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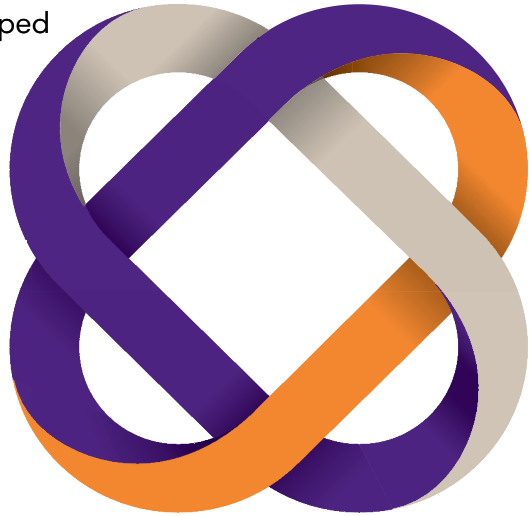
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South Africa overview

South Africa is the most sophisticated and developed economy in Africa and has some high-class companies in finance, real estate and business services, manufacturing, and wholesale and retail trade. South Africa is the 'gateway to Africa' for investors due to its comparative sophistication, ease of doing business, continental expertise and ability to act as a base for critical services (e.g. auditing) for doing business on the rest of the continent.

South Africa's business environment is challenging but still one of the best in the developing world, with a well-developed transport infrastructure, sound macro conditions and robust financial and legal frameworks also exist. Challenges are not insurmountable, and many are already being addressed. The development of powerful interventions such as the National Development Plan and the New Growth Path provide a strong blueprint for tackling these issues. The country has also improved in a range of other areas around starting a business, registering property, trading across borders, enforcing contracts and paying taxes.

The UK is a valued trading partner for South Africa, with annual bilateral trade worth just under £10 billion. Many languages and dialects are spoken in South Africa, but English is the most-widely understood, and the common business language.

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Welcome from Lesley Batchelor OBE, FIEEx (Grad) – Director General, Institute of Export & International Trade

South Africa is often described as the “Rainbow Nation” because of the diversity of its people, climate and geography. This diversity translates into endless opportunities for British companies. Our Doing Business in South Africa Guide will help prepare local companies interested in trading with this important market.

South Africa is the most sophisticated and developed economy in Africa and, for many businesses, the country acts as the ‘gateway to Africa’ due to its comparative sophistication. It is a relatively low entry-threshold market for UK exporters because of its good logistics infrastructure, use of the English language, comparable legal processes and business management environment (which is arguably the best in Africa). In addition, South Africa’s participation in various free trade agreements with the European Union over a number of years (the most recent being the EU-SADC Economic Partnership Agreement) has enabled many British products to enter the country duty-free or at preferential rates, and it is expected that these benefits will prevail for some years to come.

The South African economy embodies a modern financial and industrial sector, supported by an established infrastructure. Although it was traditionally built on agriculture and mining activity, there has now been a substantial shift away from these sectors towards manufacturing (13.4% of GDP) and services (76.3% of GDP). This means that British businesses in areas such as finance, insurance, business services, government services, wholesale, retail and manufacturing which are not yet doing business with South Africa, should be seriously considering the potential offered by this market. Furthermore, for those of you who may be looking to trade with Sub-Saharan Africa, South Africa is an obvious choice when considering location options. Finding the right local partner with which to collaborate in third markets is made easier by the penetration of many South African companies and agencies into other African countries.

South Africa is not without its challenges, however – rising unemployment, poverty, a high crime rate and skills & capacity shortages all bedevil the country. Yet, despite these challenges, South Africa can be an extremely lucrative market for British businesses and the Institute of Export & International Trade can help guide you through the intricacies of doing business in this fascinating country. **Good luck.**

Lesley Batchelor OBE, FIEEx (Grad)

Director General – Institute of Export & International Trade

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British High Commission
Pretoria

Foreword from the British High Commissioner to South Africa, Nigel Casey MVO

If your company is serious about Africa, then you'll want to take a serious look at South Africa.

Notwithstanding some well-documented current challenges, this remains the most developed and sophisticated economy in Africa, accounting for nearly a quarter of the continent's GDP. It has the best infrastructure in Sub-Saharan Africa and, though the competition is hotting up, it remains the strongest business services platform for companies looking to operate in the rest of the continent. The Johannesburg Stock Exchange (JSE) is among the top 20 exchanges in the world by market capitalisation. The banks and wider financial services sector are world class.

Coupled with a shared history, similar time zone, the English language and familiar legal and regulatory systems, it's no surprise that South Africa has long attracted investors from the UK. Indeed, despite increases in Chinese investment in the continent, over a third of all foreign investment in South Africa still comes from the UK.

South Africa also remains the UK's leading trade partner in Africa. In 2015 alone, UK exports to South Africa amounted to £4 billion, and the value of annual two-way trade between UK and SA is now some £10 billion. UK exports to SA are dominated by manufactured products and services including financial, telecommunications, transport and intellectual property. SA exports to the UK are dominated by commodities, manufactured goods, agricultural products and business services.

We're invested in South Africa for the long term, and we're committed to continue to seek ways to boost trade and investment in both directions. Our Department for International Trade team, based in Johannesburg, are spearheading this effort, in partnership with the British Chamber of Business here.

If you're not already part of the South Africa story, why not take a look?
Regards,

Nigel Casey MVO

British High Commissioner to South Africa

<https://www.gov.uk/world/organisations/british-high-commission-pretoria>



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Introduction from the Regional Trade Director for Southern Africa, Elena Williams, Department for International Trade South Africa

The Department for International Trade has teams in six markets across the Southern Africa region: South Africa, Angola, Mauritius, Mozambique, Namibia and Zambia, and we support companies seeking to do business in the remainder of the region from Botswana to the DRC.

We provide tailored support and advice for businesses on how to start exporting or increase the amount of goods and services they sell. We also support UK businesses in their overseas investments. In addition to all of this, we work closely in partnership with agencies of the South African Government on task forces designed to enhance the business environment and remove obstacles to trade.

There are many opportunities to exploit in South Africa, especially in infrastructure, agri-tech, defence, transport, and healthcare. Over the next three years, South Africa plans to spend more than ZAR 827 billion (£47.4 billion) in areas where the UK has strengths and access.

With ever-growing prospects to explore, South Africa offers significant business opportunities for those companies who are prepared to take advantage of them!

Regards,

Elena Williams

Regional Trade Director for Southern Africa

Department for International Trade South Africa

<https://www.gov.uk/world/organisations/department-for-international-trade-south-africa>



The British Chamber of Business in Southern Africa (BCBSA) is an accredited British Chambers of Commerce member, and part of the Global Network. The Chamber has offices in Johannesburg (HO) and Cape Town.

South Africa is the UK's main trading partner in Africa and main destination for UK exports. The trading relationship between the two countries is over 200 years old - social, cultural, family and business relationships are strong.

Language, time zone, complimentary legal and financial systems all make for ease of doing business for UK companies. South Africa is the most developed and sophisticated economy in Africa accounting for 25% of GDP in Africa. South Africa is constantly ranked top in business ranking indices e.g. EY Africa Attractiveness Survey, Barclays Trade Index.

South Africa provides a natural gateway to Southern Africa which includes many English speaking Commonwealth countries, who also have an affinity for UK trade and relations. Southern Africa accounts for 40% of Sub Saharan GDP and has a population of some 200 million.

Many companies also see South Africa as the gateway to Sub Saharan Africa - the 2nd fastest growing region in the world - with an average growth rate of around 5% pa. With nearly a billion population (a high proportion of whom are young), this demographic reality will certainly affect the coming decades from an economic and developmental perspective.

The Chamber is able to assist UK companies - specifically investors and exporters interested in expanding into the region - with events, receptions, product launches and also legal, tax, incorporation and market intelligence advice.



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Introduction from David Dawson, CEO of the British Chamber of Business in Southern Africa

The British Chamber of Business finds itself in an increasingly public and influential position in the South African business landscape and is a respected business organisation, representing our constituency.

The membership is made up of UK companies operating in South Africa and beyond as well as SA companies with trading or investment links to the UK. We work closely with our HMG colleagues to promote the bilateral trading relationship, one which, along with social and cultural relationships, goes back hundreds of years.

The Chamber itself is just over 50 years old, although it has gone through something of a re-boot in recent years. We have offices in Johannesburg and Cape Town and many UK companies and members benefit from the services and events we provide. Everything from regular business briefings with leaders from business, politics and Government, to product launches, receptions and other bespoke assistance.

The Chamber is also well positioned as an interlocutor between the business community and both the UK and SA Governments. We participate in provincial and national government engagement with a view to enhancing the business environment in which we all operate.

SA is the UK's most important trading partner in Africa and Africa itself is growing apace, qualitatively as well as by volume. The UK is a trusted partner in many spheres and the Chamber is well placed to do its part in promoting our mutual national business interests and furthering the interests of UK companies and our members.

David Dawson

CEO of the British Chamber of Business in Southern Africa

<http://www.britcham.co.za/>

South African Chamber of Commerce

The South African Chamber of Commerce UK, serves South Africa, South Africans abroad and those interested in South Africa. Focusing on bilateral trade, investment, community and education; providing support to foster business opportunities and shared learning.



southafricanchamber.co.uk



**Welcome from the Chairman of the
South African Chamber UK,
Sharon Constançon CDir MBA FCIS FCIBM FloD MCSI**

South Africa, a go to destination for tourists, international conventions and businesses looking to operate in an emerging economy and Africa, a total market of about 1 billion people and including some of the fastest growing world economies (McKinsey Global Institute).

A market of incredible opportunity to global businesses, South Africa has special relationships with the Southern African Customs Union and the Southern African Development Community, bilateral agreements with African and Island countries and a logical shipping route east to west. Culturally and physically diverse, a large country situated at the tip of Africa, a gateway to Africa and an East West shipping and telecoms link. South Africa boasts a sophisticated communications, road, rail and port network, first world cities and an energy to do business, a sound legal, banking and financial system supports investment in the country. Areas of growth include agriculture, agritech, technology, clean energy, mining, manufacturing, tourism and commerce.

South Africa is an affordable destination for trade, business is predominantly in English, being one of 11 official languages, has a familiar rule of law and is ranked 73rd out of 189 countries in the World Bank and International Finance Corporation's 2016 "Doing Business" report, therefore being ahead of BRIC and African nations. As a Commonwealth country, the ties to the UK are strong – even the road signage is familiar. It has a good, recent trade agreement secured with the EU that can be a blueprint to support new trade agreements for the UK under Brexit. The National Development Plan is aligned to investment opportunities – as global investment can support, through business, trade and investment to reduce the unemployment and improve the economy, the Plan's key drivers. Corporate tax is affordable at 28% and VAT is a comfortable 14%.

