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Department:
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA



EASTERN CAPE EXPORT SYMPOSIUM DRAFT PROGRAM 21, 22 AUGUST 2024 @EAST LONDON ICC

DAY 1 – Wednesday, 21 August

SESSION 1 – PLENARY

08:30		Executive Mayor: Buffalo City Metro	
08:40	WELCOME		
08:40		Premier of the Eastern Cape Province	
09:00	OPENING REMARKS		
09:00		Department of Trade Industry and Competition	
09:30	WORD OF SUPPORT		
09:30		SPECIAL ADDRESS	
10:00		<i>AfCFTA update, progress, key issues and considerations for business</i>	

10:00 – 10:20 : TEA AND RIBBON CUTTING

Premier, Deputy Minister, MEC and Executive Mayors **open the expo** @ ELICC

MEDIA PHOTO OPPORTUNITY FOLLOWED IMMEDIATELY BY **MEDIA BRIEFING**

SESSION 2 - PLENARY

Join us for an in-depth exploration of how small and medium-sized enterprises can successfully navigate and capitalize on international trade agreements and regulations. This session will delve into the intricacies of tariff and non-tariff barriers and their significant impact on global commerce. Our panel of experts will dissect the current regulatory landscape and identify opportunities to harmonize regulations to drive cross-border trade and investment. Through the analysis of key challenges and the exploration of innovative solutions, our speakers will shed light on best practices for fostering a more favorable business environment. Attendees can expect to gain valuable insights into leveraging and maximizing the benefits of trade agreements.

FACILITATED DISCUSSION

WE HAVE TAKE-OFF: Trade with Africa under AfCFTA becoming real

10:20
11:00

On 31 January 2024, South Africa started trading under the African Continental Free Trade Agreement. South African companies can export certain goods duty-free or with reduced duties to several other African countries.

Multinational companies whose products originate in South Africa may also benefit... encouraging multinational companies to invest and manufacture in South Africa.

The launch of preferential trade under the African Continental Free Trade Agreement (AfCFTA), paves the way for South African companies to export duty-free, or with reduced duties, to 12 African countries, including Southern African Customs Union (SACU) countries, plus Algeria, Cameroon, Egypt, Ghana, Kenya, Rwanda, Tunisia and Mauritius.

The potential for growth and increased competitiveness across various sectors is undeniable, making AfCFTA a significant development for South Africa's economy.

This session provides delegates with a real-time update on the status quo and scenarios for future intra-African trade.

<p>11:00- 11:30</p>	<p style="text-align: center;">PRESENTATIONS</p> <p style="text-align: center;">Policy Update concerning South Africa’s trade with the EU</p> <p><i>This session provides delegates with the latest insight and developments concerning trade with EU (SA’s largest trading partner) including urgent issues like The European Union (EU) Carbon Border Adjustment Mechanism (CBAM).</i></p> <ul style="list-style-type: none"> • <i>The EU’s CBAM aims “to put a fair price on the carbon emitted during the production of carbon intensive goods that are entering the EU, and to encourage cleaner industrial production in non-EU countries”.</i> • <i>The EU CBAM therefore applies to certain products imported into the EU from non-EU countries. Initially it will apply only to a limited amount of carbon intensive product categories, including cement, iron and steel, aluminium, fertilisers, electricity, and hydrogen.</i> • <i>The transitional, or pilot, phase of the EU CBAM commenced on 1 October 2023, initially only enforcing a reporting requirement. Once the definitive phase commences on 1 January 2026, the EU CBAM will become a charge levied on the carbon emissions embedded in designated imported products.</i> • <i>The high emissions intensity of electricity generation in South Africa relative to many other countries will mean a large cost differential to the detriment of South African producers as the CBAM expands over time and includes indirect emissions for all CBAM goods.</i> 	
<p>11:30 12:10</p>	<p style="text-align: center;">PANEL DISCUSSION</p> <p style="text-align: center;">Policy Update and commentary concerning trade within BRICS</p> <p><i>Enlarged BRICS – How a new world order can position South Africa for growth? South Africa’s Foreign Minister Naledi Pandor confirmed that Egypt, Ethiopia, Iran, Saudi Arabia and the United Arab Emirates have confirmed they are joining the BRICS bloc after being invited last year.</i></p>	

