



Trade, Investment Promotion and Economic Development Programme (TIPEd)



Advanced Programme

**“BUILDING CAPACITY AND EXPERTISE TO PROMOTE TRADE
AND INVESTMENT IN SOUTH AFRICA”**



UNIVERSITY OF
KWAZULU-NATAL[™]
INYUVESI
YAKWAZULU-NATALI

**EXTENDED
LEARNING**

Endorsed by:



Introduction to Trade, Investment Promotion and Economic Development Programme (TIPED)

Programme Overview and Objectives

The Trade, Investment Promotion and Economic Development Programme (TIPED) is designed to provide a seamless pipeline to build South Africa's capacity to lead and manage strategic and sustainable investment, both inwards to the country and in building the country's export capacity to global markets, in line with the strategic goals and objectives of key stakeholders. The stated strategic plans, included in the National Development Plan, provide a useful benchmark against which to assess progress being made.

TIPED is highly customised to provide relevant and rigorous high level, experiential learning to understand the 'why' (context) and historical perspective of investment across key regions and sectors, using the latest thought leadership, as well as focusing on the 'how' (processes and systems) critical to achieving desired trade and investment outcomes through optimal management and leadership, and the 'what' (content) consisting of new knowledge and best practice that is critical in ensuring successful economic growth and developing strategic investment.

Delegates will be engaged and supported by academic practitioners, experts and thought leaders, both local and international. Where feasible, real time case studies and business examples will be reviewed and analysed with the actual investors and stakeholders, to assess the value, risk and long term benefits of investment initiatives.

The assessed component of the programme will include team-based and individual assignments, focusing on the strategic priorities, opportunities and challenges of sponsoring organisations.

Key Learning Outcomes

- Understanding the context of global economic development and the international investment landscape (including China, Singapore and Africa)
- Increased knowledge of the drivers of international trade, investment and foreign direct investment
- Competency development in investment promotion strategies, tools and techniques for marketing and branding a country and region, including public relations and communication planning and systems
- Managing international partnerships and alliances, and regional collaboration
- Understanding key financial concepts and increased financial literacy, including capital structuring and investment, and Public-Private Partnerships
- Performance management, values, ethics and culture change
- Revenue generation, commercial ventures and new markets
- Governance, regulation and sustainability
- Leading complexity, change and uncertainty
- Strategic Project Management





Programme Design

The advanced programme will consist of two modules of two days each, to be offered over two months.

The programme is designed to be relevant to the needs of stakeholders and participating organisations, with a unique focus on doing business in Africa. Key points of departure will include the latest best practice and developments across significant trading regions and countries, including Singapore, UAE (Dubai), Brazil, China and India.

A blended learning approach will ensure that delegates have access to content via a dedicated website for the programme to engage and optimise the learning experience over the two modules.



The resources of the region will also be examined, with a focus on the upgrade and development of manufacturing capabilities along the East Coast of Africa in underpinning trade and investment, particularly with Asia. Trade and investment synergies to be developed between countries along the Eastern Seaboard of Africa, including the East3Route initiative, will be included.

