

EXPORT AWARENESS SEMINARS PRESENTATION

OVERVIEW OF EXPORT READINESS

EXPORT READINESS ASSESSMENT

- Does your company has a product or Service which is available in the domestic Market? **YES / NO**
- Production Capacity – Does your Company have sufficient production capacity to serve domestic and Export Markets? **YES / NO**
- Finance – Does your Company have financial resources to support marketing of your products in the International market? **(Which market have you Identified and which marketing tools are you going to use to market your products in that market?)**
- Finance – Does your Company have access to bridging finance? **(Which Institutions offer bridging finance?)**
- Resources – Staff, Time, Storage facilities and additional Shift requirements. **(Do you have enough staff and storage facilities?)**
- Does your Company understand Export Process, methods of payments and Export Documentation ? **(Have you attended GEPP training ?)**

EXPORT READINESS ASSESSMENT

- **Product Modifications – Can your company be able to modify their products or services according to clients and Country requirements?**
- **Product Standards – Is your product or service meet International standards? E.g ISO, SABS etc.**
- **What is Certificate of Origin? (Which Institutions are mandated to issue certificate of Origin?)**
- **Marketing Plan – Does your company have marketing plan developed for exports markets? (Do you know how to develop a export marketing Strategy?)**
- **Competition – Do you know who are your competitors, their pricing and distribution channels in the market you identified? (What are the systems which you will use to identify your competitors?)**
- **Is your Company willing to participate in the International Trade Shows? (Do you know how to conduct yourself during trade shows?)**
- **Does your product require export permit / Licence? (Yes / No)**

EXPORT



PROCESS AND DOCUMENTS

1 IDENTIFY FOREIGN BUYERS

WHERE

Japan, USA, China, Singapore, Korea

HOW

BETP (Metro Manila), dti (Provinces)

TRADE FAIRS
TRADE MISSIONS
MARKET WEEKS
IN-STORE PROMOTIONS
VISIT FOREIGN EMBASSIES
REFERRALS OVERSEAS

2 NEGOTIATE FOR AN EXPORT CONTRACT

STARTS WITH BUSINESS OFFER

SAMPLES ARE SHIPPED

IF PURCHASE ORDER IS CONFIRMED

3 PREPARE TO EXPORT

CHECKLIST:

- LABELLED, PACKED, & MARKED FOR SHIPMENT
- ARRANGEMENT WITH SHIPPING LINES
- ARRANGEMENT WITH MARINE INSURANCE COMPANIES

FOR SHIPMENT

4 PROCESS EXPORT DOCUMENTS AND TRANSPORT THE GOODS

IF APPLICABLE:

- EXPORT DECLARATION
- COMMODITY CLEARANCE / CERTIFICATE OF EXEMPTION
- AUTHORITY TO LOAD
- BILL OF LADING
- OTHER DOCUMENTS

CERTIFICATE OF ORIGIN, FORM A
GENERAL CERTIFICATE OF ORIGIN
CERTIFICATE OF ORIGIN, FORM C
CERTIFICATE OF SHIPMENT

5 SUBMIT DOCUMENTS FOR NEGOTIATION

PRESENT THE FF:

WITHIN 10 DAYS

- LETTER OF CREDIT
- BILL OF LADING
- COMMERCIAL INVOICE
- OTHER DOCUMENTS
- INSURANCE CERTIFICATE
- PACKING LIST
- CERTIFICATE OF ORIGIN
- COMMODITY CLEARANCE

BANK

6 GET PAID

PAYMENT FOR EXPORTS

BANK

PESO OR FOREIGN CURRENCIES

USD, JPY, HKD, KRW

INTEGRATED NATIONAL EXPORT STRATEGY

EXPORT DEVELOPMENT & SUPPORT SERVICES

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**Trade Opportunity
Match Making
(TOC)**

**Export Advice & Information
(Export Help Desk)**

**Advice on Incentives & Financial
Support**

**Global Exporter Passport
Programmes
(GEPP)**

National Exporters Database Project

**Export Council Support / Industry
Associations**

Integrated Services

EXPORT HELP DESK SERVICES

- Export Advice and Information
- Market Access Information
- Export Process and Export Documentation Information
- Trade lead bulletin
- Business Confirmations
- How to register as an Exporter
- Linking Importers with South African Buyers
- Information on dti Incentives
- Country Profiles
- Access to all dti online Subscriptions e.g Eezy Dex, Kompass etc.
- Calendar of Events (Pavillions, Missions, Seminars etc)
- Trade Statistics
- Export Publications
- DTI Divisions Brochures

