

# Wesgro Export Advancement Programme



Are you exporting or planning to export?  
Are you an established business?  
Do you have a unique product or service?  
Now gain a competitive edge in the export arena!

**Wesgro**  
export advancement programme



Wesgro, the official Tourism, Trade and Investment Promotion Agency for the Western Cape invites you to apply for the Export Advancement Programme (EAP).

The **EAP** is designed to provide Western Cape companies with the necessary tools and technical assistance to build their global competitive capacity. This programme enables local businesses to expand into international key markets, stimulating job creation, and promoting the participation of Small, Medium and Micro Enterprises (SMMEs) in foreign trade.

## EXPORT TRAINING COURSE

Avocational training tool in international trade designed to build export competence within companies, the export training course provides expertise, knowledge and provides a network needed to help businesses grow internationally, through training and export coaching. Offered in seven non-consecutive online training sessions, the EAP combines theory with practical assignments based on the day-to-day business operations. The modules covered are:

### Module 1: Fundamentals of Export Trade

#### Export cycle

- Export Registration
- Process to Establish Possible Export Requirements
- Process to Establish Possible Import Requirements (country / product)
- Trade Agreements
- Differences Between Broker / Agent / Distributors etc
- Export Marketing: Understanding Uncontrollable Factors
- Trade Shows
- Guidelines for an Export Ready Company

### Module 2: Financial Risk Management

- Exchange Control Rules and Regulations
- Managing Exchange Rate Fluctuations & Dealing with Different Exchange Rates when Exporting / Importing
- Methods of Payment

### Module 3: Logistics

- Packing; packaging
- Influencing factors in selecting different modes of transport for export

### Module 4: Costings and Incoterms® 2020

- **Transport method, Incoterm®** and the risks related to each, taking the product and infrastructure of both the exporting and importing country into consideration as well as the buyer's own infrastructure
- What are the different **methods of payments** available to the exporter and importer
- What are the **risks and costs** attach to each
- Which party to the **contract of sale** is responsible to procure marine insurance?
- **Costing:** How costings are calculated related to weight or dimensions of the order
- **Negotiation:** Negotiations should include risk evaluation and understanding of Incoterms®
- **Contracts:** Formal contracts when and what they are
- **Production:** Do's and don'ts of production requirements based on cargo packing and labelling requirements as per the import country requirements
- **Logistics:** Investigating cost-effective logistical processes
- **Documentation:** documentation requirements for the importing country

### Module 5: How to compile a quotation and general Q&A

- Compiling a quotation by considering applicable risk factors as per previous sessions.

**Aim:** To increase the competitiveness of the companies in the international market.

**Qualifying criteria:** Western Cape companies | footprint in the local market | offering a product or service | turnover less than R50 million.

**Apply for the Export Training:** <https://forms.office.com/r/fYMjemwLzP>

## 1. EXPORT MENTORSHIP

**After the Export Advancement Programme, Western Cape companies can apply for :**

### • One-on-One Export Specific Mentorship

After the successful completion of the set assignment during the export training course, companies can apply for One-on-One Export Specific Mentorship. Following the application, a basic assessment of the company's export processes will be conducted, and a joint agreement pertaining to the implementation of practical export processes will be developed. Using goal-orientated methods and established timelines, exporters are provided with practical guidance to become export-ready, or to improve their trade capacity, increasing their competitiveness in international markets.

**Apply for one-on-one export mentorship:** <https://forms.office.com/r/KMbH75LVEb>

### • Business Improvement Mentorship (PUM)

PUM is a Dutch based program that runs a mentorship program in developing countries for SME's addressing specific business needs. Wesgro facilitates the engagement of the PUM mentors with Western Cape exporters over its duration (maximum 2 weeks in person). The mentors work with the exporters in developing business areas as identified by the SME. The skills transferred by the mentors are tailored to the exporter's requirements, which are enhanced by the PUM mentors' extensive global experience. PUM provides this as an independent service with no commercial links.

**To qualify for the PUM mentorship intervention companies should::**

- have a minimum of **10 employees**
- have a **turnover of less than R50 million** per year
- have their **own products or services**.
- be a **Western Cape registered** business
- be **producing** and supplying the local market
- be preferably a **Historically Disadvantaged Businesses** (HDIs)

**Apply for PUM:** <https://forms.office.com/r/XapFjiQif6x>

## EXPORT TALKS

Webinars provide new and established exporters with on-the-ground and current information including opportunities, and threats and barriers to entry, in a particular market. The forums' focus is on priority and potential markets for strengthening Western Cape's exports. This is specifically for companies entering or expanding into new foreign markets to develop an understanding of the market.

**Suggest Topics of interest:** <https://forms.office.com/r/QwhKnihsVd>

## EXPORT MISSIONS

The aim is to market Western Cape companies to international markets to attend exhibitions and meet potential buyers, distributors and developing partnerships. The programme affords companies the opportunity to scan the market (as identified by Wesgro and the dti) and identify related opportunities and threats for their business, pricing issues and competition within a particular market. This programme is aligned to the dti export assistance schemes (i.e. Export Marketing and Investment Assistance (EMIA), Sector Specific Assistance Scheme (SSAS) and National Pavilions). Through these missions, exporters are introduced to the market, and/or expand their reach, by marketing and promoting their products and services. The outcome of this initiative is to provide access to export markets, marketing Western Cape companies in foreign markets.

**Qualifying criteria:** Western Cape companies | footprint in the local market | offering a product or service | turnover less than R50 million.

**Apply for Export Missions:** <https://capetradeportal.com/for-western-cape-exporters/wesgro-trade-missions/>

## Speak to the team

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