



TRADE FORWARD
SOUTHERN AFRICA



The Trade Forward Southern Africa Trade & Information Hub & Integrated School Of Export

Free online exporter resources and training for exporters
in Botswana, Eswatini, Lesotho, Mozambique, Namibia, and
South Africa

Funded by



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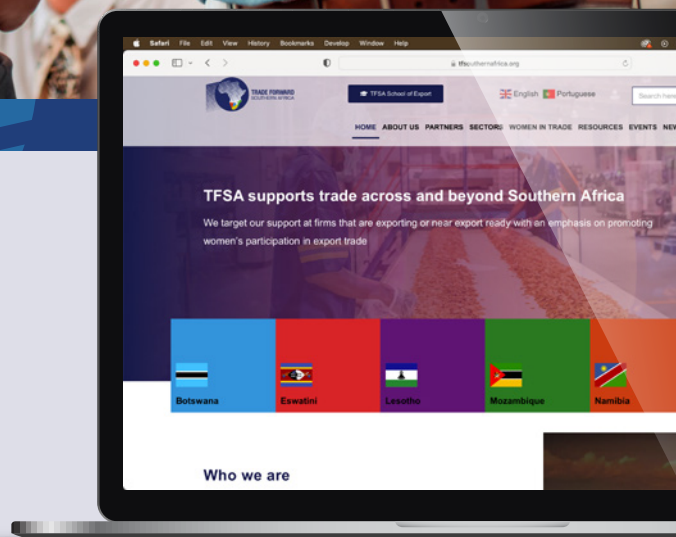


THE TFSA TRADE AND INFORMATION HUB



TFSA started 2022 with a thorough upgrade of our Trade and Information Hub. We have worked hard to make sure our most popular tools are more easily accessible and added a wealth of new and relevant [resources](#), such as video guides, PDF Guides, and links to valuable external resources to help you get export ready, and an expansion of our [Women in Trade](#) content.

The Hub will continue evolving and expanding – be sure to visit often and use the tools made available to business there!!



THE TFSA SCHOOL OF EXPORT



With content developed by the International Trade Institute of Southern Africa (ITRISA), this comprehensive export training course consists of seven foundation modules and an additional 21 modules being added monthly throughout 2022. The TFSA School of Export will give those looking to export successfully the knowledge and skills to do so with confidence.

The multimedia training provides insights into the current global trading environment, the ability to assess the export readiness of your company and core knowledge about export, necessary for success in exporting.

Topics and guides include:

EXPORT FOUNDATIONS

- Module 1:** Understanding the Global Trading Environment
- Module 2:** Determining Your Company's Export Readiness
- Module 3:** An Introduction to International Marketing
- Module 4:** Understanding the Export Administration Process
- Module 5:** Choosing an appropriate Transport Service
- Module 6:** Selecting suitable Delivery Terms (Incoterms® 2020)
- Module 7:** Managing Export Financial Risk

A. INTERNATIONAL MARKETING

SERIES 1

- Module 1:** Locating Potential Buyers
- Module 2:** International Sales Negotiations

B. INTERNATIONAL CARGO MOVEMENT

SERIES 2

- Module 3:** Preparing International Trade Documentation
- Module 4:** Packing and Marking Shipments for International Transit
- Module 5:** Cargo (marine) Insurance

C. CUSTOMS AFFAIRS

SERIES 3

- Module 6:** The Harmonised System of Nomenclature (HS)
- Module 7:** International Customs Practice
- Module 8:** Customs Valuation
- Module 9:** The UK – SACU-M Economic Partnership Agreement (EPA)
- Module 10:** The Role of the International Logistics Agent

EXPORT ADMINISTRATION

SERIES 4

- Module 11:** Producing well-constructed Quotations and Proforma Invoices
- Module 12:** Processing the Buyer's Order

EXPORT FINANCIAL ISSUES

SERIES 5

- Module 13:** Resolving potential Cashflow Problems (trade financing options)
- Module 14:** Export Credit Insurance
- Module 15:** Currency Exchange Issues
- Module 16:** Costing for Export

EXPORT LEGAL CONSIDERATIONS

SERIES 6

- Module 17:** Understanding the International Legal Environment
- Module 18:** International Contracts
- Module 19:** The contract of Sale/Purchase
- Module 20:** Contracts of Agency and Distributorship
- Module 21:** Contracts for the Carriage of Goods Internationally

REASONS TO START YOUR EXPORTER TRAINING



MODULE 1

The global trade environment is everchanging! Tariffs, trade agreements, global trade bodies, developed vs developing countries, what do all these terms mean for your business and your success? In Module 1 of the TFSA export foundation training, we simplify the landscape and give you an understanding of the global trading environment.

MODULE 2

You have a great product that is loved by all your domestic customers, and you are looking for the next phase of growth. Could the UK, the US, or even your neighbours in Africa be your next big market? Complete our Determining Your Company's Export Readiness training module at the TFSA School of Export and approach your expansion with confidence!

MODULE 3

Conducting a marketing initiative in your own country is hard enough! How do you analyse foreign market opportunities, select the right target market, and decide on the most appropriate foreign market entry strategy? In our Introduction to International Marketing module available on the TFSA School of Export, we will provide you with the understanding needed to develop a successful international marketing mix.

