

THINKING BEYOND THE OBVIOUS

# 2nd Annual Africa Trade & Exports Conference



**22 - 23 February 2011**

Southern Sun Grayston Hotel,  
Sandton, Johannesburg



SETA Accreditation No. 2502

**Global  
Prospectus**

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# Overview

The shift in global economic power was in the recent news, bringing to light South Africa's trade movement towards the east and the south. (Looking south and east for growth by John Battersby, 15 October 2010, SouthAfrica.info) With China, now recognized as one of the largest economies, eyeing investment opportunities in Africa; Africa has opened more of its doors not only to international trade partners but to its neighbours as well.

The 2nd Annual Africa Trade & Export Conference examines the progress made as a result of the merged trading bloc between COMESA, SADC and the EAC, as well as the implications of China trading with Africa. One of the main objectives of this event is to highlight the developments, challenges and opportunities in facilitating trade in Africa. The agenda also includes an exploration of export opportunities available to the African continent into high growth developing economies now that their traditional trade partners, such as the US and Europe, have had sluggish recovery from the global economic crisis.

Engage with trade experts and position your business for growth as you take advantage of the current shift in the global economic power.

## Benefits of attending

- Discuss the prominence of Regional Trade Agreements within Africa
- Improve trade by identifying different customs valuations methods
- Redefine risk transfer models and elaborate on mitigation methods
- Gain perspectives on opportunities in the African export market
- Maximise your export trade potential through mechanisms which facilitate trade
- Overcome the obstacles in logistics which cause inefficiencies

## Who should attend?

- Trade Officers
- Managing Directors
- Importers and Exporters
- Trade Promotion Officers
- Directors
- Logistics Managers/Directors
- Trade Facilitators
- Sales & Marketing Executives
- Economists
- Programme Officers – Trade
- Client Service Managers
- Business Intelligence Officers
- Operations Managers
- Export Officers

## Expert panel of speakers

<b>Willie Shumba</b>	<b>Senior Officer: Trade and Customs, SADC Secretariat</b>
<b>Mwansa Musonda</b>	<b>Senior Trade Adviser, COMESA Secretariat</b>
<b>Abdullah Verachia</b>	<b>Business Division Head, Frontier Advisory</b>
<b>Marcela Guerrero Casas</b>	<b>Policy and Advocacy, Fairtrade</b>
<b>Corey Holmes</b>	<b>Consultant, Randburg Chamber of Commerce and Industry</b>
<b>Niel Joubert</b>	<b>Director, Trade Law Chambers</b>
<b>Pieter Steyn</b>	<b>Managing Director, Werksman Africa</b>
<b>Lodewyk Meyer</b>	<b>Partner, Bowman Gilfillan</b>
<b>Luke Doig</b>	<b>Senior Manager, Investments and Economic Services, Credit Guarantee Insurance Corporation</b>

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Chief Executive Officer - Dhevaraj Pillay  
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# Conference Agenda |

## Day One 22 February 2011

**08:30 – 08:55** Registration and early morning refreshments

**08:55 – 09:00** Welcome remarks by chairperson

**09:00 – 10:00**

### Establishing best business practices for trading in Africa

- Discussing the implications and business benefits of the merger between COMESA, SADC and EAC
- Overcoming the challenges for countries in overlapping and conflicting groups
- Determining how trade facilitation is being made possible in Africa

**Willie Shumba, Senior Officer: Trade and Customs, SADC Secretariat**

**10:00 – 10:15** Networking over mid-morning tea

**10:15 – 11:15**

### Regional Trade Agreements within Africa

Discussing the prominence of Regional Trade Agreements

Highlighting the implications of the number of RTAs on the Multilateral Trade System

**Niel Joubert, Director, Trade Law Chambers**

**11:15 – 12:00**

### Africa trade corridors: linking the markets

- Challenges and benefits of obtaining multilateral support
- Managing without the usual security of a developed trade services infrastructure: redefining risk transfer models and mitigation methods
- Update on regional trade
- Regional trade facilitation reform and infrastructure investment
- Using PPP to promote sustainable development
- Understanding the local financial infrastructure and credit environment in the emerging market

