



An initiative by Trade & Investment Kwazulu-Natal



**A FULL WEEK OF ACTIVITIES DEDICATED TO GROWING KWAZULU-NATAL'S EXPORT BUSINESSES AND INDUSTRIES**



**1-5 OCTOBER 2018**

Inkosi Albert Luthuli International Convention Centre

Strategic partners



[www.exportweek.co.za](http://www.exportweek.co.za)

# THANK YOU FOR JOINING EXPORT WEEK 2018



## TIKZN Creating a successful export platform through KZN Export Week

It is a great pleasure to welcome you to this our Annual Export Week 2018, which continues to mark new chapters for our exporters, to highlight and celebrate KwaZulu-Natal's Exporting companies' successes and to encourage our emerging and existing companies to diversify their marketing strategy and look at export market opportunities. Through a comprehensive programme of activities, it will provide professional development and information on growth sectors and market opportunities to KwaZulu- Natal's new and existing exporters and internationally focused businesses.

Exporting creates many opportunities for the companies and the economy, it offers the advantages of a larger market with greater economies of scale, it provides an opportunity to grow and sustain business operations and it enables the province to attract investments and new business, thereby creating employment opportunities. Export Week training programme seeks to encourage seasoned exporters to help and nurture new exporters grow their businesses and develop new markets.

KwaZulu-Natal's strategic location creates an easy and an enabled environment at which companies can get their products to the world markets. Our two ports, Durban – the busiest container handling port and Richards Bay, largest break bulk cargo port, one would need to ask themselves, why you should not take advantage of your pristine location in order to get your products to new markets.

In this summit, you will hear from our own KwaZulu-Natal companies on how they have been able to make it as successful exporters into different markets. As KwaZulu-Natal, we will be placing the highest premium in forging trade relations with those countries that we regard as the future growth centres. In particular, taking advantage of the African Continental Free Trade Area (AfCFTA) endorsed by the African Union Extraordinary Summit that took place in March 2018. The AfCFTA will boost intro-Africa trade and create a bigger market of over 1 billion people with a GDP of approximately \$2.6 trillion that will unlock industrial development. In this regard, our investment and trade missions will prioritise the African countries in order to strengthen the bonds of doing business with them.

We would like to wish all participants every success during the week of deliberations.

**Mr Neville Matjie**  
**Chief Executive Officer**  
**Trade & Investment KwaZulu-Natal**



“ *My experience was fruitful, I met exceptional and knowledgeable people. I look forward to sitting on the panel one day and sharing my business experience.* ”

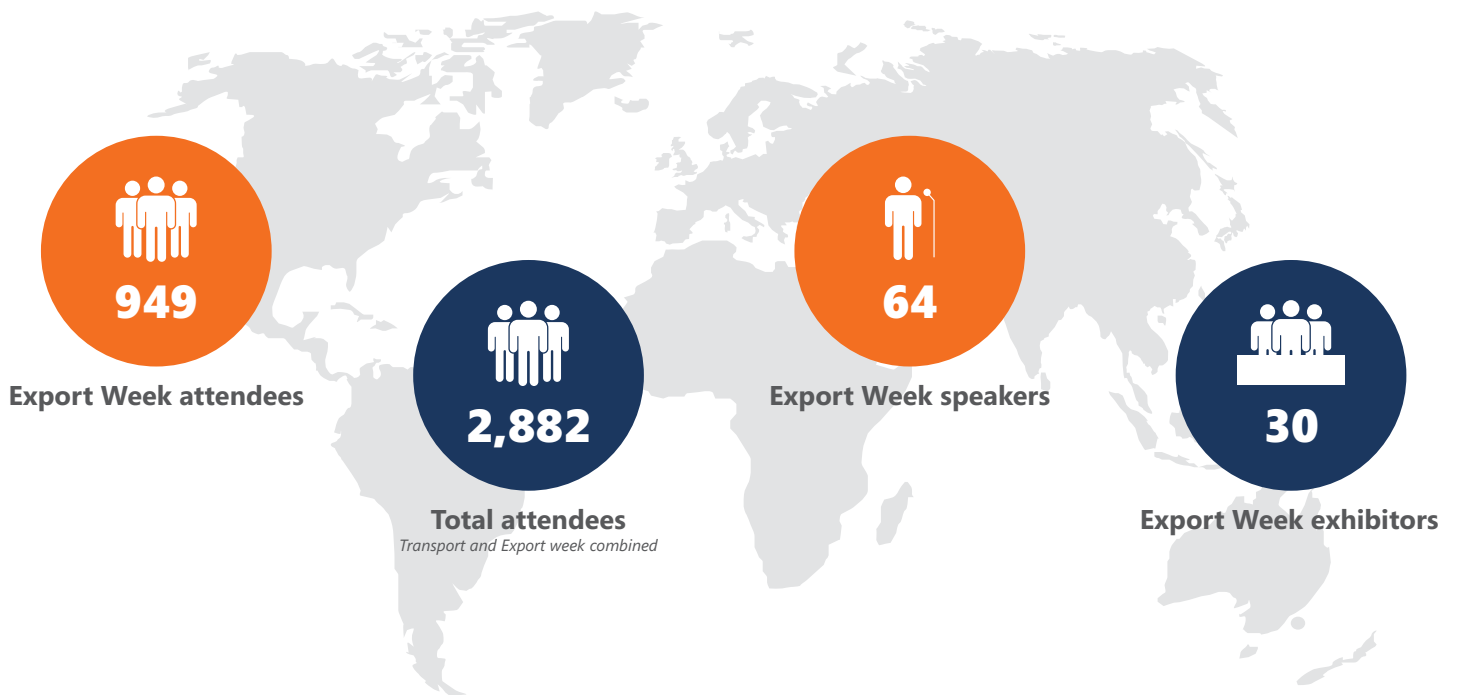
Puroshini Moodley, Advance Plastics c.c - Visitor