	<p><i>The five countries join the bloc comprising Brazil, Russia, China, India and South Africa. Join trade experts at this session and learn what new opportunities are presented by an enlarged BRICS and the specific interactions between members.</i></p> <p><i>The BRICS Business Council under the chair of Busisiwe (Busi) Mabusa shares opportunities around:</i></p> <ul style="list-style-type: none"> ☐ <i>Establishment of the BRICS Centre for Industrial Competencies</i> <ul style="list-style-type: none"> ☐ <i>BRICS African JET Centre of Excellence</i> ☐ <i>Launch of the Energy Skills Roadmap</i> ☐ <i>Establishment of a BRICS-Africa WBA Platform</i> 	
<p style="text-align: center;">11:05-11:45 WORKSHOP #1 Export Preparation and Readiness Small Enterprise Development Agency</p> <p style="text-align: center;">11:45-12:30 WORKSHOP #2 Access to finance/Financial considerations and risk in exporting/importing</p>		
<p style="text-align: center;">SESSION 3 – BREAKAWAYS</p> <p><i>The primary objective of this session is to highlight the diverse trade and investment prospects present in various geographic markets, largely governed by trade agreements. Additionally, it aims to address the prominent challenges and effective strategies for optimizing investment returns. By offering valuable insights into the economic context, regulatory framework, and investment benefits, this session endeavors to foster discussions, cooperation, and alliances that can play a pivotal role in creating sustainable economic expansion and industrial progress within the region.</i></p>		
<p>BREAK-AWAY 1</p> <p>12:10 13:10</p>	<p style="text-align: center;">PANEL DISCUSSION</p> <p style="text-align: center;">Opportunities, Constraints and solutions in trading with Europe</p> <p><i>The EU-SADC Economic Partnership Agreement underpins the EU’s position as South Africa’s largest investor and trade partner. EU is SA’s largest trading partner in goods, accounting for 22% of total trade (22% of South Africa’s imports – corresponding to R 399.8 bn - and 22% of South Africa’s exports – equivalent to R436 bn). The South African Reserve Bank has warned however</i></p>	

	<p><i>that the European Union’s (EU) carbon border adjustment mechanism could decimate South Africa’s exports and cost the country thousands of jobs. This mechanism is intended to be used by the EU to put a price on the carbon emitted during the production of goods that enter the economic bloc. It is due to be phased in from 2026 to 2034 and will initially cover imports of iron, steel, cement, aluminium, fertiliser, hydrogen, and electricity but may be expanded in the future</i></p> <ul style="list-style-type: none"> • <i>China and the United States are South Africa’s second and third most important trading partners, accounting for 14.5% and 8% of South Africa’s total trade.</i> 	
<p>BREAK-AWAY 2 12:10 13:10</p>	<p>PANEL DISCUSSION</p> <p><i>AGOA driving profitable trade between South Africa and the United States.</i> <i>Gain insight into AGOA’s newest processes, trends and case studies that attest to the power and mechanisms of the agreement for South African exporters. The U.S. has historically been—and continues to be—a major trading partner for South Africa. The U.S. has been South Africa’s fastest growing export market in recent years. South African exporters have preferential access to the U.S. market, primarily through AGOA and GSP, both of which are non-reciprocal tariff regimes offered by the U.S. Overall, with preferential access through AGOA, GSP, and with the zero-rated general duties, South African exporters have duty-free access to the U.S. market across more than 85% of tariff lines, or 10,000 products .</i></p>	
<p>BREAK-AWAY 3 12:10 13:10</p>	<p>PANEL DISCUSSION</p> <p><i>Opportunities, resources, insights and constraints for Trade with Africa.</i> <i>Mozambique, Botswana, Namibia and Zimbabwe are South Africa’s main trading partners in Africa. These four countries account for 51% of South Africa’s intra-African merchandise trade. Intra-Africa trade constitutes around 20% of total trade with South Africa.</i></p>	

	<p>South Africa's main intra-African trading partners are SACU and SADC members. Its main intra-African exports are light oils, bituminous coal, ferro-chromium, chromium ores, electrical energy, vehicles and non-agglomerated iron ores. Mozambique, Botswana, Namibia, Zimbabwe and Zambia are the main destination markets for South Africa's intra-African exports, importing 67% of South Africa's intra-African exports.</p> <p>South Africa's intra-African imports in 2022 accounted for only 9% of the country's total imports. The African Collective Free Trade Area which is operational and trade agreements with SACU and SADC et al have the potential to accelerate intra-African trade....learn in this session what you need to know to make this happen.</p>	
13:20	DAY 1 WRAP	
13:30-14:30 LUNCH		
11:30-14H00 SITE TOUR : MERCEDES BENZ SA MATCH-MAKING MEETINGS & EXPO VISIT		
DAY 2 – Thursday, 22 August		
SESSION 4 PLENARY		
<p>Join us for an in-depth analysis of the Eastern Cape's value proposition as both an investment destination and trading partner, with focus on the region's key economic sectors and supportive infrastructure including three ports and two special economic zones. The infrastructure, support and incentives of</p>		

the region propel investment opportunity in several key sectors, including agriculture and automotive as well as emerging sectors such as renewables and hemp/cannabis value chain creation which is expected to produce substantial returns to investors and the economy.

