



## *Directorate: International Trade Promotions Services*

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The Directorate International Trade Promotions serves as an inquiry point for trade related matters. The Directorate services both internal and external clients. Because of the number of inquiries received by the Directorate, it was deemed necessary to provide readily available solutions to the frequently answered questions received by the Directorate. The documents produced would be able to assist most of the clients with their questions. Export related manuals, fresh & processed foods, beverages and wine trade South Africa directories were then published by the Directorate and are posted online at:

<https://www.dalrrd.gov.za/Branches/Economic-Development-Trade-Marketing/International-Trade/Trade-Facilitation>

Booklets published by Directorate International Trade Promotions are:

### 1. TRADE RELATED PUBLICATIONS:

- a. **Step by step export manual for the South African fruit industry (currently under a review process):**

<https://www.dalrrd.gov.za/doaDev/sideMenu/internationalTrade/docs/tradeFacilitation/Export%20Manual%20SA%20fruit%20Industry%20Aug%202010.pdf>

The manual aims to provide answers to exporters' frequently asked questions regarding the requirements for exporting fruit. Currently the Directorate: International Trade receives many inquiries from potential traders ranging from how to export, where to export, what are the requirements needed to meet the standards of the importing countries and whom to contact for such information.

- b. **Export Manual for Exporters of South African Processed Fruits, Vegetables & Nuts 2014 (currently under a review process):**

<https://www.dalrrd.gov.za/doaDev/sideMenu/internationalTrade/docs/tradeFacilitation/Final%20Version%20Processed%20Products%20Export%20Manual%2018%20March%202014.pdf>

Producers of processed fruits, vegetables and nuts frequently approach the department for information regarding the export of their products to foreign markets. Producers and traders would like to know how to export, where they can export to and where to find details about



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the requirements and standards of various importing countries around the world. The manual aims to provide the answer to most of these questions and to guide potential

exporters with more detailed information regarding the export of processed (canned/dried/frozen) fruits, vegetables and nuts.

The manual could be used as a reference guide. It covers detailed information on regulations governing the export of processed fruit, vegetables and nuts from South Africa. It gives export guidance such as on procedures to ensure that the products enjoy a favourable rate of import duty in foreign markets where South Africa has trade agreements. Regulations and procedures vary from product to product and we have therefore included references to other sources of specific information for different types of processed fruits, vegetables and nuts.

### **c. Trade Performance Updates:**

<https://www.dalrrd.gov.za/daDev/sideMenu/internationalTrade/docs/itrade/Trade%20Performance%20Review%20of%20the%20Agriculture%20sector%20of%20South%20Africa%202019.pdf>

The purpose of the Trade Performance Updates is to inform stakeholders of the status of South Africa's agricultural, forestry and fisheries trade performance on an annual basis to help them understand the current and historical dynamics of the trade flows.

### **d. Decision Support Model (DSM):**

The DALRRD (D: ITP) has a subscription license with the North West University to use the Decision Support Model (DSM) to identify trade opportunities. Those who are not subscribers of this model cannot access it directly but can send an inquiry to D: ITP's email address ([TradeExporthelp@Dalrrd.gov.za](mailto:TradeExporthelp@Dalrrd.gov.za)). When sending an inquiry people need to be specific about either products or markets they seek to identify. D: ITP is not able to do in-market opportunities as this kind of analysis is done using Euromonitor and we do not have a subscription with the company owning the database. DSM is aimed at identifying the direction in terms of potential export markets (countries) and products.



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Booklets published by Malachite Media Services (MMS) in association with the Department of Agriculture, Land Reform and Rural Development (Directorate International Trade Promotions) are:

### 2. TRADE DIRECTORIES:

#### a. Fresh Food Trade SA 2021:

<https://www.dalrrd.gov.za/doaDev/sideMenu/internationalTrade/docs/tradeFacilitation/Fresh-Food-Trade-SA-2021-eBook.pdf>

The Fresh Food Trade SA export directory provides export product information listing of exporters and food service providers. The export directory offers a macro overview of seasonal trends and statistics for major products and product groups. Apart from the statistical information, the directory is a comprehensive source of food exporters from South Africa and their contact details. It is the most comprehensive export directory on the sector traders of especially fresh produce.

#### b. Food and Bev Trade SA 2020/21:

<https://www.dalrrd.gov.za/doaDev/sideMenu/internationalTrade/docs/tradeFacilitation/Food%20and%20bev%20trade%20SA%20202021.pdf>

The Food and Bev Trade SA export directory provides export product information listing of exporters and food service providers. The export directory offers a macro overview of seasonal trends and statistics for major products and product groups. Apart from the statistical information, the directory is a comprehensive source of food exporters from South Africa and their contact details. It is the most comprehensive export directory on the sector traders of especially processed food and beverages.