The stock exchange is recognised by The World Economic Forum (2015-16) as the first in the world on the Global Competitiveness Index – for financing via the equity market and regulation of the securities exchanges. King IV, the recent release of their governance Code, is deemed to be the most robust in the world. An easy country to reach with over 30 airlines flying to SA, of which at least three are direct flights from the UK. No time zone changes bodes well for lack of jet lag, allowing business travellers to be up to speed on landing. Above all, the rainbow nation smiles, is happy, is energetic and welcoming. The country is spectacular and the food and wine compete with excellent hospitality.

Hamba Kahle (Go well).

Sharon Constançon CDir MBA FCIS FCIBM FloD MCSI

**Chairman of the South African Chamber UK and CEO of Genius Methods Ltd
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Representation in Cape Town, Durban and Port Elizabeth



Foreword from Rose Blatch, Executive Director of the International Trade Institute of Southern Africa NPC (ITRISA)

Welcome to the intricate, exciting, sometimes troublesome, but potentially rewarding world of doing business with South Africa!

South Africa is largely regarded as a safe haven in Africa. In fact, many foreign companies rely on South Africa (with its relatively well established manufacturing base and rising middle class) not only as a primary market for their wares, but also as a springboard into the rest of the sub-continent – and UK companies, in particular, should be taking up this opportunity. Why, you might ask? Well, for one, South Africa – UK trade relations have been in place for centuries. Given South Africa's history as a British colony, doing business with local companies in the country is relatively easy for you. We share a language, almost the same time zones, a similar legal system, common business practices and a world-class banking infrastructure, and despite the rumblings, South Africa still has a relatively stable political system.

It is therefore not surprising that the UK is one of the largest sources of foreign direct investment (FDI) to South Africa. Some 30% of the UK's total FDI over the years has found its way to this country, accounting for 46% of South Africa's total global investments. During the last decade, close to 200 of South Africa's big FDI projects have been from the UK. (South Africa currently ranks 25th in the FDI Confidence Index with its FDI inflows having increased by some 38% in 2016.)

At the same time, around 50 FDI projects from South Africa were recorded in the UK, making the UK the biggest destination in Europe for South African investment. South Africa is also the UK's largest trading partner in Africa. The value of South Africa's exports to the UK, however, is almost 46% more than the value of its imports from your country – so there is some catching up for UK companies to do. South Africa is currently the UK's 27th largest export market and the UK's 36th largest market for imports.

The UK is an important purchaser of South Africa's precious metals, vegetable products, prepared foodstuffs, machinery, iron and steel products and vehicles. For example, 20% of South Africa's exports of wine and 30% of the country's fruit exports find their way to the UK annually. On the other hand, South Africa imports a wide range of products from the UK with capital goods (machinery), vehicles, mineral products and prepared foodstuffs making up the lion's share, and speaking of lions, there is no better place than South Africa to savour the bushveld, wildlife, sunshine, glorious scenery, good food and wine, and warm hospitality while conducting business.

We look forward to helping you grow your business with South Africa and beyond.

Rose Blatch

**Executive Director of the International Trade Institute
of Southern Africa**

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(formerly UK Trade & Investment - UKTI)

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With headquarters in London, DIT have professional advisers around the UK and staff across more than 100 countries.

Contact DIT

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- Links to the Department for International Trade (DIT) support services.

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International Market Advisor (IMA) works with British and foreign government departments, Embassies, High Commissions and international Chambers of Commerce throughout the world. Our work helps to identify the most efficient ways for British companies to trade with and invest in opportunity-rich overseas markets.

During the last ten years IMA has worked with the British Government's overseas trade and investment department, the Department for International Trade (DIT) [formerly UK Trade & Investment (UKTI)], and has written, designed, produced, launched and distributed over one million copies of more than 100 country-specific print and multi-media based reports, guides and publications, including the internationally-recognised 'Doing Business Guide' series of trade publications. These are composed of market and industry sector-specific, multi-format print and digital trade reports, together with some of the internet's most visited international trade websites - all of which are designed to advise and assist UK companies looking to trade with and invest in overseas markets. These reports and guides are then distributed free-of-charge through the IMA and DIT global networks - over 500 distribution outlets in total. Further distribution takes place at global exhibitions, roadshows, conferences and trade missions, and IMA receives daily requests for additional copies of the guides from these networks and from businesses considering exporting.

Each of IMA's 'Doing Business Guides' is produced in three formats: a full colour, glossy, paper-based brochure; a supporting fully-interactive and updatable multi-media based website; and the website contents available as a free-of-charge downloadable smartphone/tablet app.

The guides' contents focus on the market in question, how to approach that market and the help and support available, and include informative market overviews, plus details of business opportunities, listings with website links to British and Foreign Government support services and essential private sector service-provider profiles.

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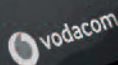
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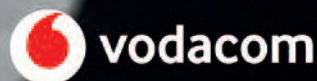
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ABOUT THIS GUIDE

This guide aims to provide a route map of the way ahead, together with signposts to other sources of help.

The main objective of this **Doing Business in South Africa Guide** is to provide you with basic knowledge about South Africa; an overview of its economy, business culture, potential opportunities and to identify the main issues associated with initial research, market entry, risk management and cultural and language issues.

We do not pretend to provide all the answers in the guide, but novice exporters in particular will find it a useful starting point. Further assistance is available from the Department for International Trade (DIT) team in South Africa. Full contact details are available in this guide.

To help your business succeed in South Africa we have carefully selected a variety of essential service providers as 'Market Experts'.

The guide is available in 4 formats:

- Website: www.SouthAfrica.DoingBusinessGuide.co.uk
- a 'free' downloadable 'mobile device-friendly' app
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SOUTH AFRICA

South Africa is the 'gateway to Africa' for investors due to its comparative sophistication, ease of doing business, continental expertise and ability to act as a base for critical services (e.g. auditing) for doing business on the rest of the continent.



Why South Africa?

Summary

Area:

1,219,912 km² (471,011 mi²)

Population:

55.9 million

Urban population:

64.8%

Population density:

45.3 people per km²

Population growth rate (change):

1.6%

Capital cities:

Pretoria (administrative), Bloemfontein (judicial), Cape Town (legislative)

Language:

11 official languages

Currency:

South African Rand (ZAR)

Nominal GDP:

US \$294.1 billion

Real annual GDP growth

0.3%

GDP per capita:

US \$5,260.9

Annual inflation rate:

6.3%

Unemployment rate:

26.7%

General government gross debt:

50.5% of GDP

Fiscal balance:

-3.5% of GDP

Current account balance:

-3.3% of GDP / US \$-9.6 billion

Exports of goods to UK:

£2,905 million

Imports of goods from UK:

£2,316 million

[Source – mostly FCO Economics Unit, Apr 2017]



Geography

Lying between latitudes 22° and 35°S, and longitudes 16° and 33°E, South Africa is the southernmost country in the continent of Africa, bordered in the south by 2,800 kilometres of coastline with the South Atlantic and Indian Oceans. To the north are the countries of Namibia, Botswana, and Zimbabwe; and to the east and northeast Mozambique and Swaziland. The small kingdom of Lesotho is surrounded by South Africa.

Much of the interior of South Africa is a vast, relatively flat plateau, surrounded by the Great Escarpment, the eastern and highest stretch of which is known as the Drakensberg, which includes Mafadi at 3,450 m (11,320 ft), the highest peak in South Africa. This sparsely-populated plateau is mostly dry scrubland (Great Karoo), increasingly drier towards the northwest along the Namib Desert.

North of Johannesburg the altitude drops and the well-watered and more highly-populated farmland of the Highveld becomes the lower-lying Bushveld, an area of mixed dry forest and wildlife. To the east the hot and dry Lowveld – including the Kruger National Park in the provinces of Limpopo and Mpumalanga – stretches towards the Indian Ocean where temperatures are high and humid, and subtropical agriculture is common.

Government overview

Political situation

South Africa is a young, relatively stable democracy, dominated by one political party. Jacob Zuma became president in May 2009 following the ANC's victory at the polls securing 65.9% of the popular vote. He came to power with the support of the tripartite alliance consisting of the South African Communist Party (SACP), the Congress of South African Trade Unions (COSATU) and the ANC.

In 2012, he was re-elected to a second five-year term as President of the ANC, beating his only rival and deputy, Kgalema Motlanthe, by a wide margin. Cyril Ramaphosa (a prominent figure in the South African business community and politician, activist and trade union leader) was elected as Deputy President of the ANC, succeeding Motlanthe who had declined a second term after losing to Zuma.

The most recent general election was held in May 2014 to elect a new National Assembly and new provincial legislatures in each province. It was the fifth election held in South Africa under conditions of universal adult suffrage since the end of the apartheid era and also the first held since the death of Nelson Mandela.

[Source – FCO Overseas Business Risk/gov.uk, Aug 2017]

Human rights

Human rights in South Africa are protected under its 1996 constitution, which has been hailed as one of the most progressive in the world as it also guarantees economic, social and cultural rights. The country has a strong commitment to human rights and has statutory oversight bodies such as the South African Human Rights Commission which protects the rights guaranteed under the Constitution.

South Africa is signatory to various international human rights instruments including the Universal Declaration of Human Rights; African Charter on Human and Peoples' Rights; the International Covenant on Economic, Social and Cultural Rights; and the UN declaration on sexual orientation and gender identity.

Despite South Africa's strong constitutional protections for human rights and its relative success at providing basic services, the government continues to struggle to meet demands for economic and social rights. Issues such as unemployment, corruption, and threats to freedom of expression remain a concern for many citizens. Excessive force by police is a persistent problem as well as concerns about the treatment of migrants, refugees, and asylum seekers, and resultant xenophobia violence.

South Africa continues to play an important but inconsistent role in advancing the rights of lesbian, gay, bisexual and transgender people.

[Source – FCO Overseas Business Risk/gov.uk]

Economic overview

Although there are still issues of unemployment, poverty and inequality, South Africa is the most sophisticated and developed economy in Africa and has some high-class companies in finance, real estate and business services, manufacturing and wholesale and retail trade. South Africa is the 'gateway to Africa' for investors due to its comparative sophistication, ease of doing business, continental expertise and ability to act as a base for critical services (e.g. auditing) for doing business on the rest of the continent.

Contact a Department for International Trade (DIT) South Africa export adviser at: <https://www.contactus.trade.gov.uk/enquiry/topic> for a free consultation if you are interested in exporting to South Africa.

Contact UK Export Finance (UKEF) about trade finance and insurance cover for UK companies, see: <https://www.gov.uk/government/organisations/uk-export-finance>. You can also check the current UKEF cover position for South Africa: <https://www.gov.uk/guidance/country-cover-policy-and-indicators#south-africa>

[Source – DIT/ UKEF/gov.uk]

Key economic developments

Unemployment remains an immense challenge with an official figure of 26.7% but the real figure is probably nearer 40%. Two-thirds of all those unemployed are below the age of 35. The National Treasury's forecasted growth rate falls short of the 6% rate analysts believe the country needs to tackle its stubbornly high unemployment levels.