**Mwansa Musonda, Senior Trade Adviser, COMESA Secretariat**

**12:00- 13:00**

### Will the troubles facing Europe force exporters to look at alternative markets?

- The turmoil in Europe has seen South African exporters to the region reappraise prospects for this market while also considering other markets/regions
- Identifying where the highest export payment risks exist
- Is Africa a dark hole for exporters or is the region deserving of greater attention?
- A credit insurer's view on export developments

**Luke Doig, Senior Manager, Investments and Economic Services, Credit Guarantee Insurance Corporation**

**13:00 – 14:00** Networking over lunch

**14:00 – 15:30**

### Discussing the economic impact bilateral trade can have on emerging countries such as India and South Africa

- Evaluating trade relations between global powers and emerging countries
- Conducting an economic comparison between India and South Africa
- Investigating the activities of both countries in establishing themselves as prominent world players in international trading
- Pinpointing and overcoming obstacles such as logistics
- Examining the discrepancies in South Africa's mining industry and the implications on mineral export
- Determining the best way emerging markets can get their exports to global giants more efficiently

**Corey Holmes, Consultant, Randburg Chamber of Commerce and Industry**

**15:30-15:45** Networking over mid-afternoon tea

**15:45-15:50** Summary and closing remarks

AGENDA

# Conference Agenda

## Day Two 23 February 2011

**08:30 – 08:55** Early morning refreshments

**08:55 – 09:00** Welcome remarks by the chairperson

**09:00 – 10:00**

### **The implications of China investing in and trading with Africa**

- Evaluating China's concessional financing model for infrastructure development
- China's impact on regional integration in Africa
- Implications for Africa with China as the continent's #1 trade partner
- How should African economies strategically respond to China?

**Abdullah Verachia, Business Division Head, Frontier Advisory**

**10:00 – 10:15** Networking over mid-morning tea

**10:15 – 11:15**

### **Discussing the opportunities given by Fairtrade to the sustainable development of South Africa's businesses**

- Examining how to bring greater equality in local and international trade
- Connecting commercial buyers with certified small-scale and commercial producers
- Building supply chains that are officially certified against a developmental and sustainable agenda

**Marcela Guerrero Casas, Policy and Advocacy, Fairtrade**

**11:15 – 12:15**

### **Customs valuation: How this can improve trade on the continent**

- Background and general overview of customs valuations
- International rules on customs valuations
- The different valuation methods
- Customs valuation and transfer pricing
- Remaining implementation challenges in Africa

**Pieter Steyn, Managing Director, Werksman Africa**

**12:15 – 13:00**

### **Minimising legal risk when trading across borders in Sub Saharan Africa**

**Lodewyk Meyer, Partner, Bowman Gilfillan**

**13:00 – 14:00** Networking over lunch

**14:00 – 14:15** Conference summary and closing remarks

AGENDA

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22 - 23 February 2011

Southern Sun Grayston Hotel,  
Sandton, Johannesburg



## Registration Form

GPW M2

Fax Completed Registration Form To: +27 11 781 6044

Company Name: \_\_\_\_\_

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**Delegate 1:** \_\_\_\_\_

Position: \_\_\_\_\_ E-Mail: \_\_\_\_\_

**Delegate 2:** \_\_\_\_\_

Position: \_\_\_\_\_ E-Mail: \_\_\_\_\_

**Delegate 3:** \_\_\_\_\_

Position: \_\_\_\_\_ E-Mail: \_\_\_\_\_

**Delegate 4:** \_\_\_\_\_

Position: \_\_\_\_\_ E-Mail: \_\_\_\_\_

**Delegate 5:** \_\_\_\_\_

Position: \_\_\_\_\_ E-Mail: \_\_\_\_\_

### AUTHORIZATION: Signatory must be authorized to sign on behalf of Company

Name: \_\_\_\_\_

Position: \_\_\_\_\_

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*Global Prospectus Training (PTY) Ltd will not be held liable for travel and accommodation costs. The conference fee includes: conference material, lunches and refreshments, but excludes travel & accommodation.*

**GLOBAL PROSPECTUS TRAINING (PTY) LTD.**

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