Sectoral experts (including industry operators), will unpack and deliberate, providing delegates with unique and poignant insights into the opportunity and realities for enterprises seeking to successfully navigate and capitalize on sizeable opportunity in the region. Our panel of experts will gather around specific sectors, providing an overview, context, status and opportunity together with clarification on the regulatory landscape, obstacles and resources available with the aim of stimulating investment and trade in these sectors.

Attendees can expect to gain valuable insights into optimising investment in the key sectoral value-chains of the Eastern Cape.

09:00
09:30

KEY-NOTE ADDRESS

Wandile Sihlobo, one of the well-known economic commentators on agricultural issues in South Africa, described the Eastern Cape as “the sleeping giant” of South Africa’s agriculture.

World Bank, the Government of South Africa’s National Treasury, and provincial authorities have prepared an agricultural investment framework that aims to see South Africa reach inclusive agricultural growth. What opportunity does this present to investors in the Eastern Cape’s powerful agri sector?

The province already has the largest share of the country’s livestock – 38% of goats, 30% of sheep, 25% of cattle, and about 20% of horticultural crops. It produces more than 15 million kgs of wool a year and more than half of the world’s mohair. The province also has 16% of the country’s milk producers and contributes 26% of the milk produced in South Africa. The Eastern Cape contributes significantly to the domestic agro-industry and to exports. Such potential needs to be harnessed to translate into reduced poverty and increased employment. To achieve this, an inclusive approach to agricultural development should be adopted, to ensure that smallholder farmers benefit from the country’s agricultural sector, which is by far the most diverse and vibrant in Sub-Saharan Africa. For smallholder farmers to be integrated into South Africa’s very advanced

	<p><i>agricultural value-chains, and in particular in the Eastern Cape, there is a need for consistent policy and programs to address the challenges affecting these small producers.</i></p>		
<p>09:00 09:45</p>	<p>FACILITATED DISCUSSION</p> <p><i>The Eastern Cape: Gateway to Global Markets</i></p> <p><i>Participants will have the opportunity to gain valuable insights into the Eastern Cape export and investment strategy, including an in-depth understanding of the support agencies' structure, the range of resources available, and the special relationships involved. Engaging discussions will delve into the various strategies that businesses can utilize to establish and uphold ethical and sustainable supply chains in the global marketplace, addressing logistical challenges and exploring collaboration opportunities. Stakeholders will actively participate in conversations aimed at optimizing trade flows and enhancing overall efficiency.</i></p>		
<p>09:45 11:00</p>	<p>PANEL DISCUSSION</p> <p><i>The Eastern Cape's infrastructure program – driving trade</i></p> <p><i>Delegates gain insight into Eastern Cape infrastructure investments and growth strategy as well as the mega projects positioning the region for trade access. The region's unique coastline with two SEZs and three harbours and related logistical infrastructure, together with large alternate power projects, positions the region as a preferred investment location and export base to reach African and global markets. The session will analyse the current state and future potential opportunities.</i></p>		
<p>TEA 11:00-11:30</p>			
<p>11:30-12:15 WORKSHOP #3 Export Preparation and Readiness 12:15-13:00 WORKSHOP #2 Access to finance/Financial considerations and risk in exporting/importing</p>			

SESSION 5 : BREAKAWAYS

The primary objective of this session is to highlight specific trade and investment opportunities present in various sectoral markets, with a focus on the Eastern Cape's primary industry sectors. It also aims to address the salient challenges and effective strategies for optimizing investment returns. By offering valuable insights into the economic context, opportunity, regulatory framework, and investment benefits, this session endeavors to foster discussions, cooperation, and alliances that help create sustainable and inclusive economic expansion and industrial progress within the region.