The South African Government's multi-year capital expenditure programme (valued at £90 billion) is attempting to tackle infrastructure bottlenecks in energy, transport and water. It is hoped that the infrastructure programme will create short-term employment and also provide the infrastructure necessary for the economy to grow at a faster pace in the longer term.

Business environment

South Africa's business environment is challenging but still one of the best in the developing world. Problems include the skills deficit, poor labour relations, lack of electricity and corruption, but a well-developed transport infrastructure, sound macro conditions and robust financial and legal frameworks also exist.

South Africa's overall performance in the World Economic Forum's 2017-2018 Global Competitiveness Report Index decreased to 61st out of 137 (from 47th in 2016-2017), at a time of subdued GDP outlook, see:

<http://reports.weforum.org/global-competitiveness-index-2017-2018/countryeconomy-profiles/#economy=ZAF>, and:
<http://www.doingbusiness.org/Rankings/south-africa>.

The country has also improved in a range of other areas around starting a business, registering property, trading across borders, enforcing contracts and paying taxes.

There are still challenges for South Africa in attracting further investors, but these are not insurmountable, and many are already being addressed. As a developing country, South Africa will continue to face

considerable socioeconomic challenges. However, the development of powerful interventions such as the National Development Plan and the New Growth Path provide a strong blueprint for tackling these issues.

The South African Government continues to focus on creating an enabling environment to facilitate investment, job creation and growth.

[Source – FCO Overseas Business Risk/gov.uk]

Industries importing into South Africa

The top ten industries importing into South Africa are:

1. machinery including computers
2. mineral fuels including oil
3. electrical machinery, equipment
4. vehicles
5. plastics, plastic articles
6. optical, technical, medical apparatus
7. pharmaceuticals
8. cereals
9. other chemical goods
10. organic chemicals

You can read more about what South Africa imports at World's Top Exports: <http://www.worldstopexports.com/south-africas-top-10-imports/>.

Strengths of the South African market

Strengths of the South African market include:

- large supply of natural resources
- well-established and modern infrastructure
- well-developed financial and legal services
- fast growing black middle class

UK and South Africa trade

The UK is a valued trading partner for South Africa, with annual bilateral trade worth just under £10 billion. The UK Department for International Trade (DIT) is focusing on high value and infrastructure opportunities, which are part of the South African Government's development plan.

Top UK exports to South Africa are:

- non-metallic mineral manufactures
- road vehicles
- beverages
- medicinal and pharmaceutical products
- petroleum and petroleum products

There are many UK investors in South Africa, including well-known companies such as Barclays, BAE Systems, BP, British Airways, Shell, Unilever, Virgin and Vodafone.

Growth potential

South African capital markets are top rated in the world, making it easy to raise financing. South Africa has a strong services sector. The government has set up an infrastructure upgrade programme to reduce infrastructure problems in energy, transport and water. The programme should help create short term employment and help enable the economy to grow in the longer term.

The top sectors include:

- finance
- real estate and business services
- general government services
- wholesale
- retail
- catering and accommodation
- manufacturing

South Africa in world business rankings

In 2016 South Africa was ranked 64th out of 176 countries in Transparency International's latest Corruption Perceptions Index 2016 (the UK ranked 10th): http://www.transparency.org/news/feature/corruption_perceptions_index_2016

South Africa is ranked 74th out of 190 countries in the World Bank's 2016 Ease of Doing Business index (the UK ranks 7th): <http://www.doingbusiness.org/rankings>.

The World Economic Forum's Global Competitiveness report 2017-18 ranks South Africa 61st out of 137 (the UK is ranked 8th):

<http://reports.weforum.org/global-competitiveness-index-2017-2018/country-economy-profiles/#economy=ZAF>

Contact a DIT export adviser at:

<https://www.contactus.trade.gov.uk/enquiry/topic> for a free consultation if you are interested in exporting to South Africa.

Contact UK Export Finance (UKEF) about trade finance and insurance cover for UK companies. You can also check the current UKEF cover position for South Africa. See: <https://www.gov.uk/guidance/country-cover-policy-and-indicators#southafrica>.

[Source – DIT/UKEF/gov.uk]



It's better to have an expert on the African continent guiding your way

Africa is a continent comprised of diverse markets, offering both opportunities and challenges.

To maximise your prospects for business success, you need a trade partner that has the expert insights to help you navigate your way through the continent, identifying those opportunities and meeting the challenges.

We have at your disposal a wealth of knowledge about the African continent and can advise you on everything from subtle cultural differences to the broader macroeconomic factors that can impact the way you do business.



Our extensive trade and financial networks, as a leading pan-African bank with a strong presence on the continent, provide you with a seamless integration of trade flows across all the African regions, while our highly specialised teams can provide everything from general trade advice to a more in-depth understanding of your capital value chain and working capital objectives.

Over the past 18 months, Africa has seen a certain degree of market volatility. Although the factors causing this are short-term, we understand that, as part of our responsibility as a bank, it is necessary

that we take an active role in supporting corporates by mitigating their risk across performance, payment and currency.

We also focus on identifying opportunities for economic growth, such as technology, which has broken down physical barriers and greatly influenced how people trade and do business.

That's why we have a structured trade finance offering, allowing you not only to seize growth opportunities, but also improve your cash flow, liquidity and turnover.



Whether you're seeking to implement efficiencies in your cash management processes across the continent or would like to optimise your working capital cycle – partner with the bank that can offer you a more holistic view of Africa and a consistently high standard of service and execution.

To find out what we can do for you, visit **Corporate and Investment Banking** at cib.barclaysafrica.com

Trade more. **Prosper.**



SOUTH AFRICA

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales. Participation is usually as part of a group – a great advantage for inexperienced businesses.

A nighttime photograph of a modern city skyline. The sky is a deep blue with some light clouds. In the foreground, a multi-lane road curves through the scene, with long, bright white light trails from moving vehicles. Lush green trees line the road. In the background, several modern buildings are illuminated. A prominent building has a dark, angular facade with horizontal bands of light. Other buildings have glass facades reflecting city lights. A green vertical bar is on the right side of the image, containing the text 'HELP AVAILABLE FOR YOU'. A small green square is in the bottom right corner, containing the number '39'.

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Help available for you

Overview

The UK Department for International Trade (DIT) provides tailored support packages for companies who are:

- first time exporters (FTEs)
- small- and medium-sized enterprises (SMEs)
- medium-sized businesses (MSBs)

See: <https://www.gov.uk/government/organisations/department-for-international-trade/about-our-services> for further information.

In addition, the British Chamber of Business in Southern Africa (BCBSA) is an independent, not-for-profit organisation working to promote trade and commercial relations between the Southern African region and the UK. It is a British Chambers of Commerce accredited Chamber, part of the Overseas Business Networks initiative, a key programme of the British Government that intends to stimulate and strengthen international business networks and UK exports. See: <http://britcham.co.za/> for further information.

The following details are a selection of support services for you:

Support from the Department for International Trade (DIT)

Business opportunities

If you are a UK-registered company you can benefit from a unique new five-year

programme 'Exporting is GREAT', presenting real-time export opportunities that you can apply for online. This is part of the drive to significantly increase the number of UK companies exporting.

'Exporting is GREAT' is part of the UK Government's GREAT campaign, and presents live export opportunities to UK businesses across a range of media outlets and digital channels. Hundreds of these export opportunities, with a potential total value of more than £300 million, are hosted on: <https://www.export.great.gov.uk/>.

'Exporting is GREAT' provides business advice and expertise to support you at every step on your exporting journey, from initial interest to selling in-market and using the latest technology to connect these businesses with live export opportunities.

Selling online overseas

Use this service to help choose a suitable online marketplace to sell your products overseas.

You can:

- find major online marketplaces in other countries
- see whether these online marketplaces are suitable to sell your products
- discover how to list your products on an online marketplace
- get information about costs of listing on the marketplace and how logistics are fulfilled
- access special terms negotiated by the UK Government

E-Exporting Programme

DIT's E-Exporting Programme aims to help you get your brand to millions of global consumers and grow your business through online exports. DIT's E-Exporting Programme helps you if you are a UK company:

- new to selling online
- already selling online, but need help with specific issues
- experienced in online sales, but are looking to sell on multiple platforms globally

The programme enables you to:

- arrange a free meeting through your local DIT office to get expert international trade advice and support, and access to DIT's global network of contacts. See: <https://www.contactus.trade.gov.uk/office-finder>
- meet a Digital Trade Adviser where relevant, to help you develop and implement an international online strategy
- set up e-marketplaces quickly and also identify new e-marketplaces around the world
- access better-than-commercial rates to list on some e-marketplaces, including lower commission fees and 'try for free' periods. See: <https://www.gov.uk/guidance/e-exporting#preferentialrates>
- access the 'E-Expertise Bank', a community of over 175 B2B/B2C service providers offering free advice.

See: <https://www.gov.uk/guidance/e-exporting#expertise>

- join DIT's mailing list for opportunities to hear from industry experts, network with like-minded individuals and find out about e-commerce trends

Find a Buyer service

This is the place to let international buyers know all about your business – highlight the vital facts about your company to give buyers confidence to get in touch; show off your company's experience and outstanding projects to give potential buyers more insight; get emails from international buyers straight to your sales or business development teams; see relevant government-supported export development events where overseas buyers will be attending. See: <https://find-a-buyer.export.great.gov.uk/>

Events and missions

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales. DIT's Tradeshow Access Programme (TAP) provides grant support for eligible SMEs to attend trade shows overseas.

Participation is usually as part of a group – a great advantage for inexperienced businesses – and is usually led by one of DIT's Accredited Trade Associations (ATOs). ATOs work with DIT to raise the profile of UK groups and sectors at key exhibitions.

The DIT calendar of events has some 400 core events and missions, and 1,000 opportunities across the Trade Access Programme and the English national regions.

DIT Events Portal

The DIT Events Portal provides a single calendar view of all DIT events and missions, and has been developed to provide you with more-detailed information on each event in order to help you decide on the most appropriate event to attend. The calendar can be filtered and searched by sector and/or market.

There are also detailed events websites which include more information about each event, and also allow you to register for an event.

The DIT Events Portal is your central hub for business and networking opportunities. Search for future events and missions, register online and network with fellow delegates. See: <https://www.events.trade.gov.uk/>.

DIT webinars

The DIT webinar service runs hundreds of free hour-long internet events covering topics, sectors and countries around the world, helping you shape your export plan. These events allow you to interact with the experts in specific sectors and countries and allow you to ask questions to enhance your knowledge.

