

STAKEHOLDER BRIEFING

KWAZULU-NATAL INTERNATIONAL TRADE & INVESTMENT CONFERENCE, EXHIBITION AND BUSINESS-TO-BUSINESS MATCHING

Date: 30 November 2006





KWAZULU-NATAL

Driving the Business of Trade & Investment

SOUTH AFRICA



STAKEHOLDER BRIEFING

KWAZULU-NATAL INTERNATIONAL TRADE & INVESTMENT CONFERENCE, EXHIBITION AND BUSINESS-TO-BUSINESS MATCHING

Presenter: Tozi Mthethwa

General Manager: Marketing & Communications

Date: 30 November 2006



STRUCTURE OF PRESENTATION

- Background
- Trade & Investment Faire 2006
- Context
- Mandate of TIKZN
- Vision of TIKZN
- Mission of TIKZN
- What investors consider
- Building brand appeal
- Key project objectives
- Key project elements
- Trade & Investment conference
- Trade & Investment Exhibition
- Business Matching meetings
- Project Packaging
- Country targeting criteria
- Proposed countries
- Delegate / Exhibitor targeting
- Appointment of service providers
- Project secretariat
- Project timeline
- Budget Estimate
- Conclusion

BACKGROUND

- Held for the first time in March 2006
- Championed by Department of Economic Development
- TIKZN to play a leading role going forward



TRADE & INVESTMENT FAIRE 2006



CONTEXT

- **Not a stand alone event**
- **Part of bigger plans to promote KZN**
- **Supports other initiatives such as Ibandla Campaign, KZN Growth Coalition, etc**
- **Pulling together – yields great results**

MANDATE OF TIKZN

- To identify, develop and package investment opportunities in KZN
- To provide a professional service to all clients
- To brand and market KZN as an investment destination
- To retain and expand trade and export activities
- To link opportunities to the developmental needs of the KZN community



VISION OF TIKZN

To make the Province of KwaZulu-Natal the premier investment destination and the leader in export trade.



MISSION OF TIKZN

- **Brand KwaZulu-Natal as the investment destination and the leader in export trade.**
- **Develop and promote export trade and investment opportunities.**
- **Provide professional and comprehensive investment and export services.**

WHAT INVESTORS CONSIDER

Investor Drivers



- Political stability
- Skills profile
- Infrastructure
- Labour issues
- Regulatory environment (i.e. exchange control, taxation, legal)
- Rail, road, air and sea transport network
- HIV/Aids
- Climate (agri-business)
- Crime
- Corruption
- Facilities

BUILDING BRAND APPEAL



What makes KZN great?



KEY PROJECT OBJECTIVES

- **To promote KZN as a business destination and showcase flagship projects with investment opportunities**
- **To heighten local economic activity through increasing FDI and improve the lives of the people of KZN**
- **To showcase competitive advantages of trading with and investing in KZN and increase trade between the province and other economic regions**
- **To promote innovation and increase competitiveness in key sectors of the economy**
- **To promote and facilitate economic empowerment programmes and public-private partnerships**

KEY PROJECT ELEMENTS

- **Trade and Investment Conference (hosted jointly with UKZN Graduate School of Business)**
- **Trade and Investment Exhibition**
- **Business Matching Meetings**
- **Project Packaging**



TRADE & INVESTMENT CONFERENCE

Hosted jointly with UKZN Graduate School of Business

May have two sessions running parallel:

- a) Business presentations and discussions**
- b) Academic presentations and discussions**

Business presentations – practical issues i.e. funding, Incentives, opportunities, IDP projects, private sector Projects

Academic presentations - GSB



TRADE & INVESTMENT EXHIBITION

- **Platform to showcase products and services**
- **Network, share information and form linkages**
- **Secured 4000sqm at Exhibition Centre**
- **Targeting 200 exhibitors – 50/50 local / international**



BUSINESS-TO-BUSINESS MATCHING

- **Sessions to run parallel to other activities**
- **Pre-booked and scheduled**
- **Local companies – international business protocol**



PROJECT PACKAGING

- Platform to sell tangible projects
- Package specific projects from IDPs and other sources
- Incentives from municipalities

COUNTRY TARGETING CRITERIA

- **Previous or existing relationship with KZN**
- **Previous or current source of investment into KZN**
- **Bilateral trade, political or business agreement with SA**
- **Active in KZN's priority sectors**
- **Already trading with KZN**
- **Has demand for products and services produced in KZN**



PROPOSED COUNTRIES

- **India**
- **China**
- **Europe – Germany, Spain, Italy**
- **Gulf Region – Oman, Dubai, Qatar, Bahrain**
- **Reunion Island**
- **Africa – SADC Region, Cameroon, Kenya, Egypt, Nigeria,**
- **South America – Brazil, Argentina, Chile**



TARGETING DELEGATES / EXHIBITORS

Target: 500 delegates from local and international business sectors and governments

These include:

- **Exporters and importers**
- **DTI foreign economic representatives**
- **Diplomatic community**
- **International chambers and business sector**
- **Academics**



Continued...

- **Local business and chambers**
- **Foreign government departments and agencies**
- **SADC and Sub-Saharan Africa**
- **Service providers working with businesses involved in international trade**
- **Government structures and agencies**
- **Manufacturers**



APPOINTMENT OF SERVICE PROVIDERS

Four areas:

- **Marketing, Communications and Logistics**
- **Fundraising and Delegate Database Co-ordination**
- **Business-to-Business Matching**
- **Project Packaging**



Continued...