MODULE 4

Selling your product in a foreign country sounds great, but who will be handling the export of your goods, what documents might you require and what steps should you take to successfully complete your export transaction? In our Understanding the Export Administration Process module available on the TFSA School of Export, we will give you the knowledge you need to take the next step!

[CLICK THE LINK TO START YOUR TRAINING!](#)

MODULE 5

Ocean transport, airfreight, road freight? Full container load, less than a container load or a groupage service? In our International Logistics module at the TFSA School of Export, we will provide you with the knowledge you need to determine the transport mode and service that best suit your product.

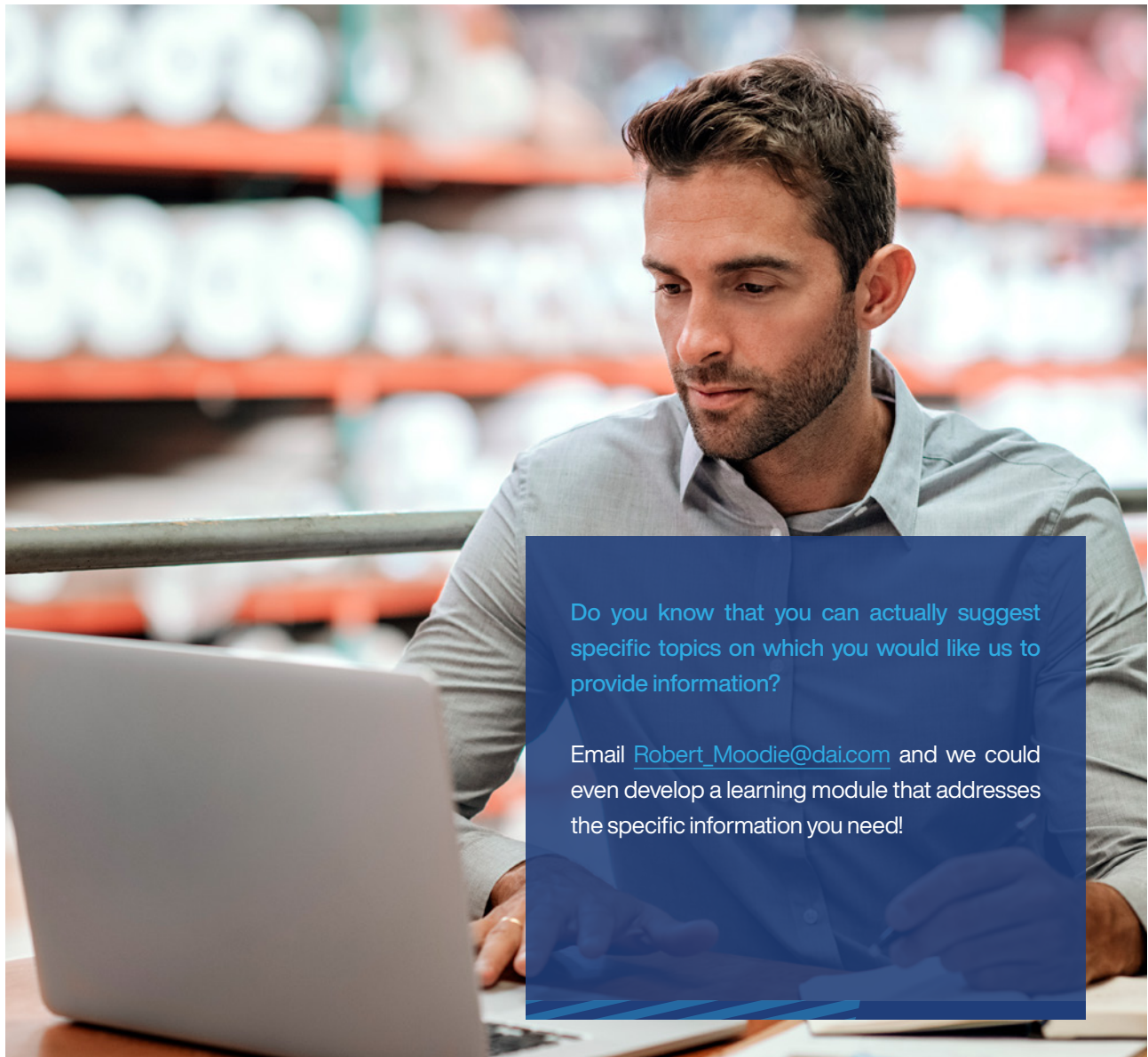
MODULE 6

Did you know that more than 80% of all court cases dealing with disputes in international trade are related to the incorrect usage of Incoterms®? Incoterms® are possibly the most misunderstood set of international trade rules; consequently, their incorrect use could cost

your business millions! From our Selecting Suitable Delivery Terms (Incoterms® 2020) module, you will gain the knowledge you need to ensure that you select the most appropriate term for your transactions!

MODULE 7

You could have the ideal product, the ideal marketing team, the ideal international logistics plan but ultimately not get paid! International business involves a lot of financial risk. In our Managing Export Financial Risk module on the TFSA School of Export, we introduce you to various ways in which you/your company can mitigate that risk.



Do you know that you can actually suggest specific topics on which you would like us to provide information?

Email Robert.Moodie@dai.com and we could even develop a learning module that addresses the specific information you need!



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