To see upcoming DIT webinars, please visit: <https://www.events.trade.gov.uk/> and search for webinars.

DIT Overseas Market Introduction Service (OMIS)

You can also commission a DIT Overseas Market Introduction Service (OMIS) to help you enter or expand your business in South Africa. Under this service, DIT's Trade and Investment Advisers, who have wide local experience and knowledge, can identify business partners and provide the support and advice most relevant to your company's specific needs in South Africa. Contact the UK DIT team in Johannesburg for more information, at: <https://www.gov.uk/world/organisations/department-for-international-trade-south-africa#contact-us>

Other DIT services

DIT assists new and experienced exporters with information, help and advice on entering overseas markets such as South Africa. These services include:

- an Export Health Check to assess your company's readiness for exporting and help develop a plan of action
- training in the requirements for trading overseas
- access to an experienced local International Trade Adviser
- help to grow your business through online exports
- specialist help with tackling cultural issues when communicating with South African customers and partners
- advice on how to go about market research and the possibility of a grant towards approved market-research projects
- ongoing support to help you continue to develop overseas trade, and look at dealing with more-sophisticated activities or markets
- information, contacts, advice, mentoring and support from DIT staff in the UK and their network of staff in South Africa
- support to participate in trade fairs in South Africa
- opportunities to participate in sector-based trade missions and seminars
- access to major buyers, local government and supply chains in South Africa

- advice on forming international joint ventures and partnerships
- exploratory visits to South Africa
- alerts to the latest and best business opportunities

To find out more about commissioning any of these services, contact a DIT Export Adviser at: <https://www.contactus.trade.gov.uk/enquiry/topic> for a free consultation, or see further details at: <https://www.gov.uk/government/organisations/department-for-international-trade/about-our-services>

In-market support

If you already export, and have decided South Africa is part of your business strategy, you are advised to contact the DIT team in Johannesburg prior to your visit, to discuss your objectives and what help you may need. See: <https://www.gov.uk/world/organisations/department-for-international-trade-south-africa#contact-us>.

They can provide a range of South Africa-specific services for you, including the provision of market information, validated lists of agents/potential partners, key market players or potential customers; establishing interest from such contacts; and arranging in-market appointments for you. In addition, they can also organise events for you to meet contacts in South Africa, or to promote your company and your products/services.

[Source – DIT/gov.uk]

Support from the British Chamber of Business in Southern Africa

Business opportunities

The British Chamber of Business in Southern Africa offers a bespoke service to UK companies to facilitate and support their business development in Southern Africa. Their trade service desk will be happy to give you more information on the services they provide, including:

- market entry consultancy & support
- contact identification and introduction service
- company background checks
- professional business & sector services
- access to the British Business Centre
- media & marketing services
- information on regional business opportunities

For more information on how the British Chamber of Business in Southern Africa can help you, or on becoming a member, contact: <http://britcham.co.za/>.

[Source – British Chamber of Business in Southern Africa]

Support from the Institute of Export & International Trade

Raising the profile of international trade qualifications and experienced members is only part of how IOE&IT membership is essential for any individual or business involved with global trade.

Importantly, the IOE&IT also offer access to a unique range of benefits and services specific to international trade:

- Help with any export issues you come across. Our team of experts can help with questions on documentation, export controls, the UK Bribery Act, customs & VAT procedures, regulatory and compliance issues, insurance issues, payment terms, transport and logistics. Members get free access to our experts via a technical helpline. See: https://www.export.org.uk/page/Export_Helpline
- A voice for your ideas and concerns. We represent your point of view and feed back to government, HMRC and other influencing bodies on issues that impact you, plus participate in Institute responses to central government with regard to proposed legislative changes.
- A complete range of international trade qualifications – for those that have no experience, up to those who wish to qualify themselves to take a business degree. The Institute's qualifications are widely recognised as providing both employers and employees with the necessary international business practice linked to satisfying career planning and development. See: <https://www.export.org.uk/page/qualifications>

- A range of short courses giving you the skills and expertise you need to gain a competitive advantage in the challenging and complex world of export, import and international trade. See: <https://www.export.org.uk/page/TrainingCourses>
- An extensive events programme to help you share information and connect at every level in the international trade community, whether it is sector-specific or regional. See: https://www.export.org.uk/events/event_list.asp
- Inclusion in surveys to research the attitudes and changes to world trade

For more information on how the IOE&IT can help you, or on becoming a member, contact the IOE&IT at: <https://www.export.org.uk/page/about>.

Open to Export

Open to Export is the IOE&IT's free, online advice service for UK companies looking to grow internationally. It offers free information and support on anything to do with exporting and hosts online discussions via its forum, webinars and social media, where businesses can ask any export question, and learn from each other.

Open to Export can be accessed at: <http://opentoexport.com/>.

[Source – Institute of Export & International Trade]



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We employ 1 100 people in South Africa with 100 partners and directors. Grant Thornton has 10 offices - Bloemfontein, Cape Town, Durban, George, Johannesburg, Nelspruit, Polokwane, Port Elizabeth, Pretoria and Rustenburg.

Grant Thornton has a presence in 24 countries in Africa: Algeria, Botswana, Congo, Côte d'Ivoire, Egypt, Ethiopia, Gabon, Guinea, Kenya, Libya, Mauritius, Morocco, Mozambique, Namibia, Nigeria, Rwanda, Senegal, South Africa, Tanzania, Togo, Tunisia, Uganda, Zambia and Zimbabwe. We are ideally positioned to facilitate clients' expansion plans in these countries.

We approach all assignments by combining international experience with local business and technical expertise. At Grant Thornton we pride ourselves on providing a partner-led service for all our clients.

More than 47 000 Grant Thornton people, in over 130 countries, are focused on making a difference to our clients, colleagues and the communities in which we live and work.

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- Independent reviews

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- Travel, tourism & leisure
- Not for profit
- Real estate & construction
- Technology

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- Information technology advisory & assurance
- Data analytics
- Strategic foresight
- International services, structuring advice & establishing a presence in South Africa
- Strategy, development & planning including infrastructure advisory
- Sustainability & integrated reporting services.

** All services provided to the private and public sector.*



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Grant Thornton South Africa App

Download our App in the Apple App store or Google Play store.

SOUTH AFRICA

If you start a new business, or invest in an existing business in South Africa, you must apply for a business permit.



GETTING HERE AND ADVICE ABOUT YOUR STAY

Getting here and advice about your stay

Entry requirements for South Africa

Passport validity

Your passport should be valid for a minimum period of 30 days from the date of exit from South Africa.

Your passport should have at least two blank pages when you present it at immigration to enter or leave South Africa.

Visas

If you are visiting South Africa for tourism or business purposes for a period of up to 90 days, you do not need a visa.

For more information on visas contact the South African High Commission at: <http://southafricahouseuk.com/> or the South African Department of Home Affairs at: <http://www.dha.gov.za/>.

UK Emergency Travel Documents

UK Emergency Travel Documents are accepted for entry into, transit and exit from South Africa but should have a minimum of six months validity.

The South African Government does not accept British passports that have been extended by 12 months by British Embassies and Consulates under exceptional measures put in place in mid-2014. You will not be able to enter or exit South Africa on an expired British passport with an extension stamp.

Work permits

If you start a new business, or invest in an existing business in South Africa, you must apply for a business permit. Work permits

will only be issued if South African citizens with the required skills are not available.

For further information, including details on Overstay Appeals, Residence Permits, and Travelling with Children (under 18), visit the Foreign and Commonwealth Office (FCO) travel advice pages at: <https://www.gov.uk/foreign-travel-advice/south-africa>.

Yellow fever certificate requirements

Check whether you need a yellow fever certificate by visiting the National Travel Health Network and Centre's TravelHealthPro website: <https://travelhealthpro.org.uk/country/201/south-africa>

Money

There are limits on the amount of currency you can bring into South Africa. For cash in South African Rand (ZAR), the limit is ZAR 25,000. For combinations of cash in other currencies, the limit is US \$10,000 (or equivalent). You should declare any amount higher than this on entry to South Africa.

There is a high incidence of credit card fraud and fraud involving ATMs. Make sure your PIN is not seen by others when withdrawing money from an ATM. Refuse offers of help from bystanders. Do not change large sums of money in busy public areas.

Make sure you protect any documents containing details of credit cards or bank accounts.

[Source – FCO Travel Advice/gov.uk]

Local laws and customs

Always carry your identity documentation or a copy of your passport. You will need to be able to produce valid identification on request by South African officials.

Drug-taking and smuggling is an offence. It is illegal to buy, sell, kill or capture any protected wild animal or trade any of its parts without a permit. South Africa is a signatory to the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) under which there is a ban on the international commercial trade in ivory and rhino horn.

Anyone caught buying or trafficking banned goods will be prosecuted and receive prison sentences and/or fines.

Homosexuality is legal, and the South African authorities have introduced legislation which bans any discrimination on the basis of sexual orientation.

[Source – FCO Travel Advice/gov.uk]

Safety and security

Crime

South Africa has a very high level of crime, including rape and murder. The risk of violent crime to visitors travelling to the main tourist destinations however, is generally low. The South African authorities give high priority to protecting tourists and tourism police are deployed in several large towns. Most cases of violent crime and murder tend to occur in townships, remote and isolated areas. Consult a reliable tour guide if you visit a township.

Crime increases in areas where large crowds gather, so be particularly vigilant if you are attending sporting or other events that attract large numbers.

Incidents of vehicle hi-jacking and robbery are common, particularly after dark. Keep to main roads and park in well-lit areas.

Vulnerable areas include, but are not limited to: traffic lights, junctions, and when approaching or pulling out from driveways. Take care at all times and be vigilant of your surroundings when in a stationary vehicle.

If you think your vehicle is being followed, particularly from an airport, pull into the nearest busy (i.e. where there are other vehicles) petrol station, and wait until the suspect vehicle has disappeared. You are unlikely to be robbed/attacked where there are other people around to witness the event. In the Airport Arrivals Hall, do not accept offers from individuals claiming to be taxi operators. Preferably arrange your airport transfers prior to your arrival with a reputable company, and agree a well-known place at which to meet with your driver. Your business counterparts in South Africa may well also be happy to collect you from the airport and convey you to your hotel – consult them on the matter of airport transfers.

In the Johannesburg area, the Gautrain is a reliable form of transport between the airport and the centre of Sandton where Europcar (car hire firm) has an office and there are also Gautrain buses leaving at regular intervals for different parts of the northern suburbs. Disputes between metered taxi drivers and Uber drivers have rendered the taxi option to and from main transport hubs to final destinations unreliable and a little risky.

[Source – ITRISA]

There are frequent incidents of car windows being broken and valuables taken while cars are waiting at junctions. Keep valuables out of sight.