Marketing, Communications and Logistics

- creative concept development and management
- branding of the project
- advertising
- publicity
- printed material (brochures and posters)
- website
- logistics requirements for conference, exhibition and business matching meetings
- delegate transportation



Continued...

Fundraising and Delegate Database Co-ordination

- prepare fundraising proposals and implement
- compile delegate lists (local and international)

Continued...

Business-to-Business Matching Meetings

400 companies from targeted countries

Phase 1: Identify participants

Phase 2: Registration and matching

Phase 3: Matching at the event (2 days)

Phase 4: Post event report back

Phase 5: Follow up / aftercare plan

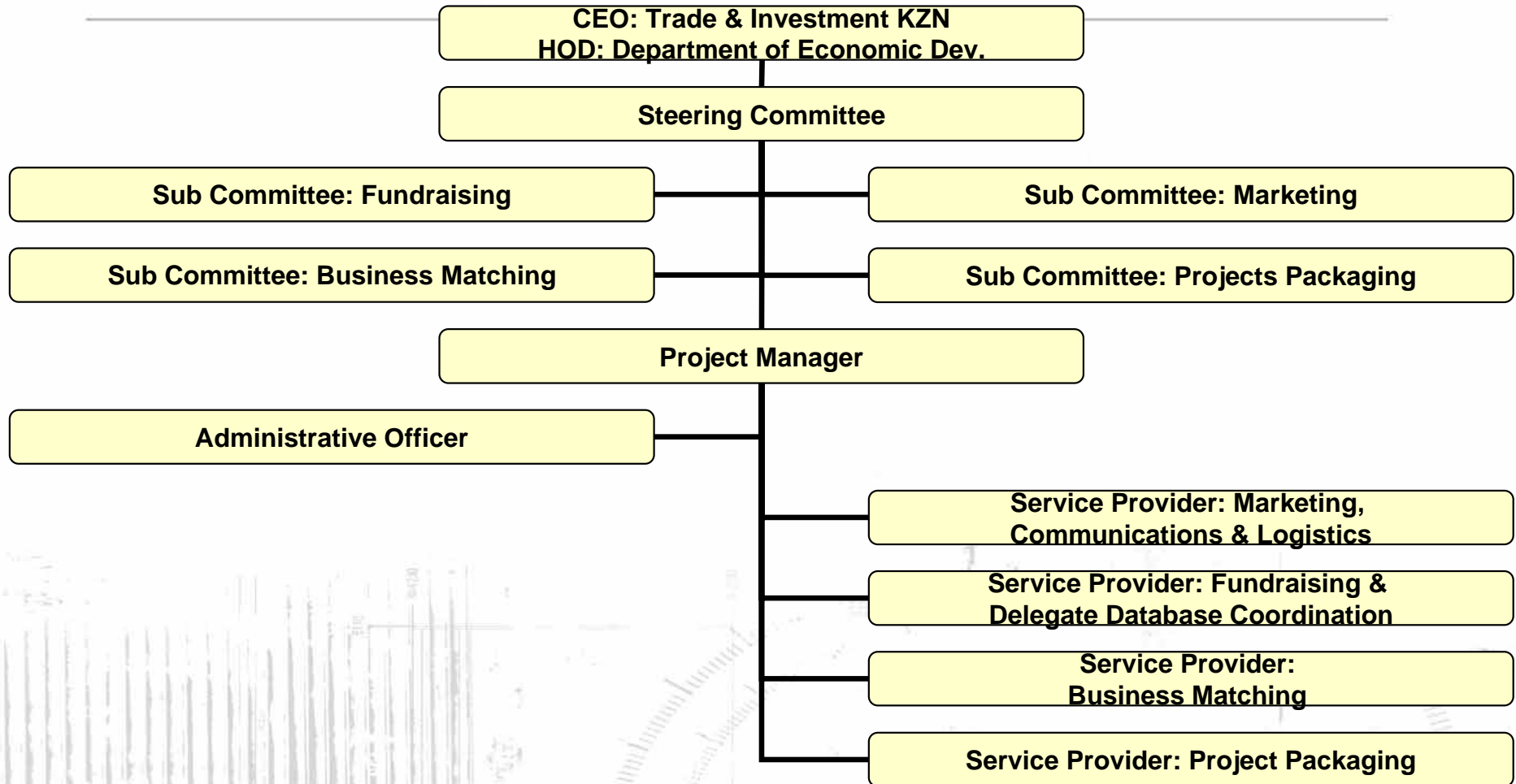


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Project Packaging

- Platform to sell tangible projects
- Package specific projects from IDPs and other sources
- Incentives from municipalities

PROJECT SECRETARIAT



PROJECT TIMELINE

ITEM	DATE
Venue	October 2006
Appointment of Project Manager	January 2007
Appointment of Service Providers	January 2007
Finalize events programme	February 2007
Database compilation	February 2007
Launch event and marketing campaign	March 2007
Stakeholder Update	March 2007

BUDGET ESTIMATE

Source of funding:

- TIKZN
- DED
- Sponsorships
- Delegate and Exhibitor Fees



CONCLUSION

Your role as a stakeholder...

- Share our excitement about the project!
- Get involved – sub committees, input, feedback
- No frills approach – let us keep things simple
- Fundraising
- Endorsers (local and foreign)

Thank You

