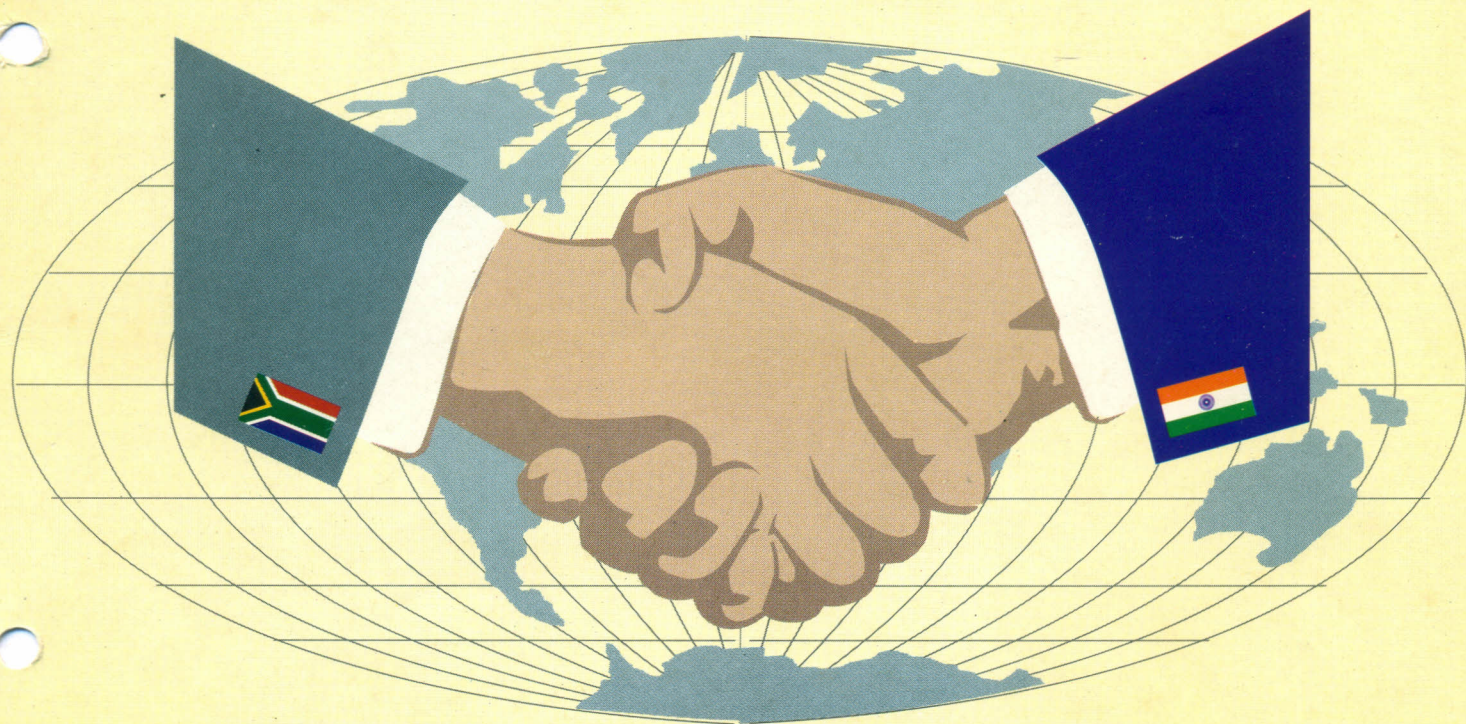


WORKSHOP ON
**HOW TO DO BUSINESS
WITH
SOUTH AFRICA**

JANUARY 5-10, 1998



VENUE : EDI CAMPUS

Organised by :



**ENTREPRENEURSHIP
DEVELOPMENT
INSTITUTE OF INDIA**
AHMEDABAD

Sponsored by :

**SMALL INDUSTRIES
DEVELOPMENT BANK
OF INDIA**
(SIDBI)



BACKGROUND

The onslaught of globalisation and liberalisation has made the Indian economy more integrated with the global economy. With gradual disappearance of the protective shield the domestic market is thrown open to international competition. Besides challenges, the liberal environment has also created tremendous opportunities for our entrepreneurs. To exploit these opportunities the entrepreneurs must constantly explore, penetrate and develop new markets in different parts of the world.

To face the challenges of an open economy the small scale enterprises (SSEs), which form a very vital segment of the Indian business, have to gear up to internationalize their business operations. The SSEs have the advantage of adaptability and flexibility, vital for maintaining competitiveness in the international market; but unfortunately lack of knowledge of international business environment, marketing techniques, procedures and formalities of export, forex management and some other factors severely restrict the scope of their export activities. Success of the SSEs in the international market depends upon their ability to overcome the constraints.