Due to thefts at OR Tambo International Airport in Johannesburg, you should vacuum-wrap luggage where local regulations permit. Keep all valuables in your carry-on luggage.

Keep large amounts of money, expensive jewellery, cameras and phones out of sight. Do not change or withdraw large sums of money in busy public areas including foreign exchange facilities or ATMs. Thieves operate at international airports, and bus and railway stations. Keep your valuables safe and baggage with you at all times.

Do not give personal or financial account information details to anyone. There are international fraud rings operating in South Africa, who may target visitors and charities.

Water safety

South Africa has an extensive coastline much of which is protected in nature conservation areas where there are no warning signs, flags or life-saving equipment on the many beaches that stretch for kilometres/miles. Lifesavers operate where there are large numbers of bathers.

[Source – ITRISA]

Beach conditions and local safety provisions vary considerably throughout the South African coastline and every year significant numbers of people drown due to the strong sea currents. Speak to local people who are familiar with the conditions, and check whether there are any flags and/or lifeguards before entering the water.

Follow any warnings that are displayed and instructions issued by lifeguards. Familiarise yourself with the signs of a rip current or tide. Contact the National Sea Rescue Institute at: <http://www.nsri.org.za/> in case of emergency.

For more information about how to stay safe, visit the website of the South Africa National Sea Rescue Institute, or read the information sheet at: https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/574671/Magazine_Article_Water_Safety_Campaign__1_.pdf to avoid being caught up in a rip current.

[Source – FCO Travel Advice/gov.uk]

Travel advice for South Africa

There can be major security risks in some parts of South Africa. If you are travelling to South Africa for business, check the Foreign and Commonwealth Office (FCO) travel advice pages beforehand: <https://www.gov.uk/foreign-travel-advice/south-africa>.

If you are considering travelling to any areas which the FCO advise against, you should take professional security advice.

The DIT team in South Africa at: <https://www.gov.uk/world/organisations/departments-for-international-trade-south-africa#contact-us> can put you in touch with professional security advisors in-country.

[Source – FCO Travel Advice/gov.uk]

Local travel

Be particularly vigilant in Durban's city centre and beach front area. Keep to main roads and avoid driving at night when visiting Northern KwaZulu Natal and Zululand, as there have been incidents of hi-jacking and robbery, particularly on isolated secondary roads.

Be vigilant on the approach roads to and from Kruger Park where there have been cases of car hijacking.

Avoid isolated beaches and picnic spots. Do not walk alone, especially in remote areas. Hikers should stick to popular trails. There have been violent attacks on hikers and tourists on Table Mountain. Take care in quieter areas of the park, especially early in the morning or just before the park closes.

Call the police (on 10111 or on 112 from a mobile phone) at the first sign of danger.

Mobile phone reception is generally good in major towns and cities but can be intermittent in more remote spots.

Protest marches and demonstrations can occur anywhere in South Africa and sometimes at short notice. Avoid areas where demonstrations and marches are taking place.

Road travel

You can drive using a UK Driving Licence for up to 12 months.

The standard of driving in South Africa can vary greatly and there are many fatal accidents every year.

On highways overtaking can occur in any lane including the hard shoulder. On single-lane roads the hard shoulder is also sometimes used by trucks and slower vehicles to allow faster vehicles to overtake. At quieter intersections, the first vehicle to arrive sometimes has priority. On roundabouts, you should give way to the right, although this rule is often ignored.

If you are driving yourself, keep your distance from the vehicle in front of you, and your eyes on your rear view and side mirrors. Give minibus taxis right of way, as they will take this unilaterally, possibly to your detriment, if you do not. Buses and minibus taxis stop wherever they see

fit, not just at taxi ranks and bus stops. Law enforcement, where poor driving is concerned, is rare.

[Source – ITRISA]

Road standards are mostly very good, but some roads in remote areas are less well maintained and may have potholes. Drive cautiously, obey speed limits and avoid unfamiliar rural areas at night. Thieves have been known to employ various methods to make a vehicle stop (e.g. placing large stones in the middle of the road) enabling them to rob the occupants. Park in well-lit areas. Do not pick up strangers or stop to help apparently distressed motorists, as this is a technique sometimes used by hijackers. It is better to report any incident to the police.

[Source – FCO Travel Advice/gov.uk]

Business risk

Bribery and corruption

Corruption in South Africa includes the private use of public resources, bribery and improper favouritism. Bribery is illegal. It is an offence for British nationals or someone who is ordinarily resident in the UK, a body incorporated in the UK or a Scottish partnership, to bribe anywhere in the world. In addition, a commercial organisation carrying on a business in the UK can be liable for the conduct of a person who is neither a UK national or resident in the UK or a body incorporated or formed in the UK. In this case it does not matter whether the acts or omissions which form part of the offence take place in the UK or elsewhere.

South Africa is a signatory to the OECD Anti-Bribery Convention. It should be noted that UK bribery legislation also applies to UK registered companies and UK nationals committing acts of bribery wholly outside the UK.

In a report released by a leading South African legal firm, the country has made some inroads in addressing loopholes. This could be attributed to an increase in general awareness among organisations, with over 90% having a policy prohibiting bribery and 52% having an anti-bribery compliance programme in place. However, there has been an upsurge of bribery incidents.

Two forms of corruption are particularly prevalent in South Africa:

1) Tenderpreneurism

Tenderpreneur is a term that describes individuals who enrich themselves through corrupting the awarding of government tender contracts, mostly based on personal connections and corrupt relationships – although outright bribery might also take place – and sometimes involving an elected or politically appointed official (or their family members) holding simultaneous business interests. This is often accompanied by overcharging and shoddy workmanship.

2) BEE-fronting

BEE-fronting is an abuse of the rules governing Black Economic Empowerment (BEE), where qualifying persons are given a seat on the Board of Directors of a company while having no decision-making power in the company, in order to qualify the company for government contracts in terms of BEE. Visit the Business Anti-Corruption portal page at: <http://www.business-anti-corruption.com/country-profiles/south-africa> providing advice and guidance about corruption in South Africa.

[Source – FCO Overseas Business Risk/gov.uk]

Terrorism

Terrorists are likely to try to carry out attacks in South Africa. Attacks could be indiscriminate, including in places visited by foreigners such as shopping areas in major cities.

There have been no terrorist attacks in South Africa in recent years. The main threat is from extremists linked to Daesh (formerly referred to as ISIL). News reports suggest that a number of South African nationals have travelled to Syria, Iraq and Libya. They are likely to pose a security threat on their return. There is also a threat from individuals who may have been inspired by terrorist groups, including Daesh, to carry out so called ‘lone actor’ attacks targeting public places including where foreigners may gather.

South African authorities have successfully disrupted several planned attacks and made a number of arrests related to terrorism offences including alleged plots to attack Jewish targets and western diplomatic missions. South African authorities have also been effective against right-wing extremists.

There is a heightened threat of terrorist attack globally against UK interests and British nationals, from groups or individuals motivated by the conflict in Iraq and Syria. You should be vigilant at this time. Find out more about the global threat from terrorism, how to minimise your risk and what to do in the event of a terrorist attack, at: <https://www.gov.uk/guidance/reduce-your-risk-from-terrorism-while-abroad>.

[Source – FCO Overseas Business Risk/gov.uk]

Protective security advice

Visitors to South Africa should be diligent about protecting digital data. Spyware,

phishing and malicious software tools are common. One example of this is to send authentic-looking emails to potential victims. The emails appear to have been sent from a trusted institution such as a bank, requesting recipients to divulge personal information. Once criminals have these details they are able to steal money from the victims' bank accounts. Diligence coupled with firewalls or spyware removal tools are recommended.

The Centre for the Protection of National Infrastructure at: <https://www.cpni.gov.uk/> can provide protective security advice to businesses.

[Source – FCO Overseas Business Risk/gov.uk]

Intellectual property

IP rights are territorial, that is they only give protection in the countries where they are granted or registered. If you are thinking about trading internationally, then you should consider registering your IP rights in your export markets. In 2008, South Africa enacted the IPR Intellectual Property Rights from Publicly Financed Research and Development Act (Act No 51 of 2008). The law clarifies obligations related to the ownership of intellectual property rights in the country and applies to aesthetic and functional designs, marks related to patentable inventions and copyright. Further information can be viewed at the South African Department of Trade & Industry's website.

There are four Acts in South Africa that govern the country's Intellectual Property Laws. Generally, the most widely applied IP law is that of copyright. The other three are for patents, trademarks and registered designs.

Read the information provided on the UK Government's Intellectual Property page at: <https://www.gov.uk/intellectual-property-an-overview>.

[Source – FCO Overseas Business Risk/gov.uk]

Health

Visit your health professional at least four-to-six weeks before your trip to check whether you need any vaccinations or other preventive measures. Country-specific information and advice is published by the National Travel Health Network and Centre on the TravelHealthPro website: <https://travelhealthpro.org.uk/countries> and by NHS (Scotland) on the FitForTravel website: <http://www.fitfortravel.nhs.uk/destinations.aspx>.

Useful information and advice about healthcare abroad is also available on the NHS Choices website: <http://www.nhs.uk/NHSEngland/Healthcareabroad/Pages/Healthcareabroad.aspx>.

According to STATS SA, there are currently 7,030,000 adults aged between 15 and 45 living in South Africa with HIV: the prevalence rate in 2016 was 12.7% of the population. The rate at which the population is being infected, however, has been slowly decreasing and currently stands at 1.27%.

[Source – ITRISA / STATS SA]

If you need emergency medical assistance during your trip, dial 10177 and ask for an ambulance. You should contact your insurance/medical assistance company promptly if you are referred to a medical facility for treatment.

Make sure you have adequate travel health insurance and accessible funds to cover the cost of any medical treatment abroad and repatriation.

[Source – FCO Travel Advice/gov.uk]

Travel insurance

Take out comprehensive travel and medical insurance before you travel. See FCO Foreign Travel Insurance: <https://www.gov.uk/guidance/foreign-travel-insurance>.

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What matters in today's business environment are **fast turnaround times and cost-effective solutions**. ENSafrica is Africa's largest law firm, with over 600 practitioners, and 100 years of experience in high-level, complex commercial work. The firm's focus is on **what's best for the client** and striving for excellence, in both offering and service. ENSafrica is committed to providing clients with cost-effective outcomes by ensuring work is done at the right level, and in the manner that best suits clients' preferences and pricing structures.

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While many recognise the unique opportunities for trade, investment and growth that Africa represents, predicting in-country and across-region risks is not easy, particularly given the rate of exponential change impacting multiple indicators, whether economic, political, technological or social. ENSafrica is an independent law firm with fully integrated offices across Southern, West and East Africa and Mauritius. The firm offers clients many years' **accumulated know-how and solid experience**, whether doing business in-country or cross-continent, helping to minimise risk and **leverage business opportunities across Africa**.

