



the dtic

Department:
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA



20 August 2024: Arrival at Provincial Airport

Flight (TBC)	Arrival of delegates: Provincial Airport	
	Pick up: Provincial Airport Drop off: Hotel	
Transfer to hotel	Check-in: EL ICC / HEMINGWAYS HOTEL	
Welcome Dinner Venue: Zaza Beach Restaurant Programme Director: Mr. Simphiwe Somdyala		
ARRIVAL OF GUESTS 18:30-19H00		
19H00-19H15	Opening & Welcome	Mr. Ayanda Wakaba Chief Executive Officer
19H15-19H25	Introduction of Delegations	Mr. Baphelele Mhlaba Head: Strategic Investments and Infrastructure
19H25-19H55	Welcome Remarks by the Provincial Government	Ms. Nonkqubela Pieters MEC DEDEAT
19H55-21H00 NETWORKING		

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

DAY 1 – Wednesday, 21 August

PROGRAMME DIRECTOR:

Mitch Ilbury

Scenario and intelligence specialist, with a Master’s degree in Intelligence and International Security from King’s College, London. Designer and facilitator of the African Union Emerging Leaders Programme, which he has facilitated for the last 3 years in Addis Ababa. Mitch also leads the team that developed the South African Development Community’s (SADC) Scenarios for its SADC Vision 2050. As a writer, Mitch was the author of a chapter in Fake News: A Roadmap, published by the NATO Strategic Communications Centre of Excellence (2017), which was adopted as evidence in the UK Parliamentary Inquiry into Disinformation and Fake News. He has also co-authored a book with Clem Sunter, titled Thinking the Future: New Perspectives from the Shoulders of Giants, published by Penguin Random House in July 2021

09:00

SESSION 1 – PLENARY

Facilitator: Mbulelo Sogoni, Director General: Office of the Premier

09:00	WELCOME	Executive Mayor: Buffalo City Metro
09:05 09:25	ILLUMINATING THE ECONOMIC ENVIRONMENT: INSIGHTS, ANALYSIS, AND FORECAST FOR INFORMED DECISION-MAKING	Mr. Manqoba Madinane Fixed Income & Commodities Strategist Rand Merchant Bank
09:25 09:35	WORD OF SUPPORT	Deputy Minister: Department of Trade Industry and Competition: Mr. Andrew Whitfield
09:35 10:00	KEYNOTE ADDRESS: GROWING THE ECONOMY THROUGH EXPORT-LED GROWTH: “PREMIER’S VISION”	Premier of the Eastern Cape Province Mr. Lubabalo Oscar Mabuyane

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

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

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

10:20 : 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 favourable business environment. Attendees can expect to gain valuable insights into leveraging and maximizing the benefits of trade agreements.

FACILITATED DISCUSSION

Facilitator: **Duncan Bonnett**

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.

Prof. Salomo Mbai

Agriculture Trade Policy Institute

Mr. Themba Khumalo

Principal Advisor: Value Chains, AfCFTA Secretariat

Mr. Sandile Tyini

Chief Director of Africa- Multilateral Economic Affairs

Dr. Rinaldo Mendiante

SADC Secretariat

Mr. Francois Fouche

GIBBS Business School

Mr. Idriss Mouchili

Program Director Africa: Coega Development Corp

	<p><i>The potential for growth and increased competitiveness across various sectors is undeniable, making AfCFTA a significant development for South Africa's economy.</i></p> <p><i>This session provides delegates with a real-time update on the status quo and scenarios for future intra-African trade.</i></p>	<p>Allen Coltman Head: Regional Sales TxB BB – Business Development ABSA</p>
<p>11:00- 11:30</p>	<p style="text-align: center;">PRESENTATION</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> <p><i>Updated information on the real trade barriers – export from Europe to SA for certain products.</i></p> <p><i>The realities of exports to Europe from SA:</i></p> <ul style="list-style-type: none"> - Citrus, Cars, Meat from SA (vs Botswana – Namibia), Ostrich products and Textiles. <p><i>The role of DTIC and ITAC in the trade policies of SA</i></p> <p><i>What SA companies should take into account when investing outside of SA</i></p> <ul style="list-style-type: none"> - Currency controls - IP legislation as a barrier to investment - Advantages of operating outside of SA - Visa regulations <p><i>International companies of SA active in Europe</i></p> <p><i>International companies active in SA</i></p>	<p style="text-align: center;">Facilitator: Nomsa Gcina Dlamini</p> <p style="text-align: center;">Senior Manager International Trade: Europe & UK WESGRO</p> <p>Luc Fabry Trade and Investment Commissioner Embassy of Belgium</p>

