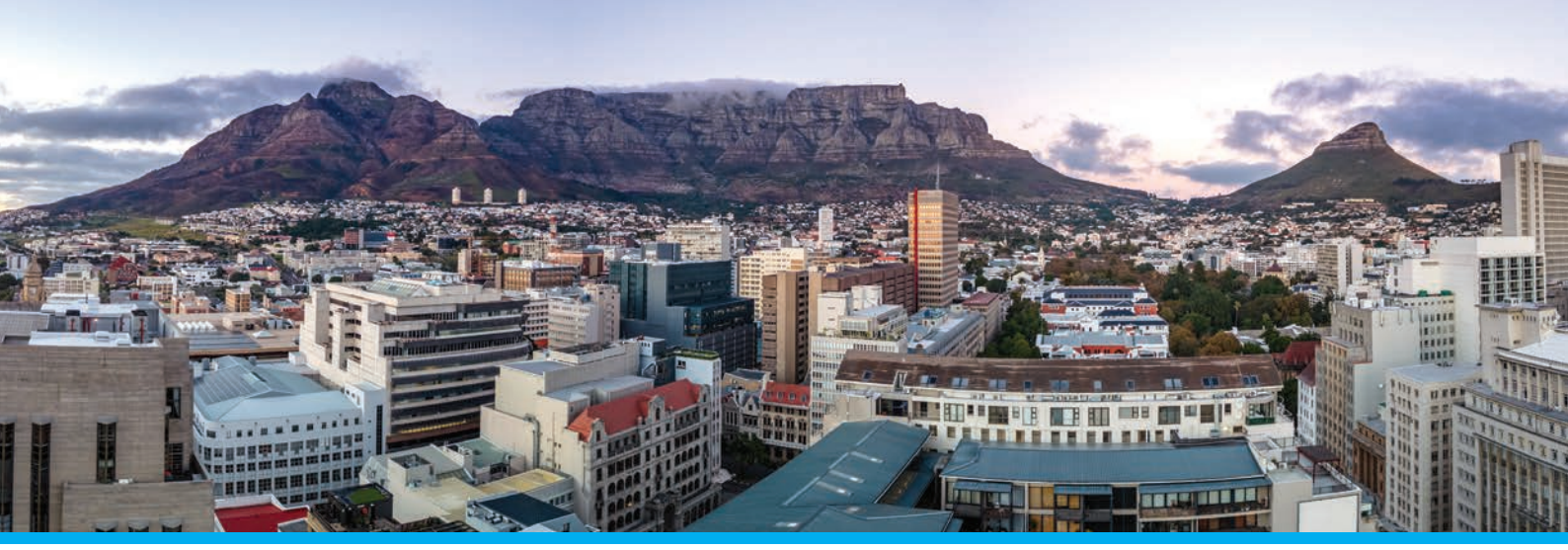

Are you exporting or planning to export?
Are you an established business?
Do you have a unique product or service?
Now gain a competitive edge in the export arena!

MADE IN THE CAPE
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WESGRO
export advancement programme

Wesgro, the official Tourism, Trade and Investment Promotion Agency for the Western Cape takes pleasure in inviting you to participate in our Export Advancement Programme. This is an opportunity for Western Cape companies to improve their international trade management knowledge.

The training is targeting established businesses with exciting and unique products working with sales and export-related tasks within the Western Cape.

The Export Advancement Programme is a vocational training tool in international trade designed to build export competence within companies globally. This programme provides the expertise; knowledge and network needed to help businesses grow internationally and offers a blend of company practice, export coaching in local seminars in standardised training modules.

This highly subsidised series of workshops which comprises of 5 modules offered over seven online training sessions, will on completion, enable you to increase your competitiveness in the international arena. You will be given the tools to implement sound strategies in your business that will help you exploit international market opportunities and combat threats in the local market.

To qualify and benefit from this valuable opportunity you must: have a product or service that you are currently supplying to the domestic market; be a registered business that is operational for six months and more; have a reasonable turnover and be registered on the Cape Trade Portal www.capetradeportal.com

Details of customised Export Advancement Programme – Online via Zoom

Module 1: Fundamental of Export Trade (2 sessions)	13 & 14 January 2025
Module 2: Financial Risk Management (2 sessions)	16 & 17 January 2025
Module 3: Logistics	20 January 2025
Module 4: Costings & Incoterms 2020	21 January 2025
Module 5: How to compile a quotation; general Q&A	22 January 2025

The zoom link for the webinar will be shared with participants before the training starts.

Time: 09h00 – 13h00
Cost: No charge
RSVP: eap-rsvp@wesgro.co.za
Enquiries: nomandla@wesgro.co.za
Interested? Apply by 02 January 2025

Click here to complete questionnaire and register: https://forms.office.com/r/fYMjemwLzP

We can only accommodate a limited number of companies. Dates are subject to change. Participation subjected to qualifying criteria.

WESGRO WEBINAR