

WESGRO EXPORT ADVANCEMENT PROGRAMME

Wesgro's **Export Advancement and Promotion (EAP)** programme is designed to provide companies with the necessary tools and technical assistance to build the competitive capacity and allow entry or expansion into key international markets, stimulate job creation, and promote broader participation of Small, Medium and Micro Enterprise Enterprises (SMMEs) to the economy and to broaden the export base. **Export Advancement Programme (EAP)** aim to reach a wide spectrum of Western Cape companies that exhibits high export growth potential.

1. EXPORT TRAINING

This Export Training course combines theory with practical assignments based on the day-to-day operations businesses. The export training runs over 5 non-consecutive days of training and consists of the following modules:

- Module 1: Orientation to Export
- Module 2: Preparing to Export and developing an Export Marketing Plan
- Module 3: Finance – Methods of payment
- Module 4: Cost and Logistics
- Module 5: Incoterms 2010

Aim: To increase the competitiveness of the companies in the international market upon completion of this intervention.

Qualifying criteria: Western Cape companies | footprint in the local market | offering a product or service.

2. EXPORT MENTORSHIP

Mentorship programme consists of two elements and only after completing the Export Training companies could sign-up for:

- **One-on-One Export Specific Mentorship**

The One-on-One Export Specific Mentorship is implemented after the completion of the export training course. The basic criteria is the successful completion and submission of the set assignments during the course. A basic assessment of the current export processes will be conducted and a joint agreement pertaining to the implementation of practical export processes will be developed. Specific goals are set that's linked to a timeframe and will be achieved by providing exporters with practical guidance in order to implement the set goals to become export ready or to improve their exports and to be more competitive in the international markets. Practical guidance will be provided to participants to implement the agreed goals. These will be follow-up and signed off after implementation.

- **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. The mentorship program runs over a maximum period of two weeks. Wesgro facilitates the engagement of the PUM mentors with Western Cape exporters. The mentors work with the exporters in developing certain business areas that needs improvement 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.

an inspiring place to do business



To qualify for the mentorship interventions companies should:

- have a minimum of **10 employees**
- have a **turnover of up to 50 million** per year
- have their **own products** or **services**.
- be a **Western Cape registered** business
- be **producing** and **supplying** the local market
- be aligned to the following **priority sectors** - agri-processing and agribusiness, oil and gas, business process outsourcing & ICT, renewable energy, wholesale and retail and manufacturing
- be preferably a Historically Disadvantaged Businesses (HDIs)

3. EXPORT SEMINARS - *pertaining to export markets and sectors*

Seminars are geared at exporters who require information on entering or expanding into new markets. This forum provides new and established exporters with on-the-ground and current information including opportunities and threats and barriers to entry in a particular market. The focus is on the priority markets and new 'opportunities' markets with particular potential for strengthening Western Cape's exports. This is specifically for company entering or expanding into new foreign markets to develop an understanding of the market.

Qualifying criteria: Western Cape companies | footprint in the local market | offering a product or service.

4. OUTWARD SELLING MISSIONS - *focus on various market and sector as per the Wesgro business plan*

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 threats and opportunities 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 this activity, exporters are introduced to the market and or expand their market reach by marketing and promoting their products and services. The outcomes of this initiative is to access to export markets and marketing export company in foreign markets.

Qualifying criteria: Western Cape companies | footprint in the local market | offering a product or service.