



A FULL WEEK OF ACTIVITIES DEDICATED TO GROWING KWAZULU-NATAL'S EXPORT BUSINESSES AND INDUSTRIES



17 – 21 OCTOBER 2016

Inkosi Albert Luthuli International Convention Centre, Durban

Presented by



Industry supporters



THANK YOU FOR JOINING EXPORT WEEK 2016!

On behalf our Trade & Investment KwaZulu-Natal and the organising team we would like to take this opportunity to thank all the attendees who made the 2016 Export Week a resounding success.

A strong international trade sector is critical to jobs growth and to a strong and competitive KwaZulu-Natal economy. It is essential, especially during difficult economic conditions, to encourage new entrants to help existing exporters grow their businesses and develop new markets.

Trade & Investment KwaZulu-Natal Export 2016 - an annual event that has highlighted the significance of exporting to the KwaZulu-Natal economy and celebrated the success of KwaZulu-Natal exporters.

Through a comprehensive programme of activities, Export Week 2016 has provided professional development and information on growth sectors and market opportunities to KwaZulu-Natal's new and existing exporters and internationally focused businesses.

“ *Thanks, I enjoyed the conference!* ”

Pieter Laubscher, Consulting Economist,
Bureau for Economic Research



“ *From our side , a very big thank you to Anthea, they say dynamite comes in small packages, Now I can agree, she was a star.* ”

Vernon Naidu, Saltrans Logistics



THANK YOU TO OUR 2016 EXPORT WEEK EXHIBITORS



EXPORT WEEK DEMOGRAPHICS AND ATTENDANCE

ATTENDEE OVERVIEW



Attendees in total



Expert speakers



Exhibiting companies

COUNTRIES REPRESENTED



DRC



Ghana



South Africa



Zambia



Zimbabwe

MEDIA COVERAGE FROM ACROSS THE AFRICAN CONTINENT WITH SUPPORT FROM OVER 30 COMBINED MEDIA AND ASSOCIATION PARTNERS LEADING UP TO THE EVENT.



EVENT DEMOGRAPHICS, ATTENDANCE AND PARTICIPATION

GOOGLE ADWORDS

Start Date: 03/10/16



80 clicks

34,555

Impressions

ZAR6.04

Average cost per click

0.23%

Average click through rate

2.6

Average position helps explain where your ad ranks compared to other ads

ftw FREIGHT & TRADING WEEKLY
 FRIDAY 28 October 2016 NO. 2222
 FOR IMPORT / EXPORT DECISION-MAKERS

Junk rating – SA could face 12-year recovery

Lise Comins
 If Standard and Poor's downgrades South Africa to junk status in December, it could take up to 12 years for the country to claw its way back to investment bond status.

This was the warning from Trade Advisory economist, Martin Cameron, who addressed delegates at the KZN Export Summit 2016 in Durban last week.

"International research has shown that where a country goes into junk bond status, if that economy has a concerted plan to work on, it takes between eight to 12 years to get out again so it is a very serious risk to this country and economy in the next two months," he said.

He added that if the downgrade went ahead, it would have a domino effect as international institutional portfolio investors would be forced to follow their rules to divest in a junk status country.

"This is not something an individual trader or investor in an institution can simply override. The moment you go into junk bond status, most of the rules state that you take your money out of that country and put it where it is better rated. And the returns will be better so there will be an automatic outflow based on these rules – never mind people making decisions."

However, he added that big investors were already positively managing their risk and closing down funding lines to firms like the Industrial Development Corporation (IDC), Transnet and Eskom.

"They are not happy in terms of their performance but it will just be aggravated once the country gets a downgrade," he said.

The implications for the economy were that there would be less funding for infrastructure project spending and it would be more expensive to borrow funds internationally. And he pointed out that there was no simple solution to working on getting out of junk status. It took India 12 years to get out of junk status. **Page 12**

Economic 'fire' could be snuffed through exports

South Africa is "on fire" with the civil unrest of student protests because of the underlying problem of slow economic growth which can only be fixed by building a sustainable local manufacturing and export-led economy.

This was the word from Transnet Port Terminals CEO, Karl Sockwa, who urged business leaders to focus on growing the country's manufacturing base to meet local demand and move away from self-interest and dependence on imports.

Sockwa was speaking at the 2016 KZN Exporter of the Year awards dinner held in Durban on Thursday.

He said the export sector had "taken a beating" due to the slowdown in the global economy, including China's reduced demand for raw material exports.

"This has directly affected the growth of the export sector which has had a ripple effect **Page 12**

LINKEDIN

Start Date: 26/09/16



33 clicks

58,713

Impressions

ZAR27.18

Average cost per click

0.056%

Average click through rate

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Clearing The Way Forward

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