As a step towards equipping the existing and the potential small scale entrepreneurs with knowledge of international business and creating awareness about market potential of various countries and products, a series of workshops each dealing with a specific region, is being organised by the **Entrepreneurship Development Institute of India (EDI)**.

The post-apartheid South Africa undoubtedly offers tremendous business opportunities to Indian exporters. All the nine provinces with good infrastructure provide excellent environment for international business and the country has characteristics of both developed and developing economies. After the lifting of trade sanctions, India's trade with South Africa has grown manifold. The Indo-South African bilateral trade has jumped from mere Rs. 6 crores in 1993 to Rs. 1925.5 crores in 1995-96. But this may be only a tip of the iceberg. Opportunities are in abundance. Small and medium enterprises from both nations can gain a lot by getting involved in the process in the right way. Hence, the EDI has organised a six day workshop on "**HOW TO DO BUSINESS WITH SOUTH AFRICA**". Considering the need for enhancement of general export competencies, the workshop also intends to equip the participants with knowledge covering all vital aspects of export business.

OBJECTIVES OF THE WORKSHOP

The main objectives of the workshop are to :

- a) impart necessary general knowledge on export marketing, procedure and documentation, costing and pricing , terms of payment, packaging, export finance and insurance and role of various export promotion organisations;
- b) familiarise the participants with existing business opportunities in South Africa;
- c) discuss with the participants various marketing strategies for promoting exports to South Africa;
- d) identify products which have good market potential in South Africa;
- e) inform the participants about various export promotion schemes offered by SIDBI to small scale exporters ;
- f) explain the participants how to do export through internet ;
- g) bring together on one platform the existing and potential small scale exporters on one hand and the consulate and trade officials of South Africa on the other to facilitate future communication.

PROGRAMME METHODOLOGY

In order to fulfill the above objectives, the workshop has been designed to ensure maximum interaction between the participants and experts on various subjects. Experienced professionals, well-known academicians, industrialists, diplomats and trade officials from South Africa will take interactive sessions. Exporters active in South African markets will also share their experiences with the participants. Substantial written material on relevant subjects will be distributed to the participants.

FACULTY

Faculty for the programme will include experts from EDI, national level export promotion organisations, University of Mumbai, SIDBI and various other financial institutions. The resource persons will also include officials from South Africa, as well as individual entrepreneurs who are highly active in South Africa and experts on electronic commerce.

VENUE AND DURATION

The workshop will be conducted at the EDI Campus, Ahmedabad from January 5-10, 1998.

Time : 10.00 a.m. to 5.00 p.m.

PARTICIPATION

The following categories of people may consider participating in the workshop :

- Small scale entrepreneurs interested in starting export operations,
- Existing small scale exporters who would like to explore the South African markets,
- Potential entrepreneurs.

Number of participants will be limited to twenty-five.

All applications will be carefully scrutinised before selecting a candidate for participation in the workshop.

Since it is a non-residential programme, outstation participants will have to make arrangement for their accommodation.

FEES AND SPONSORSHIP

The programme is sponsored by the **Small Industries Development Bank of India (SIDBI)**.

The participants will have to pay a fee of Rs.4000/- which includes course fee, reading material, lunch and snacks.

If an application is rejected the fee will be returned immediately and the reason for rejection will be given.

CERTIFICATE

At the end of the programme the participants will be awarded a certificate.

APPLICATION PROCEDURE

For application form please contact :

Dr. Abhijit Bhattacharya

Project Director

Entrepreneurship Development Institute of India,

Ahmedabad.

The filled-in application form along with a demand draft for Rs.4000/- in favour of EDI, payable at Ahmedabad has to be sent to the EDI.

Last date for submission of application form is December 15, 1997.

THE INSTITUTE

The Entrepreneurship Development Institute of India, an autonomous body set up in 1983, is sponsored by the apex financial institutions, viz. IDBI, IFCI, ICICI and SBI. The EDI has been spearheading entrepreneurship movement throughout the nation with a belief that entrepreneurs need not be born, but can be developed through well conceived and well directed training. This in turn has led to the emergence of several training programmes in orbit around strategic thrust areas.

Promotion of international business operations by Small Scale Entrepreneurs is one of the main objectives of EDI. The institute has an advantage of wide institutional linkages all over the world to successfully carry out such an activity.

The United Nations Industrial Development Organisation (UNIDO) has declared EDI its Inter-Regional Centre for Entrepreneurship and Investment Training. The activities of this centre will cover many countries from Asia and Africa including some countries from Southern Africa. The prestigious Aga Khan Award winning campus of the EDI is well equipped with state-of-the-art technology and computerised data base giving access to latest information on-line.



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