<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?</i></p> <p><i>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>Facilitator: Dr Thapelo Tselapedi, Rhodes University</p> <p>Dr. Mtheza Mtyopo BRICS Business Council</p> <p>Adv Mtho Xulu SACCI / BRICS Business Council SA trade and investment Working Group Leader.</p> <p>Mr Phillip Pengu Mtsweni the dtic</p>
<p>11:05: WORKSHOPS</p> <p>WORKSHOP #1 (11:05-12:00) Product Pitching</p> <p>Workshop #2 (12:05-12:40) International Business Banking</p> <p>WORKSHOP #3 (12:45-13:20) Rules of Origin</p>		
<p style="text-align: center;">12:10: 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><i>The European Union and South Africa have a strategic Partnership aiming to promote economic growth, jobs, human rights and a just green and sustainable future.</i></p> <p><i>Eastern Cape currently exports various commodities to the Italy, Germany, France and Netherlands. However, there is room for improvement. Explore untapped trade and investment opportunities. The session will also seek to explore markets trends, demands, and regulatory requirements in the respective countries. Practical advice on exporting to these countries including certification, labelling, and logistics.</i></p> <p><i>Trade Agreement Guidance: Clarification on trade agreement and how to leverage them to increase exports from the Eastern Cape and to enhance understanding of market requirements and regulations.</i></p>	<p>Facilitator: Mr Gareth Burley, Business Development Manager, Exporters Eastern Cape</p> <p>Ms Pamina Boher Secretary-General: Italian Chamber</p> <p>Mr. Johan van de Hoef Deputy Consul General, Netherland Consulate</p> <p>Dr Stavros Nicolaou Group Senior Executive, Aspen Pharma Group</p> <p>Luc Fabry Trade and Investment Commissioner Embassy of Belgium</p>
<p>BREAK-AWAY 2</p> <p>12:10 13:10</p>	<p>PANEL DISCUSSION</p> <p><i>AGOA driving profitable trade between South Africa and the United States.</i></p> <p><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>Facilitator: Mr. Moloko Leshaba the dtic</p> <p>Mr. Donald Mackay Director, XA Global Trade Advisors</p> <p>Mr. Cosmas Mamhunze USAID ATI Program</p> <p>Mr. Chris Parkin Coti Chocolates</p> <p>Ms. Michelle Constant CEO: American Chamber of Commerce</p>

<p>BREAK-AWAY 3</p> <p>12:10 13:10</p>	<p style="text-align: center;">PANEL DISCUSSION</p> <p style="text-align: center;"><i>Opportunities, resources, insights and constraints for Trade with Africa.</i></p> <p><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><i>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.</i></p> <p><i>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.</i></p>	<p style="text-align: center;">Facilitator: Mr. Micheal Gamwo Head of Africa: Wesgro</p> <p>Ms Nomalanga Gule Regional Trade Advisor, AfCFTA Secretariat</p> <p>Prof. Salomo Mbai Southern African Customs Union</p> <p>Dr. Rinaldo Mendiata SADC Secretariat</p>
<p>13:20</p>	<p style="text-align: center;">High-Level Feedback from Breakaways</p> <p>The session will highlight key areas of concern and opportunities for Eastern Cape exporters including market access, product development, logistics, financing, and skills development. Addressing these issues can help unlock the region's export potential and drive economic growth.</p>	<p style="text-align: center;">Program Director and Breakaway Facilitators</p>
<p>13:30-14:30</p> <p>LUNCH</p>		

14:00:

SITE TOURS

MATCH-MAKING MEETINGS & EXPO VISIT

18:30– 21:00

EXPORTER DEVELOPMENT PROGRAMME GRADUATION CEREMONY & NETWORKING DINNER
VENUE: EAST LONDON GOLF CLUB

DAY 2 – Thursday, 22 August

PROGRAMME DIRECTOR: Lee-Anne Vasi is the Senior Manager Business Development of Nelson Mandela University. She is an active member of organised business entities and a committee member of Exporters Eastern Cape

09:00

SESSION 4 PLENARY

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 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.

<p>09:00 09:30</p>	<p><i>Respected economist Manqoba Madinane, also a popular media contributor and commentator provides an insightful synopsis of South Africa' global trade agreements (incl BRICS, AGOA, AfCFTA and EU), policy developments, challenges and opportunities, which were the focus of Day 1. He now sets the scene for Day 2 with analysis and commentary on South Africa and the Eastern Cape's trade opportunity presented not only by national and global economic trends and emerging trade patterns and disruptions but by sectoral strengths, global demand and the scenarios driving this.</i></p>	<p>Manqoba Madinane Fixed Income & Commodities Strategist Rand Merchant Bank</p>
<p>09:30 10:30</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>Facilitator: Ms. Lee-Anne Vasi</p> <p>Mr. Khaya Zonke Chief Investment Officer, Eastern Cape Development Corporation.</p> <p>Mr. Gareth Burley Business Development Manager, Exporters Eastern Cape</p> <p>Mr. Solomon Engelbrecht Export Development, DTIC</p> <p>Mr Devlyn Naidoo Executive: SARS AGO - South African Association of Freight Forwarders</p>
<p>10:30 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.</i></p>	<p>Facilitator: Ms. Lizelle Maurice</p> <p>Ms. Mpumi Dweba-Kwetana Acting Managing Executive: Central Region Transnet National Ports Authority</p>

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.

