To: All Media

Attention: Editors/Journalists

For Immediate Release

19 August 2014

***TEDA & The DTI join hands to support SMME’S in the export sector***

The Tshwane Economic Development Agency (TEDA), a municipal entity of the City of Tshwane and The DTI will be hosting an export awareness workshop on Friday, 22 August 2014. One of TEDA’s core objectives through its Trade and Investment Unit is to promote the export of goods and services that are manufactured or produced in the City of Tshwane as well as to support the development of existing and potential exporters within the city.

The objective of the export awareness workshop is to capacitate emerging exporters within the City of Tshwane with the necessary information to enable them to participate in the sector. The seminar was developed in accordance with the New Growth Path which advocates for increased access to export markets by local companies through a stronger focus on exports to regions and other growing economies in order to achieve 5% growth rate annually as articulated in the NDP.

The export seminar will take the form of training workshop and it will cover the following topics:

* Overview of exporting
* Benefits of exporting
* Role players within the export value chain
* Basic concepts of exporting and competitiveness
* Pricing of products for export markets
* Export documentation
* Overview of export logistics

The seminar aims to attract companies that are not export ready but would like to develop their business with a possibility of exporting their products to international markets.

**The event will be held as follows:**

**Date: 22 August 2014**

**Venue: TEDA Offices: 349 Eco Origin, Which Hazel Avenue, Eco – Park, Centurion.**

**Time: 08:30am – 11:30am**

RSVP DATE: 20 August 2014

RSVP: Tebogo Mphephu on [Tebogomp@Tshwane.gov.za](mailto:Tebogomp@Tshwane.gov.za)

Issued by TEDA Marketing and Communication

Enquiries: Paseka Rakosa

Tel: 012 358 6516/17 or 082 429 1862

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