



Seda

Export Development Program



WHO IS Seda?

The Small Enterprise Development Agency (Seda) was established in December 2004, through the National Small Business Act as amended (Act 29 of 2004).

Seda was initially formed through the merger of Ntsika Enterprise Promotion Agency, the National Manufacturing Advisory Centres (NAMAC) as well as the Community Public Private Partnership Programme (CPPP). The *Godisa Trust incubation programme*, *Technology Transfer Programme*, and the *SA Quality Institute* were later incorporated into Seda to form the *Seda Technology Programme (Stp)*.



Seda's VISION, MISSION & VALUES

Our Vision



To be the centre of excellence for small enterprise development in South Africa.

Our Mission



To promote entrepreneurship and develop small enterprises by providing customised non-financial business support services that results in business growth and sustainability in collaboration with other role players.

Our Values



Customer Centricity
Nurturing
Innovation
Responsible Conduct



ENTERPRISE SUPPORT NETWORK

80+ Seda Branches and Co-Locations

(EDD)

Business Talk

- Assess
- Advise
- Train
- Register

Business Start

- Market Plan
- Counselling
- Finance
- Support

Business Build

- Capacitate
- Mentor
- Procure
- Franchising

Business Grow

- Growth Support
- Export Readiness
- Manuf. Support
- Supplier Dev.



57+ Seda Technology and TVET Incubators (STP)

Incubation for Start-Ups

- Assessment, Selection
- Training, Systems, Tools
- Offices, Workshops
- Shared Business Processes
- Market & Finance Plans
- Mentoring, Tracking