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As South Africa is a natural stepping-stone into the rest of Africa and because of its strong regulatory and legal framework, the South African banking and financial services sector is highly-regarded internationally.

Panoramic sunset, Johannesburg





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Sector-specific opportunities in South Africa

Research

You should carry out as much market research and planning as possible before exporting to South Africa, using both desk research and visits to the market. You need to determine if there is a market for your product or service and whether your pricing is competitive.

DIT's trade specialists can help you identify local representatives for your products in South Africa. See: <https://www.gov.uk/overseas-customers-export-opportunities>.

DIT provides free international export sales leads from its worldwide network. Find export opportunities in South Africa at: <https://opportunities.export.great.gov.uk/>.

Government tenders in South Africa

The South African Ministry of Finance (Treasury) administers the government procurement process. See: <http://www.treasury.gov.za/>.

Most public purchasing is through competitive tendering, published in the State Tender Bulletin: <http://www.greengazette.co.za/publications/tender-bulletins>.

If bidding for tenders, you should be aware of Broad-Based Black Economic Empowerment (B-BBEE) legislation and be registered as a BEE partner. See: http://www.dti.gov.za/economic_empowerment/bee.jsp.

The South African Department of Trade and Industry (DTI) has details of BEE Codes of Good Practice and other relevant legislation. See: http://www.dti.gov.za/economic_empowerment/bee_codes.jsp.

Purchasing procedures favour local manufacturers, so overseas firms are advised to use a local agent in South Africa. Contact the UK DIT team in South Africa at: <https://www.gov.uk/world/organisations/departement-for-international-trade-south-africa#contact-us> for a list of recommended agents.

Financial services sector – briefing

The 'finance, real estate and business services' sector is South Africa's largest, comprising over 20% of the country's GDP.

As South Africa is a natural stepping-stone into the rest of Africa, and because of its strong regulatory and legal framework, the South African banking and financial services sector is highly-regarded internationally.

Many international banks have located their head offices in the country, particularly in Johannesburg, including Barclays Africa/Absa, Bank of China, Bank of Taiwan, Deutsche Bank AG, HSBC and Citibank. Standard – which operates as Standard Bank or Stanbic in a number of African countries outside South Africa – is Africa's largest corporation.

The central bank in South Africa is the South African Reserve Bank (SARB), overseen by the national Department of Finance. SARB oversees the banking services sector, sets monetary policy and decides on domestic interest rates. The Banking Association of South Africa represents all registered local and international banks, and oversees capital supervision, consumer affairs, credit risk and the SA Securities Lending Association.

South Africa's principal financial service markets include the National Stock Exchange, the Johannesburg Stock Exchange (now JSE Securities Exchange, or JSE Ltd), the SA Futures Exchange and the Alternative Exchange (AltX).

The JSE Securities Exchange is the oldest existing and largest stock exchange in Africa and consistently ranks in the world's top 20 derivatives exchanges by number of contracts traded. The AltX is a division of the JSE and attracts a range of small and medium-sized high-growth companies.

The World Economic Forum's Global Competitiveness Report 2017-18 can be broken down into 12 pillars showing an economy's performance, this is then broken down again into subcategories ranking key factors within the economy. Visit: <http://reports.weforum.org/global-competitiveness-index-2017-2018/>.

South Africa ranked:

- 30th out of 137 on the 1st pillar: 1.18 Strength of Auditing & Reporting Standards. See: <http://reports.weforum.org/global-competitiveness-index-2017-2018/competitiveness-rankings/#series=EOSQ097>

- 34th out of 137 on the 1st pillar: 1.19 Efficacy of Corporate. See: <http://reports.weforum.org/global-competitiveness-index-2017-2018/competitiveness-rankings/#series=EOSQ127>
- 30th out of 137 on the 1st pillar: 1.20 Protection of Minority Shareholders Interests. See: <http://reports.weforum.org/global-competitiveness-index-2017-2018/competitiveness-rankings/#series=EOSQ098>
- 21st out of 137 on the 1st pillar: 1.21 Strength of Investor Protection. See: <http://reports.weforum.org/global-competitiveness-index-2017-2018/competitiveness-rankings/#series=INVESTPROIDX>
- 44th out of 137 on the 8th pillar: Financial Market Development. See: <http://reports.weforum.org/global-competitiveness-index-2017-2018/competitiveness-rankings/#series=GCI.B.08>

[Source – World Economic Forum / ITRISA]

ICT/telecommunications sector – briefing

South Africa has one of the largest information technology markets in Africa by value, with expertise particularly in the mobile software field, security software and electronic banking services. The country's developing ICT and electronics sector is an increasingly-important contributor to South Africa's GDP. It is seen as a regional hub and a supply base for neighbouring countries, with several international organisations operating subsidiaries, including IBM,

Unisys, Microsoft, Intel, Dell, Novell and Compaq.

South Africa's ICT products and services industry is penetrating the fast-growing market across the continent, with South African companies and locally-based subsidiaries of international companies having supplied most of the new fixed and wireless telecoms networks established across the continent in recent years.

South Africa is a strongly-regionalised and price-sensitive market, with a lack of inter-city connectivity and infrastructure in rural areas. However, improvements to network infrastructure and adoption of cloud services and smart infrastructure are likely to result in the strong growth of smartphones offsetting PC and laptop usage.

Many metropolitan areas are now focusing on connecting all South Africans to the internet, creating free Wi-Fi hubs, especially in the townships. The demand for wireless connectivity has grown by roughly 19% within the last year, and there are now about 10,000 Wi-Fi hotspots around the country.

Research released by iPass (a global Wi-Fi company) indicated that there was one Wi-Fi hotspot for every 6,160 South Africans – far below the global average of one per 150 people. However, as the smart technology market in South Africa is still relatively new, it is forecast to grow and bring major opportunities for the future.

Opportunities

Cloud computing is becoming more widespread due to improved bandwidth availability and the lower cost of

broadband, as well as additional internet providers competing in the market. According to Business Monitor International, areas of opportunity for cloud computing include retailing and banking, as well as opportunities for increased investments in data centres and related infrastructure.

Insurance sector – briefing

The South African insurance sector is one of the most advanced in the world, with a broad cross-section of well-regulated and innovative insurers and one of the highest premium-to-GDP ratios.

Even though the market will become more sophisticated with the introduction of new legislation, and increased opportunities with the increase in future population, much of the country still remains unbanked and either uninsured or underinsured. Financial inclusion is still limited, with basic policies only optional – a rarity in the developing world, both in Africa and beyond.

This presents significant opportunities for insurers as they look to develop more-inclusive products designed to meet the needs of large numbers of low-income customers, and the predicted large numbers of new middle-income consumers too. As a result, the insurance sector is expected to benefit from substantial growth in the years ahead.

Legal sector – briefing

South Africa offers a sophisticated environment, with well-developed legal, banking and accounting systems and a strong, well-regulated stock exchange. The country is the furthest-along of all the countries of Africa in terms of transition from an emerging to a mature economy.

This opens up opportunities for compliance audits – incorporating compliance into standard processes and procedures is imperative for businesses operating in Africa.

There is a need for compliance regarding local legislation, and regulations relating to corporate governance, labour, taxes, health and safety, the environment, black economic empowerment, anti-bribery, anti-cartel, contract-specific work and protection of personal information in addition to the need for other legal services in energy, mining and infrastructure.

The South African Department of Justice and Constitutional Development aims to transform state legal services as part of the broader reform of the administration of justice.

[Source – mostly SA Department of Justice and Constitutional Development]

Real estate sector – briefing

Although real estate is a smaller economic contributor to the South African economy than mining or agriculture, it is an important tertiary sector.

South Africa's property market appears poised for strong growth. Despite challenging macroeconomic conditions, with steady population growth, plans for billions in new infrastructure projects and greater disposable income, there is an increasing demand for affordable housing, and a number of "new city" projects have been announced recently, which have kept the residential market steady.

However, despite a positive mid- to long-term forecast, the residential segment does still face a number of serious challenges, including rising inflation, labour unrest, electricity shortages and potential currency depreciation.

The new cities will require significant investment in infrastructure, and one of the most significant risks to their economic growth is the country's ongoing energy challenges, although these are beginning to be addressed.

The commercial market has been impacted by oversupply and relatively high vacancy levels, but due to a growing middle class and rising disposable incomes, the retail segment is now leading the property market.

So although electricity and infrastructure deficits, as well as the country's subdued macroeconomic conditions, will challenge property stakeholders in the coming years, the real estate sector is set to benefit from population growth, and real estate in South Africa does seem poised for resurgence in the coming years. Despite near-term challenges, the mid-term outlook remains positive.



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With age comes experience though, and no company is in a better position than **Old Mutual Insure** to prepare for every eventuality and client requirement.

“The forerunner of **Old Mutual Insure**, the South African Fire and Life Assurance Company, first opened its doors on 14 March, 1831,” John Nienaber, Executive for Specialty explains.

“After trading profitably for 64 years, South African Fire and Life was then acquired by London & Lancashire which, in turn, was absorbed by the Royal Group in 1962.

“In the 1960s, South Africa became a republic and the Government directed that all branches of foreign insurance companies operating locally should be registered as South African companies and trade on the

Johannesburg Stock Exchange. This conversion became known as the ‘domestication of foreign companies’.

As a result, the majority of the Royal’s businesses in South Africa merged with Old Mutual’s short-term company, the SA Mutual Fire & General Insurance Company, in 1970. Then, to assume a truly South African identity, ‘Mutual’ and ‘Federal’ elements were united to create the Mutual & Federal brand. This was the state of affairs until 5 June 2017 when Mutual & Federal rebranded to **Old Mutual Insure**.” Nienaber says.

Old Mutual Insure caters for mid-sized and large multinational organisations via the **Specialty** arm and offers **asset protection, fire cover, accident and motor fleet insurance** and much more.



GROWING INTRA-AFRICA MARINE TRADE HIGHLIGHTS NEED FOR SPECIALIST INSURANCE

The marine cargo industry in Africa is set to enter a boom period over the next few decades. South Africa's ports showed steady growth of marine cargo over the past year. The marine cargo industry therefore offers great opportunities to countries and importing and exporting companies, but the risks must be understood and planned for in advance with proper marine insurance.

This is according to John Nienaber, Executive for Speciality at **Old Mutual Insure**, who says, "Statistics from the Transnet National Ports Authority in South Africa show that over 19 million tonnes of cargo was handled in South Africa's eight commercial ports during August last year. This figure is just over 2 million tonnes more than for the same month in the previous year.

"In addition to this, the International Transport Forum (ITF) Transport Outlook estimated that intra-African trade would grow by 715% over the next 35 years to 2050. The ITF also expects international freight transport volumes to grow by 200% over the same period. The importance of insuring this sector is therefore indisputable."