Ms. Ayanda Ramncwana

Senior Manager, East London Industrial Development Zone

Ms. Nicola Smith

Local Airport Manager, ACSA

Mr. Baphelele Mhlaba

Head Strategic Investments and Infrastructure
Eastern Cape Development Corporation

Asanda Xawuka

Coega Development Corporation, Executive Manager
for Business Development

11:00-11:30

TEA

10:00

WORKSHOP #3 (10:00-10:55) Market Preparation

WORKSHOP #4 (11:35-12:30) Incoterms

11:30

SESSION 5 : BREAKAWAYS

We invite you to participate in a session designed to shine a spotlight on specific trade and investment opportunities within various sectoral markets, with a keen focus on the primary industry sectors in the Eastern Cape. Our objective is to delve into the salient challenges and effective strategies for optimizing investment returns. By providing valuable insights into the economic context, opportunity, regulatory framework, and investment benefits, this session aims to stimulate discussions, cooperation, and alliances that will play a pivotal role in fostering sustainable and inclusive economic expansion and industrial progress within the region.

<p>BREAK-AWAY 1</p> <p>11:30 12:45</p>	<p>PANEL DISCUSSION:</p> <p><i>Renewable Energy and trade in environmental services, incl sustainable manufacturing and the circular economy</i></p> <p><i>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.</i></p> <p><i>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.</i></p> <p><i>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.</i></p>	<p>Ms Andisiwe Xuma Sustainable Energy DEDEAT</p> <p>Asanda Xawuka Coega Development Corporation, Executive Manager for Business Development</p> <p>Dr Chris Ettmayr Renewable Energy & ICT Sector Manager, ELIDZ</p>
<p>BREAK AWAY 2</p> <p>11:30 12:45</p>	<p>PANEL DISCUSSION</p> <p><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>Facilitator: Ms. Laura Peinke</p> <p>Mr Bongikhaya Dayimani Acting HOD: Eastern Cape Department of Rural Development and Agrarian Reform</p> <p>Brent McNamara CEO, Agri Eastern Cape</p> <p>Beauty Mokgwamme</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>Mohair SA</p> <p>Lukhanyo Nkombisa General Manager, Citrus Growers Association South Africa</p> <p>Akho Skenjana Senior Manager, Agri Processing & Manufacturing ECDC</p> <p>Alexander Toto Team Leader, EU-SADC EPA Support Programme</p>
<p>BREAK-AWAY 3</p> <p>11:30 12:45</p>	<p>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 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>Facilitator: Guy Rich Executive Director, GMR Strategic Management</p> <p>Andreas Brand CEO of Mercedes-Benz South Africa and Executive Director for Manufacturing</p> <p>Dr Paulo Fernandes CEO, Automotive Industry Holdings</p> <p>Mr Nduduzo Chala COO, NAACAM</p> <p>Mr Mikel Mabasa CEO, NAAMSA</p>
<p>BREAK-AWAY 4</p> <p>11:30 12:45</p>	<p>PANEL DISCUSSION</p> <p><i>Cannabis and biofibre investment (as part of a Cannabis Strategy) positions Eastern Cape for prosperity</i></p>	<p>Facilitator:</p> <p>Meike Wetsch, Coega Development Corporation: Lead - Capital, funding and investment unit.</p> <p>Edgar Adams</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. The province has an approved cannabis strategy that allows for the 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 an undersupplied global market of biofibres and composites.</i></p> <p><i>The biofibre facility will be a 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. 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 panel what progress has been made and what opportunity awaits.</i></p>	<p>Managing Director, Medigrow</p> <p>Dr Shiksha Gallow Director: Holistic Integrative Healing Institute</p> <p>Dr Sunshine Blouw Cannabis development specialist, Eastern Cape Rural Development Agency</p> <p>Dr. Kenny Tenza Business Development, CSIR</p> <p>Andy Radford The Composites Group</p>	
<p>12:55-13:20</p>	<p align="center">High Level Feedback from Breakaways</p> <p><i>The session will highlight key areas of concern and opportunities for Eastern Cape exporters including market access, product development, logistics, financing, and skills development. Addressing these issues can help unlock the region's export potential and drive economic growth.</i></p>	<p>Breakaway Facilitators</p>	
<p>13:20-13:30</p>	<p align="center">OFFICIAL CONFERENCE WRAP-UP</p>	<p>Ayanda Wakaba CEO, Eastern Cape Development Corporation</p>	
<p>13:30</p>	<p align="center">LUNCH AND EXHIBITION VISITS B2B MEETINGS</p>		
<p>14:00</p>	<p align="center">SITE TOUR: ELIDZ – 14:00pm-5pm</p>		

DRAFT