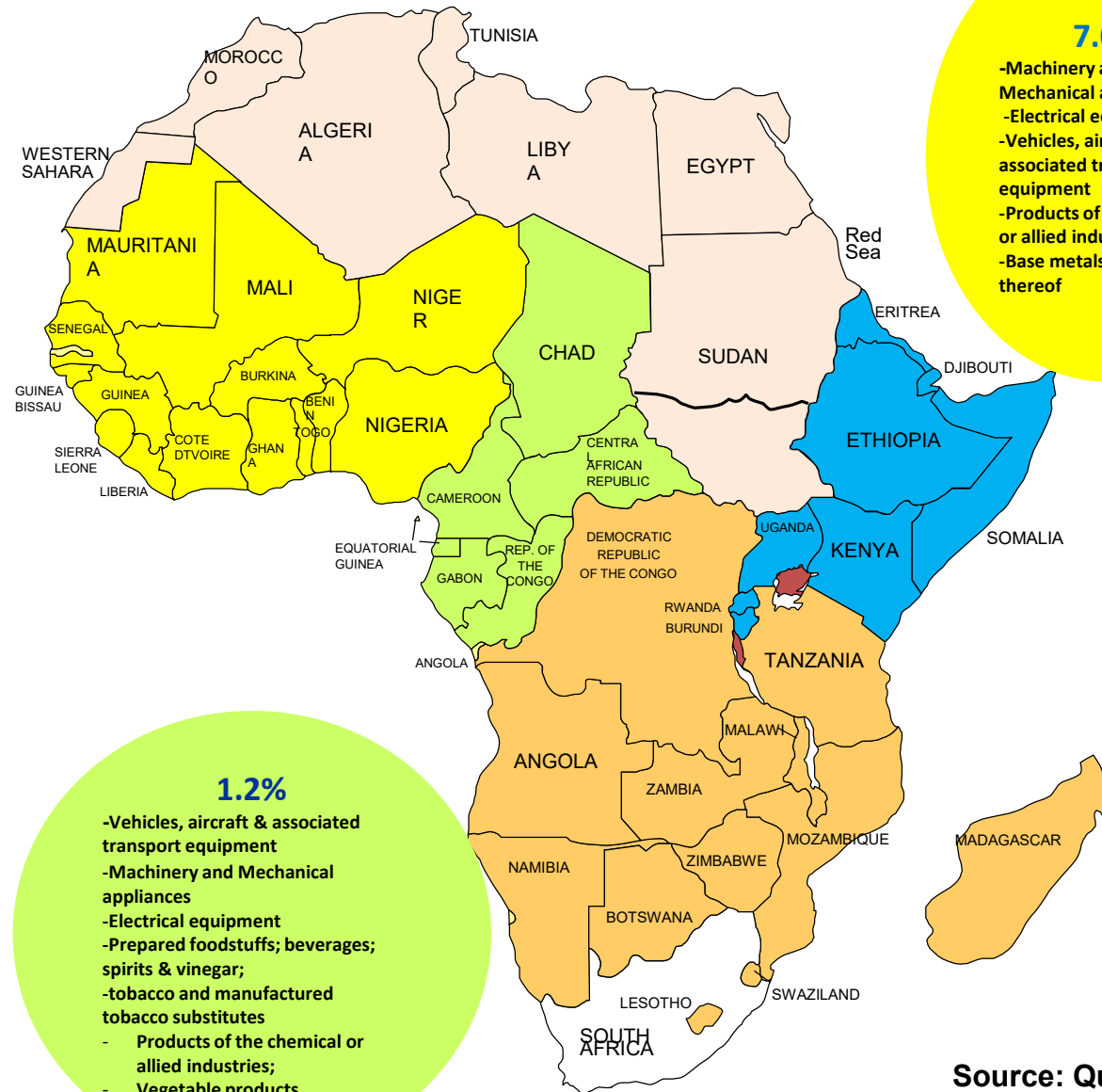
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South Africa's Total Exports RoA 1994 - 2015