**BREAK-
AWAY 1**
11:30
12:45

PANEL DISCUSSION:

Renewable Energy and trade in environmental services, incl sustainable manufacturing and the circular economy

The global drive towards reducing greenhouse gas emissions, the increased availability of green finance, and the associated ambitions of firms and governments to improve their environmental performance are boosting the demand for quality environmental goods and services. It is also creating new markets for recycled materials and products relating to the management of waste and the circular economy.

In South Africa, it is estimated that the hydrogen economy has the potential to add 3.6% to gross domestic product (GDP) by 2050, along with 370 000 jobs. South Africa is already acting with purpose to harness the potential of green hydrogen and if investment is significantly scaled up, green hydrogen can deliver the equivalent of more than one-third of Africa's current energy consumption, increase the collective GDP, improve clean energy supply and empower communities.

The session will assess the current state of renewable energy adoption in the region, explore opportunities in green hydrogen, discuss the role of natural gas in energy security, and address climate change's impact on industries.

BREAK AWAY 2 11:30 12:45	<p style="text-align: center;">PANEL DISCUSSION <i>Stimulating Agricultural & Food Exports</i></p> <p><i>According to the World Economic Forum’s Insight Report — AfCFTA: A New Era for Global Business and Investment in Africa — the free trade area, one of the world’s largest by number of people and economic size, is projected to host 1.7 billion people and oversee \$6.7 trillion in consumer and business spending by 2030.</i></p> <p><i>The deal will be transformative for many of Africa’s industries, but given agriculture’s already central role in the continent’s economy, and its huge potential for growth, agriculture will be a prime beneficiary</i></p> <p><i>South Africa’s agricultural (including red meat) and agri-processed exports have hit record highs and while farming communities and agribusinesses might work to improve productivity on the farms, the ultimate goal for many agricultural commodities producers is to reach export markets.</i></p> <p><i>Achieving this is not only a function of output, but also the various trade agreements that South Africa has with other countries, access to markets and the efficiency of logistical infrastructure locally.</i></p>		
BREAK-AWAY 3 11:30 12:45	<p style="text-align: center;">PANEL DISCUSSION:</p> <p><i>Promoting Automotive Exports from the Eastern Cape – Exploring challenges, opportunities and suggestions on how to solve current challenges, particularly what would be the role of both national and provincial governments.</i></p> <p><i>Around 50% of automotive exports from South Africa are produced in the Eastern Cape.</i></p> <p><i>Exports are the lifeblood of the sector regionally and nationally and the wider economy, including over 150 000 jobs. As legislation increasingly prohibits sales</i></p>		

	<p><i>of the internal combustion engine in SA's largest export markets, alternative markets and products, logistical efficiency and policy need to be enhanced.</i></p>		
<p>BREAK-AWAY 4</p> <p>11:30 12:45</p>	<p style="text-align: center;">PANEL DISCUSSION</p> <p><i>Cannabis and biofibre investment (as part of a Cannabis Strategy) positions Eastern Cape for prosperity</i></p> <p><i>Medigrow, in a R1bn investment over the next few years, has announced that small-scale farmers would be supplied with seeds to grow the hemp plant which would then be processed at the Coega SEZ into oil or isolate for global export. Also outsourced would be the growing of Hemp for the manufacture of hemp cigarettes with over 17,000 outlets that have become available to Medigrow in Europe.</i></p> <p><i>Medigrow concluded a five-year agreement with the Department of Rural Development and Agrarian Reform and with the Educational Resource Development Centre as well as with the body that represents the grower in the EC. The target is 100ha of land use with immediate effect and an additional 1000 ha by September 2024 and 10 000ha by 2029. This will conservatively create 20,000 to 30,000 new jobs in the market. The province has an approved cannabis strategy that allows for commercialisation of cannabis and has already provided support to more than 120 cannabis farmers to acquire hemp permits.</i></p> <p><i>The adjacent Eastern Cape Biofibre facility in the Coega Special Economic Zone (SEZ), targets undersupplied global market of biofibres and composites.</i></p> <p><i>The biofibre facility will be a full-scale, multipurpose manufacturing plant capable of fibre processing, air lathe for making non-woven composites, seed dehulling and cracking bio-oils, including hemp and flax to produce bio-composites.</i></p>		

	<i>This facility will allow emerging manufacturers that intend to produce for export to locate on the SEZ and enjoy the SEZ benefits.....discern with the expert panel what progress has been made and what opportunity awaits.</i>		
12:45	OFFICIAL CONFERENCE WRAP UP		
13:15	LUNCH AND EXHIBITION VISITS B2B MEETINGS		
13:30	SITE TOUR: ELIDZ - 1.30pm-5pm		

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