Nienaber adds that, according to the International Chamber of Shipping, the international shipping industry already carries over 90% of world trade.

"With South African importers and exporters handling millions of tonnes of cargo by sea every month, amounting to a value of billions of Rands, it is crucial that these businesses fully understand the major risk factors involved in the transport of marine cargo to ensure they are adequately covered in the event of theft, loss or damage to cargo."



Nienaber says marine insurance is a highly specialised area requiring a high level of skill and competence, with challenges such as poor weather, changes in climatic conditions, poor infrastructure, delays at border posts, legislation that differs from one country to another, crime, corruption, and incidents at sea including machinery breakdown, collision, sinking and piracy.

"It is therefore important for those in the import/export industry to have sound insurance cover in place, due to the many risks of transporting goods overseas. Companies also need to be fully aware of all the clauses in their insurance policies, and should take all feasible precautions to protect their goods. They should for example exercise proper control during the packing of cargo; making sure there is adequate supervision during the loading, storage and unloading phases; and plan the route of the voyage with the services of a reputable carrier who understands the requirements and protocols of international trade."

Nienaber says that **Old Mutual Insure** provides peace of mind to importers and exporters, with far-reaching implications.

"Cargo ships are obviously very vulnerable to severe weather, with regards to physical damage caused by storms and damage because of delays even when the ship safely navigates bad weather. Using the services of a specialist marine insurer is therefore the best way to mitigate the chances of any of the financial, reputational or legal consequences of the transportation of marine cargo. By enabling global trade to grow unhindered, proper marine cargo insurance helps to bring prosperity and economic activities to all corners of the globe," he concludes.



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In addition to the extensive marine insurance cover offered by **Old Mutual Insure**, the company also offers the following products in its Specialty insurance segment.

Old Mutual Insure has a range of products specifically designed to accommodate the insurance requirements of large businesses. Our Corporate Business Insurance solutions are designed to provide clients with specialised cover for complex, large and non-standard risks. We also provide innovative and proactive risk management services at no charge.

Our in-house risk managers, engineers and surveyors, are well suited to offer brokers and clients with technical information and support. With our specialist claims support and our long standing heritage in short-term insurance, our customers are assured of our expertise in adequately protecting the assets of large businesses.

ENGINEERING INSURANCE

Our Engineering department comprises a specialised team of experts who provide the information necessary to allow our clients to make informed decisions regarding the adequacy and type of cover that customers require.

MARINE INSURANCE

Marine business is a vast segment and it is important for us to provide cover for every risk situation. Our range of marine cover options includes:

- **Commercial Hull Insurance**, providing cover for vessels used for commercial purposes such as those used in deep sea fishing industry or for charter.
- **Pleasure Craft Insurance**, provides cover for various

types of small craft for private use. This policy covers options which include medical expenses arising for an accident, damage from the impact of hitting a submerged object and insurance for trailers.

- **Cargo Insurance**, providing cover for goods transported by sea, rail and air freight.

COVERING RENEWABLE ENERGY PROJECTS

Old Mutual Insure has been at the forefront of providing Engineering insurance locally for renewable energy projects. The projects to date are split between Solar Energy and Wind power generation plants. **Old Mutual Insure** has developed a product, using a 'cradle to grave' design approach.

UMA PARTNERSHIPS

Old Mutual Insure has partnered with carefully selected UMAs whose specialist skills and product ranges cater for the specialist needs of clients and complement **Old Mutual Insure's** existing offering to its customers. **Old Mutual Insure** has partnered with Merx Commercial Underwriters, a specialist UMA for all types of Heavy Commercial Vehicles and Camargue Underwriting Managers, an underwriter of niche liability insurance products and a provider of risk management solutions to a broad spectrum of industries in southern Africa.

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SOUTH AFRICA

Talking to other people in your industry and regularly visiting South Africa will give you access to the most current advice, and such experience can often lead to new insights and form the basis for further research.



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- your pricing is competitive
- to localise your product
- to adapt your business model

Find out more about marketing your goods and services for South Africa, at: <https://www.great.gov.uk/uk/>. Visit the Department for International Trade's (DIT) events portal at: <https://events.trade.gov.uk/> to find upcoming events and missions.

Contact the DIT team in South Africa at: <https://www.gov.uk/world/organisations/departments-for-international-trade-south-africa#contact-us> for events and company launches at British High Commission locations.

The questions listed here should help you to focus your thoughts. Your answers to them will highlight areas for further research and also suggest a way forward that is right for your company. You may then want to use this as a basis for developing a formal South Africa strategy, although this may not be necessary or appropriate for all companies:

Your aims:

- Do you wish to buy from South Africa, sell to South Africa or both?
- Do you wish to establish your own company presence in South Africa (for example through a corporate or non-corporate entity, direct sales, appointing a local agent, online selling, licensing or franchising)?
- Do you need to be involved in South Africa at all?
- Do you see South Africa as part of a wider plan including e.g. other African markets?

Your company:

- What are the unique selling points for your product or service?
- Do you know if there is a market for your product or service in South Africa?
- Do you know if you can be competitive in South Africa?
- Are your competitors already in South Africa? If so, what are they doing?
- Do you have the time and resources to handle the demands of communication, travel, product delivery and after-sales service?

Your knowledge:

- Do you know how to secure payment for your products or service?
- Do you know where in South Africa you should start?

- Do you know how to locate and screen potential partners, agents or distributors?
- Have you carried out any South Africa-specific customer segmentation, and do you know how to best reach potential customers in-market?

It is unlikely that you will have the answers to all these questions at the outset and these 'knowledge gaps' could form the basis for further research and investigation.

Some of these questions will require quantitative research in your sector, while others involve more contextual and cultural considerations.

Talking to other people in your industry and regularly visiting South Africa will give you access to the most current advice, and such experience can often lead to new insights and form the basis for further research.

There is also some useful guidance on developing a marketing strategy, customer segmentation, competitor and SWOT analysis etc. on the <https://www.great.gov.uk/uk/> site – and the IOE&IT and British Chamber can help too.

There may be trade shows held in South Africa each year, which could be useful to test product viability in the market.

The Department for International Trade (DIT) Tradeshow Access Programme at: <https://www.gov.uk/guidance/tradeshow-access-programme> provides funding in the form of grants for eligible businesses to attend overseas trade shows.

The funding helps your business gain:

- market knowledge
- experience in attending and getting the most from overseas trade shows
- advice and support from trade experts

Visit the DIT events portal at: <https://events.trade.gov.uk/> to find upcoming events and missions.

Find out more about marketing your goods and services for South Africa at: <https://www.great.gov.uk/uk/>.

Contact the DIT team in South Africa at: <https://www.gov.uk/world/organisations/departments-for-international-trade-south-africa#contact-us> for events and company launches at the British High Commission.

Getting started in South Africa

The business structures available in South Africa changed in 2011 when the New Companies Act was introduced. The structures available now are:

- private company
- sole proprietor
- public company
- partnership
- business trust
- non-profit organisation

The private company and sole proprietor are the most common and useful structures for creating a business.

Close Corporations (CC) are no longer being registered, but CCs that existed before 2011 can continue to exist.

The choice between the various types of entity will depend on many factors, including:

- the complexity of the business arrangement
- if capital needs to be raised
- the type of enterprise
- if a joint venture is required with local partners
- the ability to meet the South African record keeping and auditing requirements
- the level of taxation for each type of enterprise

Trading names for companies must be registered with the Companies and Intellectual Property Commission (CIPC) at: <http://www.cipc.co.za/>.

You should seek legal advice as the tax and legal obligations of each business structure can differ.

Consult legal professionals at: <https://www.gov.uk/government/publications/south-africa-list-of-lawyers>, to avoid costly mistakes and ensure you start out in the way that is best suited to your sector of activity.

Visit: www.great.gov.uk/uk/ for guidance on how to research overseas markets as well as a range of other important issues for exporters.

Direct exports and sales in South Africa

Direct exports means you supply your products direct to the customer. You handle all the logistics of marketing, selling, sending overseas and getting paid.

You may wish to use an agent or distributor, in which case you should look closely at their:

- local business reputation
- financial resources
- regional coverage
- marketing ability

It may be best to appoint a series of agents or distributors to cover different regions in South Africa. UK DIT's trade specialists can help you identify local representatives for your products in South Africa. See: <https://www.gov.uk/overseas-customers-export-opportunities>.

Setting up a business entity in South Africa

Foreign companies may establish a local branch office in South Africa by registering the branch as an "external company". Any non-resident or foreign company must register within 21 days of establishing an office in South Africa.

Government approval is not required for registration. However, all companies, whether public or private, are required to be audited. Trading names for companies must be registered with the Companies and Intellectual Property Commission (CIPC) at: <http://www.cipc.co.za/za/>. Contact the DIT team in South Africa at: <https://www.gov.uk/world/organisations/departments-for-international-trade-south-africa#contact-us> for more information and advice on opportunities for doing business in South Africa.

Online selling to South Africa

Find out about DIT's E-Exporting programme at: <https://www.gov.uk/guidance/e-exporting>, which can help you export your products to South Africa.

Check out the online marketplaces in South Africa at: <https://selling-online-overseas.export.great.gov.uk>, where UK DIT has negotiated listings at better-than-commercial rates.

Licensing or franchising in South Africa

Franchising provides a good market entry into the South African marketplace, and is particularly common in Johannesburg and Pretoria.

Several business laws apply to franchising and copyrights – such as the Consumer Protection Act, Copyright Law, Common Law, Contract Law and Intellectual Property Law, which are vigorously adhered to. You should seek legal advice. Consult legal professionals at: <https://www.gov.uk/government/publications/south-africa-list-of-lawyers>.

Additional information on franchising in South Africa can also be found at the Franchise Association of Southern Africa (FASA) at: <http://www.fasa.co.za/>.

You can visit the international section of the British Franchise Association at: <http://www.thebfa.org/international> for more information on franchising.

You should conduct due diligence checks once you have chosen your method of entry into the market.

[Source – DIT/ gov.uk]

Getting finance to fulfil an export contract to South Africa

Globally, South Africa ranks 62nd out of 190 economies in the World Bank's "Doing Business – ease of getting credit" report 2017. See: <http://www.doingbusiness.org/data/exploreeconomies/south-africa>.

To make it easier to fulfil an export contract and grow your business, schemes are available to UK companies selling products and services to South Africa. Contact your bank or specialist financial organisations for assistance.

South African capital markets are top-rated in the world, making it easy to raise financing. South Africa has a strong services sector.

There are limits on the amount of currency you can bring into South Africa. For cash in South African Rand (ZAR), the limit is ZAR 25,000. For combinations of cash in other currencies, the limit is US \$10,000 (or equivalent). You should declare any amount higher than this on entry to South Africa.