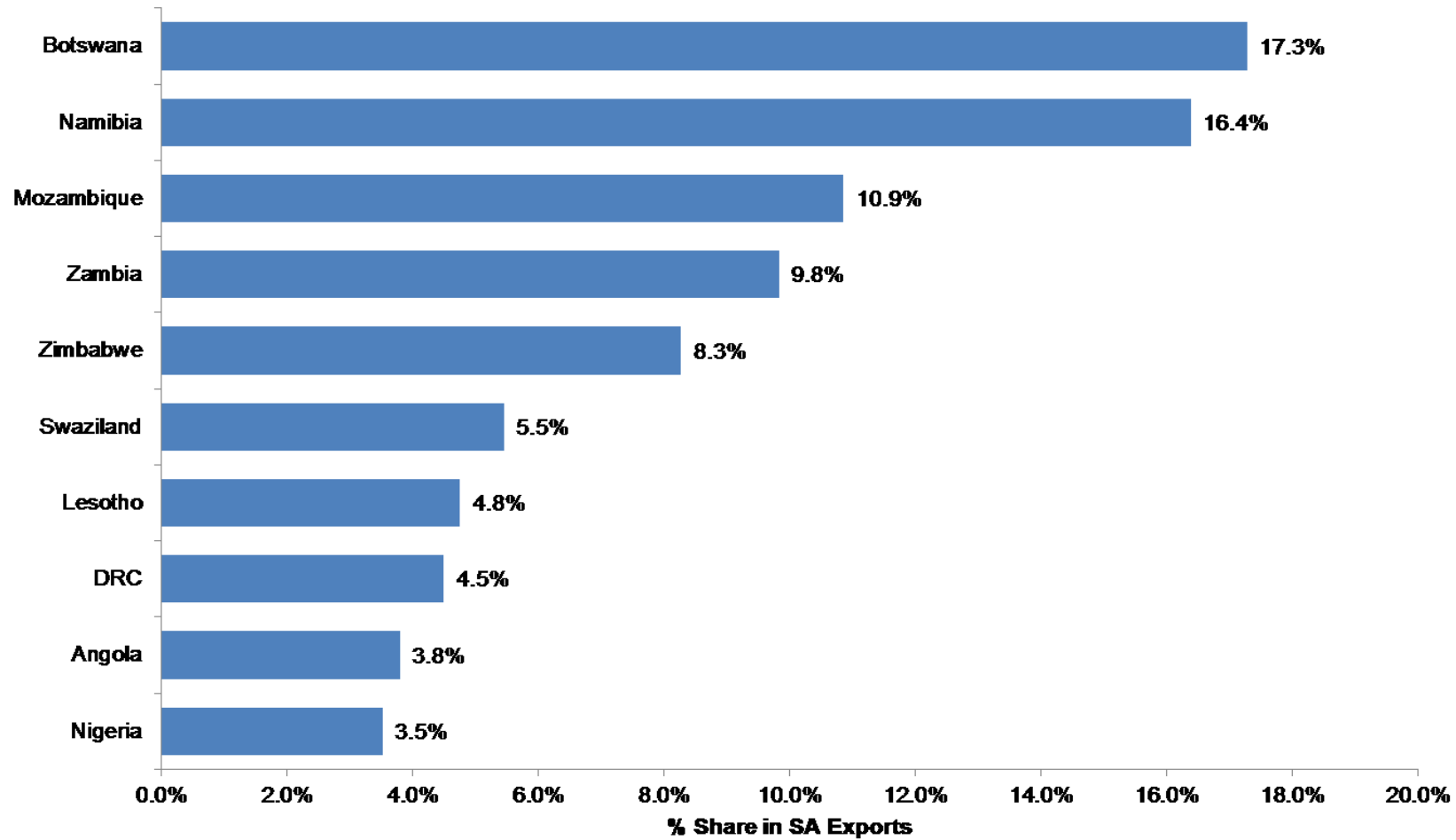


Share of SA Exports to RoA



Source: Quantec

Top-10 Export Destinations in RoA 2006 - 2016



Towards Increased Intra-Africa Trade and Intra-Africa Investments

The creation of **Trade Invest Africa** in **the dti** is meant to promote intra-Africa trade by championing South Africa's economic integration in the continent through implementing an outward investment-led trade strategy.

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Who We Are

- Launched on 15 July 2016, **Trade Invest Africa** is an initiative of **the dti** aimed at increasing South Africa's exports and investments to the rest of Africa (RoA).
- **Trade Invest Africa** also works closely with governments and business in the rest of the continent to create sourcing relations and facilitate exports to South Africa. This being our direct contribution to increasing the levels of intra-Africa trade.
- **Trade Invest Africa** supports 'Development Integration' by identifying infrastructure and industrial projects in RoA aimed at trade facilitation.
- **Mandate:** implement an outward investment-led trade strategy towards RoA.

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Strategy

- Sector specific and project driven initiative.
- Hybrid structure of missions to promote SA Inc. approach.
- Encourage South African companies' establishment in rest of Africa.
- Sector Priorities:
 - ❖ Energy.
 - ❖ Mining.
 - ❖ Agriculture.
 - ❖ Manufacturing.
 - ❖ Infrastructure.

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Our Objectives

- To position South African entities and companies (SA Inc.) as the preferred suppliers of value-added goods and services to the RoA.
- To uncover trade and investment opportunities for SA Inc. in the RoA.
- To assist South African businesses already operating in RoA to resolve any market access issues.
- To assist South African business with market entry strategies for RoA markets.

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Our Offerings

- **Trade Invest Africa** facilitates for South African business all necessary services related to trade and investment on the continent.
- The focus is specifically on export ready companies that have identified the African continent as a market for their products.

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Our Offerings



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Our Offerings

1) Access to Capital

- **Trade Invest Africa** works with various institutions to facilitate access to capital. Financial support is provided through leveraging SA DFIs and **the dti** for:
 - ❖ Export insurance financing.
 - ❖ Export market exploration support.
 - ❖ Export promotion financial support.
 - ❖ Infrastructure and industrial project funding.

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Our Offerings

2) Access to Markets

- **Trade Invest Africa** facilitates access to market opportunities through:
 - ❖ Undertaking sector and project-specific business missions to the continent.
 - ❖ Unlocking trade and investment opportunities through government-to-government engagements.
 - ❖ Addressing non-tariff barriers to trade and investment.

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Our Offerings

3) Non-Financial Support (G to G support)

- Government negotiations of bilateral/multi-lateral economic cooperation agreements.
- Addressing non-tariff barriers to trade and investment.
 - ❖ Joint Commission for Cooperation (JCC)
 - ❖ Joint Trade and Investment Commission (JTIC)
 - ❖ Bi-National Commission (BNC)

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Key Priorities

- **Trade Invest Africa** prioritizes all infrastructure and industrialization projects across the continent.
- The main focus is on projects which presents cross border opportunities to stimulating regional integration (cross-border corridors).
- Improve commercial presence in North, West, East and Central Africa.

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SOME INSIGHTS IN DOING BUSINESS ON THE CONTINENT AND WEST AFRICA

- Business Culture
- Patience of doing business
- Building Relationships
- Creating Partnerships
- Doing due diligence on Potential Partners
- Understanding the Competition
- Usage of South African Embassies

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