EXPORT DEVELOPMENT





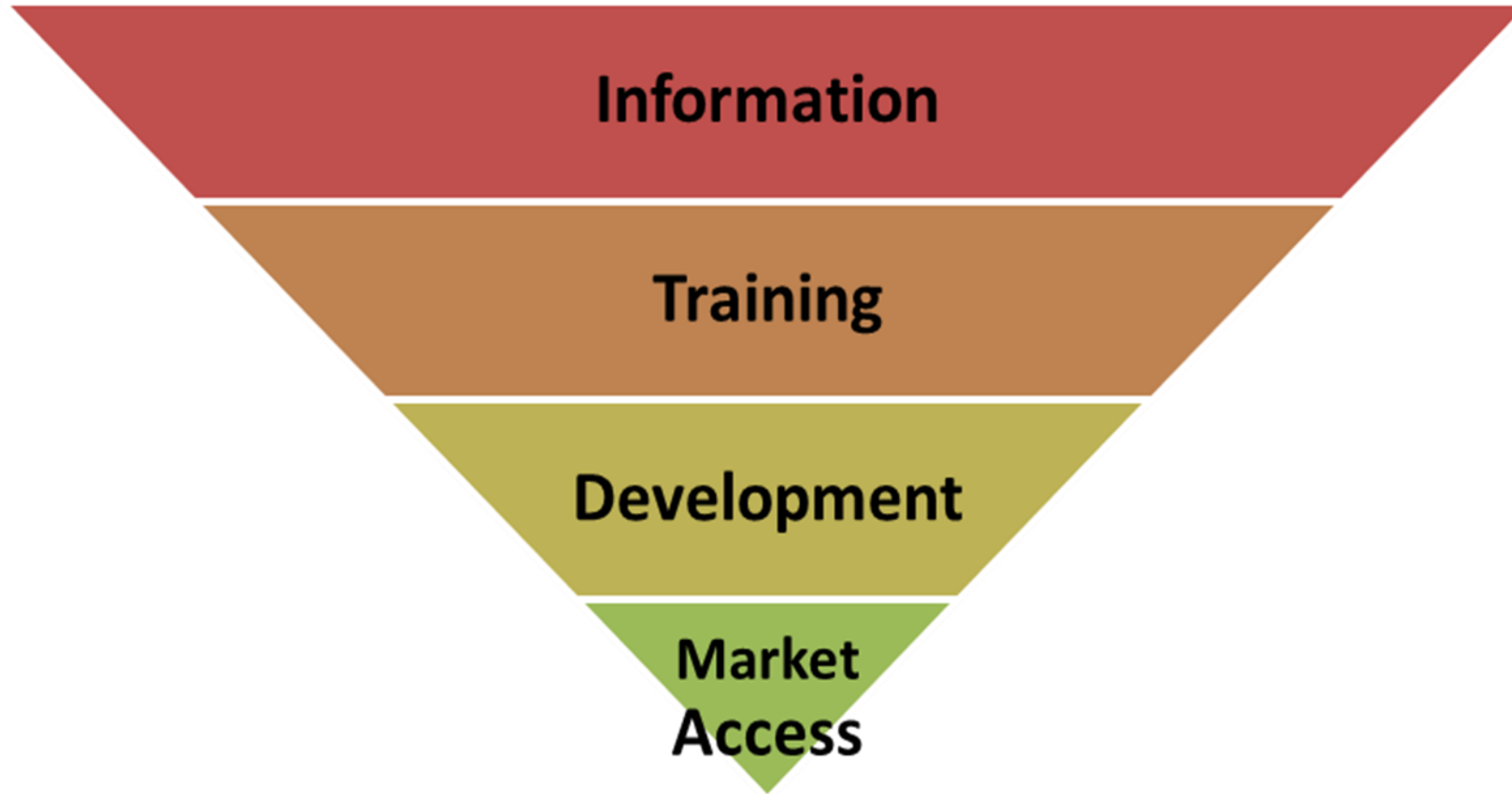
EXPERIENCE OF SME EXPORT SUPPORT

INSTRUMENTS

- Export workshops - Information Provision
 - Export Assessment - Readiness Check
 - Export Training - Export Preparation
 - Export Development - Export Preparation
 - Export Promotion - Access to Global Markets (Facilitation)
 - Export After Care - Mentorship
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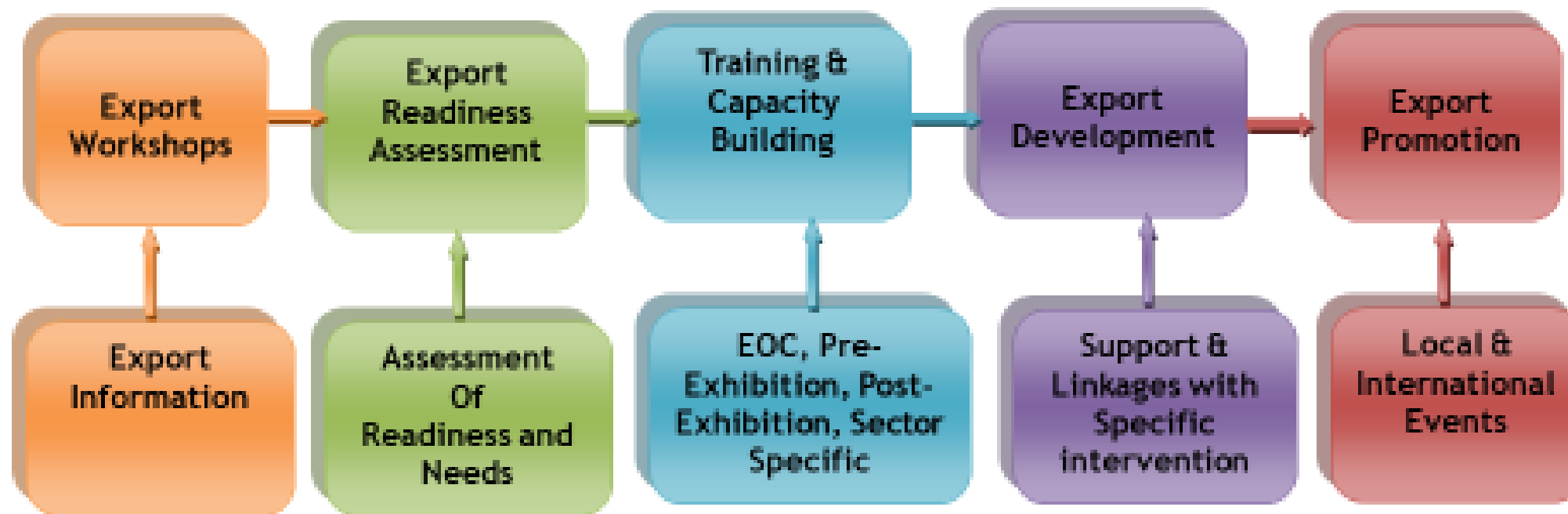