#### c. Wine Trade SA 2020/21:

<https://www.dalrrd.gov.za/doaDev/sideMenu/internationalTrade/docs/tradeFacilitation/Wine-Trade-SA-2020-May-2020-edition.pdf>

The Wine Trade SA export directory provides export product information listing of exporters and wine service providers. The export directory offers a macro overview of seasonal trends and statistics for major products and product groups. Apart from the statistical information, the directory is a comprehensive source of wine exporters from South Africa and their contact details. It is the most comprehensive export directory on the wine sector.



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### 3. EXPORT MANUAL PUBLISHED BY WINES OF SOUTH AFRICA (WOSA) :

#### a. A step-by-step guide to exporting wine 2021:

[https://www.dalrrd.gov.za/doaDev/sideMenu/internationalTrade/docs/tradeFacilitation/How%20To%20Export%20Manual%20March%202021%20\(003\).pdf](https://www.dalrrd.gov.za/doaDev/sideMenu/internationalTrade/docs/tradeFacilitation/How%20To%20Export%20Manual%20March%202021%20(003).pdf)

This manual is directed at both existing and potential exporters, and concentrates on the practical issues involved in exporting:

- Identifying and establishing a market base in a foreign country.
- Statutory procedures and requirements – getting to know the regulating and controlling authorities.
- Freight logistics and options – the service providers and what they offer. .
- Practical considerations – communication, getting paid, keeping the customer satisfied

### 4. INTERNATIONAL MARKET ANALYSIS AND PROFILE TRAINING

National Policies, such as the National Development Plan and the Department's revitalization of the sector regard export-led development as essential for growth and job creation. In implementing this mandate, the Directorate International Trade Promotions has identified the need to equip trade and trade related service providers such as Trade Promotion Agencies within the sector with the necessary research and analytical skills in the form of training. Such skills are essential to support the sector to participate effectively and competitively in the global trading environment through opportunity analysis and translating opportunities into business propositions for exports.

The Directorate International Trade Promotions provides market profile training to officials responsible for agricultural trade and market development. The participants learn how to conduct market analysis and strategic international market research. The training uses the International Trade Centre' (ITC) international market analysis tools and intelligence to perform export potential assessments. Below is a list of the market and products analysis tools:

#### a. Trade Map (<https://www.trademap.org/Index.aspx>)

- Trade Map is an online database provided by the ITC on trade flows of over 220 countries in goods and services and tariff measures. It provides information about



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export trends, trade values, market share, market access information, international supply and demand, competitor performance and alternative markets.

- The Trade Map is an important tool useful in:
  - Analyzing markets by identifying the main competitors and barriers
  - Identifying new export markets for products, analyze a country's trade portfolio, and identify trade opportunities between two countries.
  - Reviewing of international market access conditions
  - Selecting attractive products and markets for South African exports
  - Developing market profiles for those products with high export potential
  
- b. **Market Access Map** (<https://www.macmap.org/>) can help you if you are:
  - A company involved in exporting or importing and need to determine import tariffs
  - A trade analyst or researcher that research on tariffs
  - A trade negotiator
    - Market Access Map provides six modules for retrieving, analyzing and downloading information on tariffs; trade and non-tariff measures (market requirements).
    - Market Access Map offers current and historical data on:
      - General, MFN and preferential tariff rates applied by 196 countries and territories
      - Applied tariff rate quotas, including quota contingents and administration methods
      - Trade remedies including antidumping, countervailing and safeguard duties
      - Rules and certificates of origin
      - Other non-tariff measures (market requirements), e.g. technical requirements and conformity assessments
      - Final bound tariffs of WTO member countries
      - Yearly export and import trade flows

c. **Investment Map** (<https://www.investmentmap.org/home>)

For better foreign investment attraction and targeting, Investment map gives Foreign Direct Investment (FDI) data at the sectoral level, combined with foreign affiliates, trade flows and tariffs information. The Investment Map database collects yearly FDI statistics for about 200 countries and detailed FDI sectoral and/or country breakdown for about

115 countries. The Investment Map helps Investment Promotion Agencies identify priority sectors and competing countries for foreign investments, as well as existing and



## agriculture, land reform & rural development

Department:  
Agriculture, Land Reform and Rural Development  
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potential foreign investors. Moreover, it helps companies identify potential locations for investment abroad.

d. **Company Data**

<http://www.trademap.org/Docs/TradeMap-Userguide-EN.pdf>

<http://www.trademap.org/stFAQ.aspx>

Company data cover most products for more than 60 countries. You can select the companies tab if you want to view records of companies importing/exporting/distributing the product of your choice. Companies you will find in Trade Map are those registered as importing or exporting companies in their source, [Kompass International \(www.kompass.com\)](http://www.kompass.com). Because registration in the Kompass International database is done on a voluntary basis, the coverage of companies is therefore not comprehensive. To know which countries are covered and kind of data is available, please visit the Trade Map [company data availability page](#).

For detailed information, the following officials can be contacted:

**1. For Export Manuals:**

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**2. Market Profile Training:**

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**3. Trade Related Inquiries**

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