



the dti

Department:
Trade and Industry
REPUBLIC OF SOUTH AFRICA

GLOBAL EXPORTERS PASSPORT PROGRAMME

CAPACITY BUILDING FOR SOUTH AFRICAN EXPORTERS

Introduction

The Global Exporter Passport Programme (GEPP) is a training developed by **the dti** to provide export training to South African small, medium and large enterprises. It is a key component of the National Exporter Development Programme (NEDP) which is a pillar of the Integrated National Export Strategy (INES). The programme aims to prepare companies to be export ready and be sustainable in the export markets. The GEPP is delivered in partnership with various stakeholders at National, Provincial and Local level.

The training involves frequent export readiness assessment of participants to ensure that appropriate interventions can be recommended or provided for companies. The actual training is provided over four phases of both formal and informal workshop training over 1-4 days.

Phases	Name of the Courses
Phase 1	Introduction to Exporting
Phase 2	Planning for Exports
Phase 3	Market Entry
Phase 4	Global Exporting

Export Readiness Assessment

The Export Readiness Assessment aims to assist companies to analyse their readiness to explore and enter export markets. This also allows **the dti** to recommend or provide relevant interventions to individual companies as per the result of the assessment. The assessment is based on a questionnaire format covering five areas comprising of:

- Company Operational Readiness.
- Product Readiness.
- Marketing Capability.
- Financial Capability.
- Export Planning.

Phase 1: Introduction to Exporting

The first phase of the GEPP provides foundation training for enterprises on issues, modalities and benefits of exporting. Designed to train enterprises on basic export skills, understand the export terminology, international trading environment, Incoterms principles, understand fundamentals of foreign market research and the concept of cultural barriers. The phase includes three registered SAQA units standards (US 252429; US 252418; US 252437) which provide a total of 16 credits towards the qualification National Certification: Export Administration (SAQA ID: 96401).

The Introduction to Exporting training covers the following topics planned to be delivered for duration of four days.

- Complete export cycle,
- Differences between local and international trade
- Mode of transport,
- Methods of payment,
- Foreign currencies and exchange controls,
- Export documentation
- Freight cost elements
- Duties & VAT
- Customs procedure and declarations
- Role players in the export value chain and their responsibilities (customs, clearing agents)
- Tariff & non-tariff barriers
- Trade Regulations
- Incoterms
- Insurance methods and techniques

Outcome: Understanding Export Cycle, Process and Logistics

Phase 2: Planning for Exports

Planning for Exports focuses on extensive training on market analysis and development of a company's export strategy and plan. The phase includes two registered SAQA units standards (US 243218; US 243215) which provide a total of 12 credits towards the qualification National Certification: Export Administration (SAQA ID: 96401). The training is delivered over a duration of four days, covering the following topics:

- Conduct market research to amass data from external sources and within the company.
- Conduct competitor analysis.
- Investigate the existing import infrastructure of the target market country (ies).
- Range: air, rail, harbour and road, distribution networks, banking and financial, e-commerce and communications networks.
- Conduct product and/or service tests and demonstrations.
- Develop a market entry strategy.
- Develop a product strategy.
- Develop a pricing strategy.
- Develop a promotion strategy.
- Develop a distribution strategy.
- Produce and manage an export marketing plan.

Outcome: Development of an Export Marketing Plan

Phase 3: Market Entry

This training aims to address market entry issues, targeting specific markets based on a developed Export Marketing Plan. The training also assists enterprises with the implementation of their Export Marketing Plan.

The training is offered for duration of three days, covering the following topics:

- Doing Business in a Specific Region.
- Market Access Issues.
- Customs and Taxation.
- Product Branding for a Specific Market.
- Market Research.
- Export Finance.
- Export Marketing.

Outcome: Understanding Specific Export Markets

Phase 4: Global Exporting

The last phase aims to frequently provide training and engagement between the dti, stakeholders and exporters on current and relevant issues that impact on exports and exporters. The training is delivered through one day workshops in partnership with stakeholders and relevant experts in the particular topic of exports. The possible areas of focus include:

- Current developments in the international markets.
- Latest opportunities and treats affecting the export market.
- Developments in Trade Protocols and Agreements.

Outcome: Understanding of current Export Issues

Contact

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