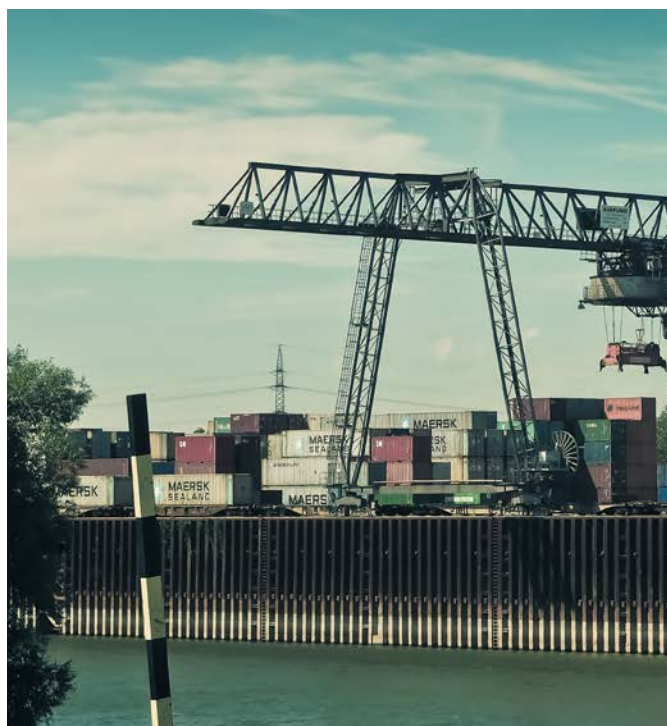
Duration

Advanced Programme
Four days (2 modules – 1 per month)

An optional international module (5 working days - one week) may be developed for graduates of the programme. This will be priced separately to the programme. Further information is available upon request.

Pricing

The Programme fee of R13 300 (incl. VAT) covers tuition, instruction material, lunches and refreshments.



Programme Content

Outline of the broad themes to be covered in each module:

Advanced Programme

Module 1

Business Development and Marketing Strategy

Session 1

Investment Marketing, Promotion and Processes

- Trade and Tourism
- Free Trade Zones and Investment Corridors
- Foreign Economic Policy and Drivers
- B2B and B2C Alignment and CRM
- Sources of Competitive Advantage
- Alignment to National Imperatives (NDP, DTI, SIPs)

Session 2

New Markets for Growth and Sustainability

- Commercial Ventures and Revenue Generation
- Innovation and Technology -Commercialisation
- Entrepreneurship and SMME Opportunities for Growth

Module 2

Towards an Empirical Business Model for Strategic growth

Session 1

Planning and Key Deliverables

- Stakeholder Management
- Local Economic Development - Applied
- Revenue and Costs
- Aftercare and Maintenance: Monitoring and Evaluation Techniques
- Operational Efficiencies and Effectiveness
- Cash Flow and Business risks
- Market Research, Ratings Agencies and Feasibility Studies

Session 2

Integration of Programme

- SA Going Global - Doing Business in Africa
- Application and Comprehensive Case Study



Facilitators and Speakers include



Neville Matjie

Neville is an Executive Manager: Strategy and Operations at Trade and Investment KwaZulu-Natal responsible for the TIKZN strategy, stakeholder management, policy advocacy and the TIKZN Gauteng branch office. Neville has worked for TIKZN for more than 11 years, as GM for Export Development and Promotion, GM Business Retention and Expansion and GM for Investment Promotion focusing on the manufacturing sector. Neville was previously employed by the Durban Chamber of Commerce and Industry within the International Trade and Research Division for over five years. He holds BA Com (UniWest), Post Graduate Diploma in Business Management (UKZN), Master of Science in Investment Promotion and Local Economic Development, Edinburgh Napier University (Scotland), Export Documentation and Processes (School of Shipping). He is a member of the Institute of Directors, and sits on the board of the Zululand Chamber of Business Foundation.



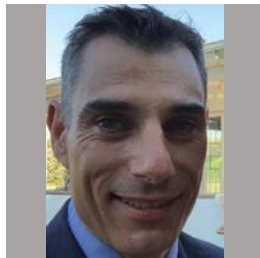
Dr Jennifer Houghton

Jennifer completed her PhD in urban geography at UKZN in 2010 and undertook a post-doctoral research at the University of the Free State from 2010-2012. From 2012, she has been involved with the Regional and Local Economic Development Initiative (RLEDI) in the Graduate School of Business and Leadership at UKZN and managed the project from 2014 to mid-2016. Currently, Jennifer is involved in multiple projects focused on research and capacity building needs within South Africa, including an assessment of national climate change research, the development of an institute to support capacity development for aerotropolis developments in Africa, and supervision of postgraduate economic development research.