PROPOSED COMPONENTS OF PROGRAMME





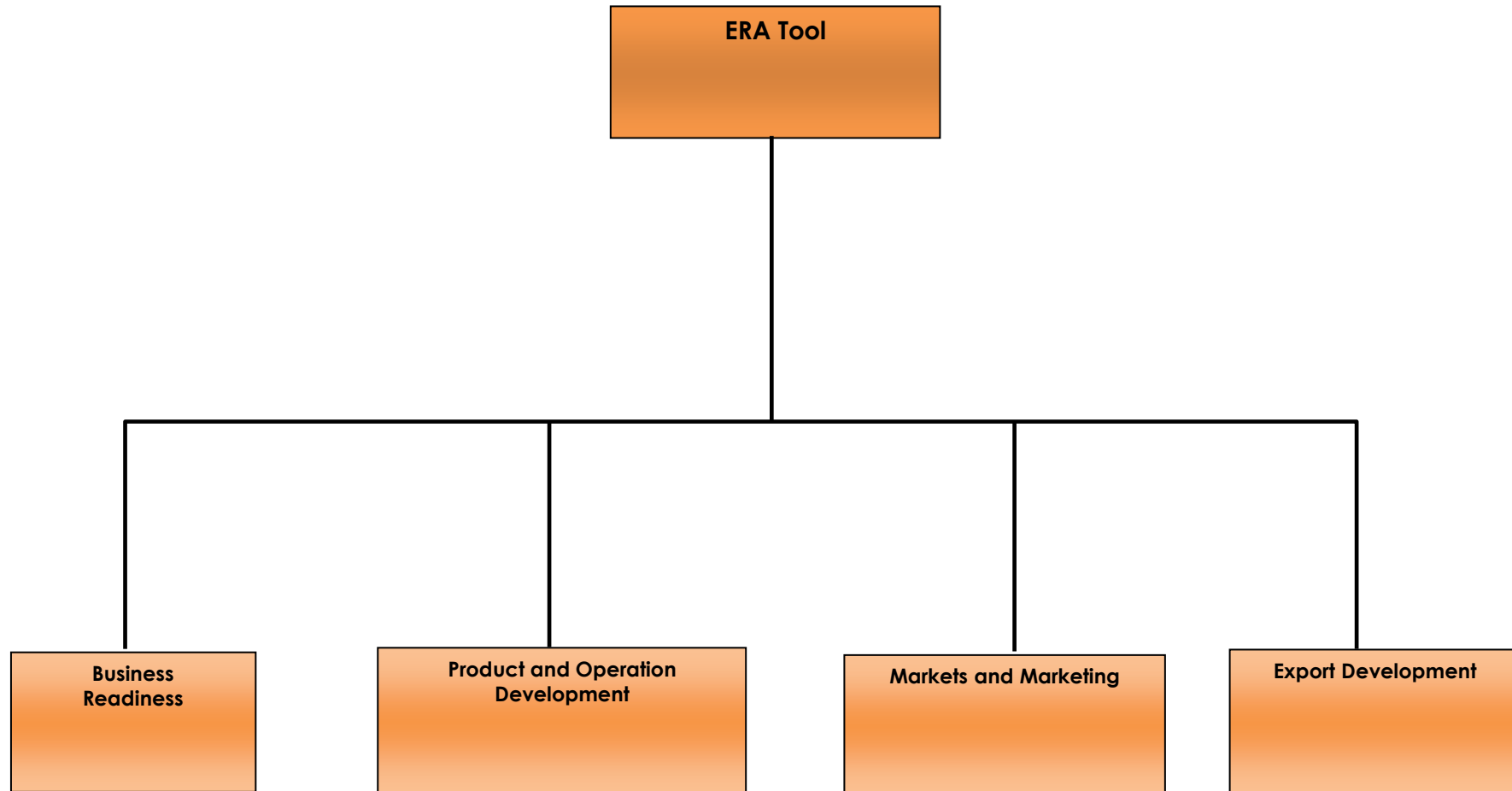
VALUE CHAIN



MENTORSHIP, MONITORING AND EVALUATION



Structure of ERA Tool





Objective of Tool

- **To assist Business Advisors to make fair and consistent decisions when assessing for Export Readiness**
 - **To provide a benchmark for progressing the client for further development**
 - **To help the Business Advisor address most of the relevant areas in assessing Export Readiness**
 - **To assist in developing Action Plan for improving Export Readiness**
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SheTrades Initiative

The SheTrades Initiative in Figures



UN and WTO joint
agency initiative
connecting 3 million
women to market



US\$140 million in trade
opportunities generated
for women



30,000 women-led
businesses directly
supported



Presence in 25
countries



Global network of
350 partner
organisations from
65 countries



Technical expertise in facilitating
trade, improving
competitiveness of women and
integrating the business sector
of developing countries into the
global economy



Partners with private sector
and governments to improve
services and policies for
women, build a conducive
ecosystem for women to trade
and foster gender equality



SheTrades Platform and Tools

Allowing women entrepreneurs to:

- Network. Connect with other women entrepreneurs and establish business connections
- Sell products & services, and buy from other women-owned businesses
- Get their business verified to strengthen credibility
- Stay up-to-date with SheTrades news, success stories, videos, publications, and events.
- Use Forums to ask experts questions directly or start group discussions
- Access e-learning programme, virtual learning space (VLS), webinars, and market tools





Client Journey on the Export Development Programme

Level 3

Talk

- Information sessions
- Registration of client
- Advice

• Start

- Assessments (ACO,CPE, ERAT,SBAT, EDT)
- Capacity building Trainings (Basic Business Skills, Start up-1)
- Business Development Services



