

# TEDA AND THE DTI CONTINUE TO SUPPORT TSHWANE EXPORT COMPANIES



The Tshwane Economic Development Agency (TEDA) hosted a 4 day exports training in partnership with The DTI at Manhattan Hotel on 31 October 2017 to 4 November 2017. The training is a continuation of TEDA's commitment to developing the export sector in Tshwane in partnership with the Department of Trade and Industry.

TEDA has previously hosted similar export training seminars which served as platforms to introduce and support the export community of Tshwane to the export value chain.

The 4 day programme was defined by interactive sessions facilitated by a subject matter expert in the identified topics for discussion, attendees participated in group discussion and were also assessed on their understanding and competencies of the discussions.

The objectives of this training was to capacitate the companies to be export ready and to prepare them to meaningfully exploit export opportunities in order to increase the market for their products.

The Succeeding in Exports Training covered the following export topics:

## MODULE 1

- Business Strategy
- Strategy Design
- Market Research

## MODULE 2

- Building an export plan
- Reasons for exporting
- Market Research

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