Dr Mogie Subban

Mogie is a Senior Lecturer at UKZN's College of Law and Management Studies teaching and supervising both at undergraduate and postgraduate levels. Her field spans all related aspects of public sector management (including public finance in national, provincial and local spheres, disaster risk management, development planning) and research in higher education. She holds the following qualifications: B.Admin, Hons, M.Admin (Cum Laude) and D.Admin from the former University of Durban-Westville and UKZN. She has over 22 years' experience both in corporate and the public sector and also served as HoD (former Technikon Natal, now DUT) for several years.



Bruce Ellison

Bruce is a strategy expert who develops proprietary solutions focused on implementing sustainable results, including strategy formation, planning and reporting, policy formulation and project ownership and implementation. He has worked with companies including Alexander Forbes, Old Mutual, SAB, SABC, and SARS regionally and world-wide. Bruce has a B.Sc. Hons. in Geography from Durham University and a Post Graduate Diploma in Economics and Social Studies from the University of Oxford. He has developed a deep understanding of international customs and trade following a near two-decade relationship with South African Revenue Services, latterly supporting SARS's modernisation into a World-Class Tax and Customs Institution.



Andre Kruger

Andre heads the Africa Investment & Integration Desk (AVID) at the NEPAD Business Foundation. He has worked in the Finance and Banking sector for most of his extensive career, with Barclays Africa as a Public-Private Partner (PPP) specialist and with ABSA Bank as a finance specialist. Andre completed his MBA at the University of Pretoria, and has extensive knowledge and experience of cross-border capital and infrastructure financing and investment.



Professor PD Rwelamila

Professor Rwelamila researches and teaches project management and is based at UNISA's School of Business Leadership. His areas of specialisation include project management, project delivery systems, influence of culture on project management, and construction on industry development. His research interests are appropriate project delivery systems, best practices in construction on industry development, public private partnerships (PPPs) in infrastructure development, construction on industry policy, culture in organisation, TQM and project dispute resolution on methods. In 2005, Prof Rwelamila was the second most cited academic in the research area of project management in the world.

About us:



UKZN Extended Learning (UEL) is committed to enrichment through lifelong learning, by providing high quality credit and non-credit bearing short courses and academic programmes in collaboration with schools and colleges of the University of KwaZulu-Natal. In a fast-changing environment, developing relevant and useful skills and knowledge, and the capacity to deliver results, is more important than ever. Our courses are designed using the very best methods by combining content, based on both tried and tested results, and recent cutting edge research, with interactive experiential teaching and learning from local and international faculty and guest speakers.



Productivity SA is established in terms of section 31 (1) of the Employment Services Act, No. 4 of 2014 as a juristic person with a mandate to promote employment growth and productivity. At Productivity SA, we believe in the power of productivity. Our goal is to lead and inspire a productive South Africa, thereby growing the economy and increasing our country's competitiveness within the global market. The mandate of Productivity SA is to enhance the productive capacity of all South Africans. Productivity SA aims to be the champion of productivity in South Africa and carry out its mandate and strategy by highlighting the fact that productivity matters and that productivity has influential consequences on the growth of our economy.



Trade & Investment KwaZulu-Natal (TIKZN) is a South African trade and inward investment promotion agency, established to promote the province of KwaZulu-Natal as an investment destination and to facilitate trade by assisting local companies to access international markets. The organisation identifies, develops and packages investment opportunities in KwaZulu-Natal; provides a professional service to all clientele; brands and markets KwaZulu-Natal as an investment destination; retains and expands trade and export activities and links opportunities to the developmental needs of the KwaZulu-Natal community.



Gauteng Growth and Development Agency (GGDA) was developed by careful planning, targeted implementation and a tight focus on building local and regional economies for sustainable livelihoods, enhanced economic competitiveness and the creation of an enabling environment for growth. The GGDA was established in 2012 following merger between Gauteng Economic Development Agency (GEDA) and Blue IQ Holdings (Pty) Ltd. The move to merge the two entities formed part of a broader restructuring operation aimed at enhancing the role of the Gauteng Provincial Government in driving investment, growth and innovation in the provincial economy.

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