Level 2

Build

- Technical training (QMS & certification, HACCP, Quality & Standards)
- Innovation Support
- Export Readiness programme (Interventions based on ERAT)
- Export Mentorship
- Manufacturing Support programme
- Supplier Development programme
- Incentive Scheme (Co-operative Incentive Scheme, Blended finance and any other financial instrument)



Level 1

Grow

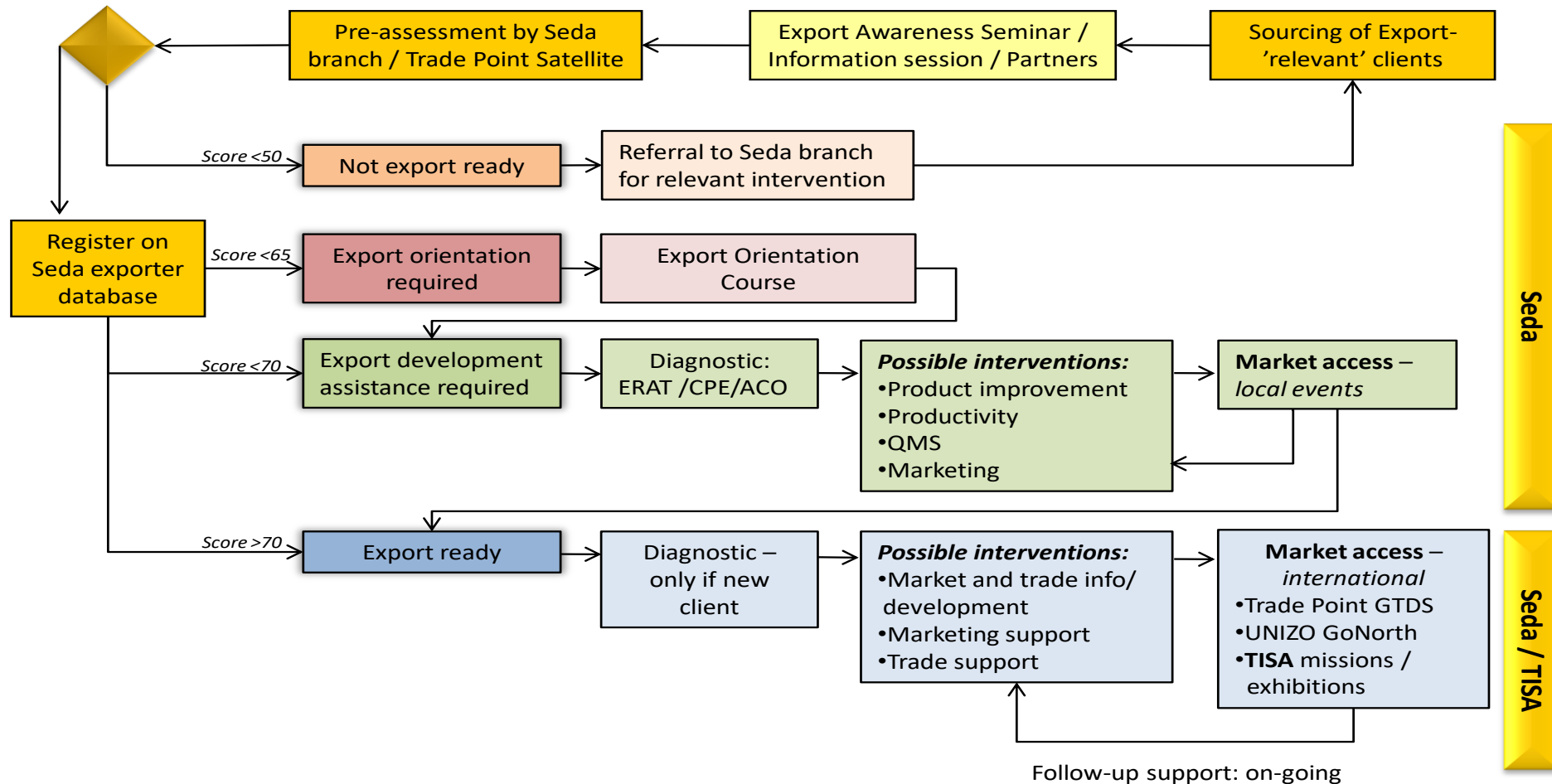
- Mentorship & Coaching
- Small Enterprise Coaching programme
- Women Enterprise Coaching programme
- Incentives schemes: (EMIA,SSAS, Manufacturing Support Scheme)
- Access to Markets (e-commerce, trade fairs, B2B's, B2C's)
- Domestic market
- International market
- Post-event mentorship



PROCESS FLOW



Exporter Development Programme – Process flow





EXPECTED OUTCOMES

- Improve the products
 - Improve the systems
 - Provide market access opportunities
 - Increase number of companies exporting
 - Increase value of exports
 - Increase number of international clients.
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THANK YOU