## Thank you to our 2018 Export Week exhibitors



# EXPORT WEEK DEMOGRAPHICS AND ATTENDANCE

## Attendee overview



## Countries represented



## Sponsors and media partners





# MEDIA COVERAGE 2018

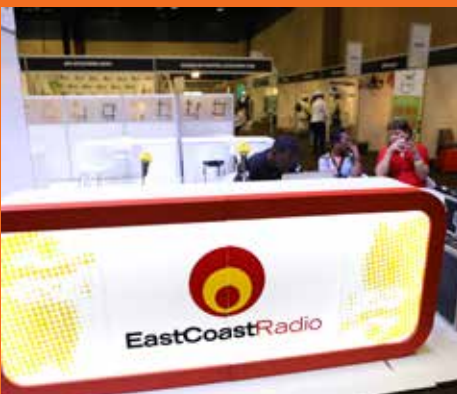


**Our multi-channel marketing campaign included emails, telemarketing, sms, street pole adverts and mobile trailers**



“ *Export Week has been an exceptional experience, especially for an SMME.* ”

Nadweshti Cooppan, High Definition Creations (Pty) Ltd - Delegate



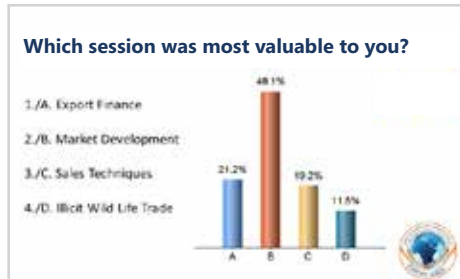
## Media in attendance

- AfriRen Media
- Britt World Wide - business worldwide
- Chessboard Online Magazine
- Connect World Television
- CWTv, East Coast Radio
- Exhibition Photos
- Freight and Trading Weekly (FTW)
- Independent Media
- Independent Newspapers
- ITV Networks
- KZN Industrial and Business News
- Logico
- Noseweek
- SA Shipping News
- SABC News
- Siyathuthuka FM
- SMME News
- Tabloid Media
- Vuma103

# A HIGHLY INTERACTIVE EVENT

A live audience response system was used throughout the event!

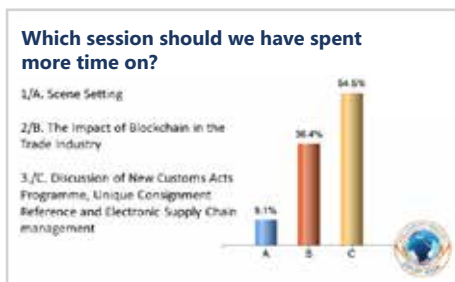
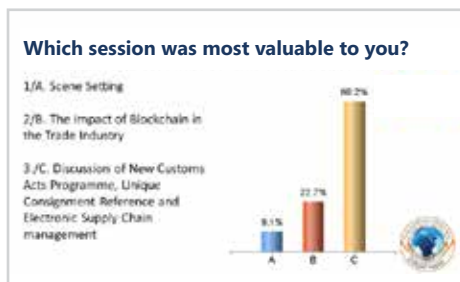
## Emerging Exporter Session



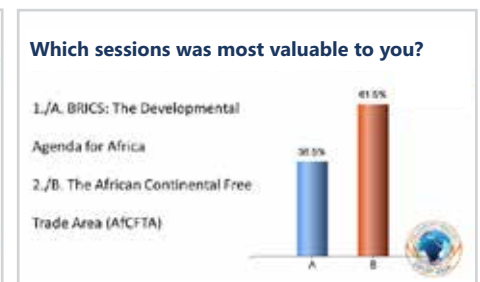
## Export Finance Session



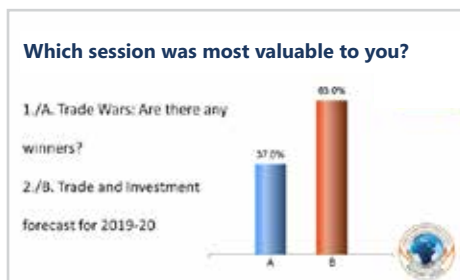
## Master Class Session



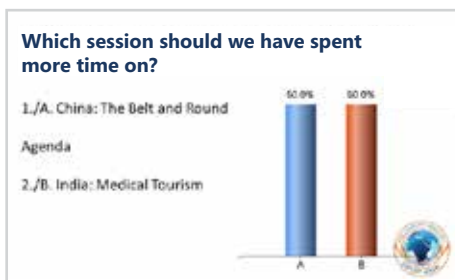
## BRICS & AfCFTA Session



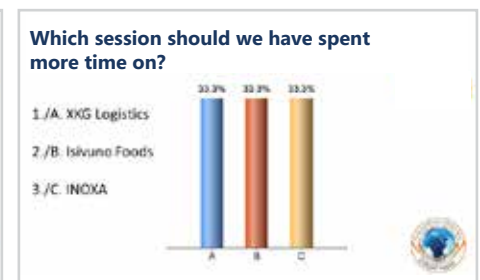
## Trade Wars Session



## China and India Session



## Socio Economic Transformation Session



“

*A fantastic master class, a well thought out program of speakers and great opportunity to network with business and government.*

”

Richard Green, LC Packaging - Visitor