UK Export Finance (UKEF) has significant risk capacity to support exports to South Africa. See: <https://www.gov.uk/guidance/country-cover-policy-and-indicators#south-africa>.

Contact one of UKEF's export finance advisers at: <https://www.gov.uk/government/publications/find-an-export-finance-manager> for free and impartial advice on your finance options.

Getting paid in South Africa

You may wish to talk to a specialist about finance, including how to get paid in South Africa. This could be a bank, an accountant or you can contact the UK DIT team in South Africa at: <https://www.gov.uk/world/organisations/departments-for-international-trade-south-africa#contact-us> to help find a financial adviser in South Africa.

Your contract will specify the terms for payment. If there is any dispute you will need to go through the South African legal system for resolution.





SOUTH AFRICA

South African business and legal systems are similar to those in the UK. Labour law is governed by many acts that provide a structure for businesses to operate in. You will need to be familiar with some labour acts before trading in South Africa.



How to do business in South Africa

Legal considerations

South African business and legal systems are similar to those in the UK. Labour law is governed by many acts that provide a structure for businesses to operate in. You will need to be familiar with some labour acts before trading in South Africa. See: <http://www.labour.gov.za/DOL/legislation>.

It is therefore strongly recommended that UK companies entering into agreements in South Africa undertake legal advice. Contact the DIT team in South Africa at: <https://www.gov.uk/world/organisations/departments-for-international-trade-south-africa#contact-us> to help find tax and legal advisers before entering into agreements.

Law on marketing and selling in South Africa

If you are selling to consumers you must comply with South Africa's consumer protection requirements.

There are various pieces of legislation in place to protect consumers. Refer to the South African National Consumer Commission (NCC), the chief regulator of consumer-business legislation at: <http://www.thencc.gov.za/> for further details about consumer rights in South Africa, and their right to fair and responsible marketing.

Standards and technical regulations in South Africa

Suppliers and manufacturers have an obligation to make sure products are safe. Products must meet relevant safety standards, have clear instructions for proper use and include warnings against possible misuse.

The South African Bureau of Standards (SABS) at: <http://www.sabs.co.za> is the lead government agency responsible for standards.

Other regulatory bodies include:

- Council for Scientific and Industrial Research (CSIR): <http://www.csir.co.za>
- Engineering Council of South Africa (ECSA): <https://www.ecsa.co.za/default.aspx>
- National Department for Agriculture, Forestry and Fisheries: www.daff.gov.za/daffweb3
- Department of Health: <http://www.health.gov.za>
- Southern African Development Community Cooperation in Standardization (SADC Stan): <http://www.sadc.int/>

You should consider taking out product liability insurance if you manufacture or supply a physical product that is sold or given away for free. See: <https://www.abi.org.uk/products-and-issues/choosing-the-right-insurance/business-insurance/liability-insurance/product-liability-insurance/>



Labelling and packaging your products for South Africa

South Africa has a well-developed regulatory standards regime that oversees labelling requirements. SABS oversees labelling <http://www.sabs.co.za/> for the following categories, including details of mandatory and voluntary markings:

- chemical
- electro-technical
- food and health
- mechanical and materials
- mining and minerals
- services
- transportation

Your goods should be appropriately packed for South Africa. Packages may receive heavy handling and be left in the open air for longer than anticipated, so you must take into account South Africa's climate.

Tax considerations

If a company is incorporated in or managed from South Africa, it is considered to be South African for tax purposes. The question of residency needs to be addressed to avoid double taxation.

In South Africa, the central government levies most direct and indirect taxes. The tax regime is set by the National Treasury (<http://www.treasury.gov.za/>) and managed by the South African Revenue Services (SARS) (<http://www.sars.gov.za/Pages/default.aspx>). SARS collects revenue, ensures compliance with tax laws and regulates and controls customs.

The South African provincial governments and local authorities also have limited taxing rights. See: <https://www.brandsouthafrica.com/governance/government/govprov#.UyHcqK7LfBQ>.

Contact the UK DIT team in South Africa at: <https://www.gov.uk/world/organisations/departments-for-international-trade-south-africa#contact-us> to help find tax advisers before entering into agreements in South Africa.

Double taxation agreement

The UK and South Africa have signed a double taxation agreement ensuring the same income is not taxed in more than one country. See: www.gov.uk/government/publications/south-africa-tax-treaties.

Value Added Tax (VAT) in South Africa

The standard rate for VAT in South Africa is 14%. Certain products are exempt e.g. education services and some basic food products. Value Added Tax is the principal source of indirect taxation revenue in South Africa. It is based on the same principles as in the UK, and there are certain exemptions for VAT.

A vendor must register for VAT if the taxable supplies for a 12 month period have exceeded, (or are forecast to exceed) ZAR 1 million per annum. A vendor may also voluntarily register for VAT if the threshold of ZAR 50,000 has been exceeded in a 12 month period.

If you are registered for Value Added Tax (VAT) you can zero-rate the VAT on most goods you export to South Africa. You will need to get evidence of the export within three months from the time of sale.

Find more information on VAT in non-EU markets and zero rating conditions at: <https://www.gov.uk/guidance/vat-exports-dispatches-and-supplying-goods-abroad>.

Other taxes include:

- stamp duty
- transfer duty
- capital gains tax
- skills development levy

Contact SARS for further information on taxation in South Africa: <http://www.sars.gov.za/Pages/default.aspx>.

Customs and documentation in South Africa

Import restrictions in South Africa

The importation of the following goods into South Africa is prohibited:

- fully automatic, military weapons, explosives and fireworks
- narcotics and habit-forming drugs
- poisons and other toxic substances
- cigarettes with a mass of more than 2kg per 1,000
- counterfeit goods

Each year, the South African Department of Trade and Industry (DTI) publishes a full list of prohibited goods and goods requiring import permits through the International Trade Administration Commission of South Africa (ITAC). See: <http://www.itac.org.za/pages/services/import-control>.

The South African Revenue Service (SARS), a division of the South African Department of Finance/Treasury, administers import duties and controls in consultation with DTI. See: <http://www.sars.gov.za/Pages/default.aspx>.

Complying with HMRC regulations to export to South Africa

You must make export declarations to HMRC through the National Export System (NES) to export your goods to South Africa. See: <https://www.gov.uk/guidance/export-declarations-and-the-national-export-system-export-procedures>.

Find out how to declare your exports to South Africa through the NES, at: <https://www.gov.uk/guidance/export-declarations-and-the-national-export-system-export-procedures>.

You must classify your goods as part of the declaration, including a commodity code and a Customs Procedure Code (CPC). You can find commodity codes and other measures applying to exports in the UK Trade Tariff at: <https://www.gov.uk/trade-tariff>.

Contact the HMRC Tariff Classification Service for more help, at: <https://www.gov.uk/government/publications/notice-600-classifying-your-imports-or-exports/notice-600-classifying-your-imports-or-exports#list-of-useful-contacts>.

You must declare any goods that you take with you in your baggage to sell outside the EU, at: <https://www.gov.uk/take-goods-sell-abroad>.

Temporary export of goods to South Africa

You can use an ATA (Admission Temporaire/Temporary Admission) Carnet to simplify the customs procedures needed to temporarily take goods into South Africa. See: <https://www.gov.uk/taking-goods-out-uk-temporarily>.

You need an export licence to temporarily take dual use goods to South Africa. Use the SPIRE system to apply for a temporary export licence. See: <https://www.spire.trade.gov.uk/spire/fox/espire/LOGIN/login>.

Customs in South Africa

South Africa applies Most Favoured Nation (MFN) rates to imports, as well as preferential rates applied to products originating from trade partners with which it has negotiated trade agreements.

South Africa has an Economic Partnership Agreement (EPA) with the European Union.

The Southern African Customs Union (SACU) (www.sacu.int) comprises South Africa, Botswana, Lesotho, Swaziland and Namibia. South African Tariff rates are therefore administered as part of SACU. See: <http://www.sars.gov.za/ClientSegments/Customs-Excise/Pages/Tariff.aspx>.

South Africa has a complex import process. SARS defines approximately 90,000 product tariff codes (<http://www.sars.gov.za/ClientSegments/Customs-Excise/Pages/Tariff.aspx>) that are strictly enforced on all imports. You are therefore encouraged to use a reputable customs clearance agent familiar with South African conventions.

You can contact the DIT team in South Africa at: <https://www.gov.uk/world/organisations/departments-for-international-trade-south-africa#contact-us> for a list of recommended agents.

Import licences are required for restricted items. You must have an import permit before the date of shipment. If you do not, you may have to pay a penalty. You can find more general information about import tariffs in the EU's Market Access Database at: <http://madb.europa.eu/madb/index-Publi.htm>.

It is usually the South African importer that must secure an import permit (where this is required) not the foreign supplier. However, the supplier should check whether or not a permit is required, and request a copy of it prior to the shipment of any goods. As most of the Incoterms commonly in use relieve the supplier of any responsibility for the goods following their departure from the exporting country, any non-compliance penalties in South Africa would be for the importer's account.

[Source – ITRISA]



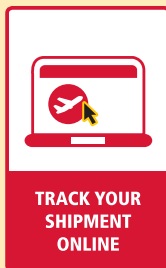
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Documentation in South Africa

SARS uses a Single Administrative Document (SAD) to allow clearance of goods. The SAD is a multi-purpose declaration form covering imports, exports, cross border and transit movements. However, SARS is currently undertaking a large customs modernisation programme, so you should contact them for the latest details on customs documentation and procedures, at: <http://www.sars.gov.za/ClientSegments/CustomsExcise/Pages/default.aspx>

[Source – DIT/ gov.uk]

Excise duty in South Africa

Excise duties would also only be payable by the importer on importation, i.e. they would not normally be the responsibility of the exporter (unless the exporter is also the entity responsible for clearing the goods into South Africa).

[Source – ITRISA]

Shipping your goods to South Africa

If you are not knowledgeable about international shipping procedures you can use a freight forwarder to move your goods. A forwarder will have extensive knowledge of documentation requirements, regulations, transportation costs and banking practices in South Africa.

You can find freight forwarding companies to help you transport your goods to South Africa via the British International Freight Association (BIFA) at: <http://www.bifa.org/home>, or the Freight Transport Association (FTA) at: <http://www.fta.co.uk/>.

Posting goods to South Africa

It is inadvisable to send anything by post to South Africa as the postal system there is extremely unreliable. South African businesses do not use the postal system. Invoices, statements, and all communication is transmitted electronically. Small parcels are sent by courier.

[Source – ITRISA]

Shipping dangerous goods to South Africa

Special rules apply if you are shipping dangerous goods to South Africa. See: <https://www.gov.uk/shipping-dangerous-goods/what-are-dangerous-goods>.

Terms of delivery to South Africa

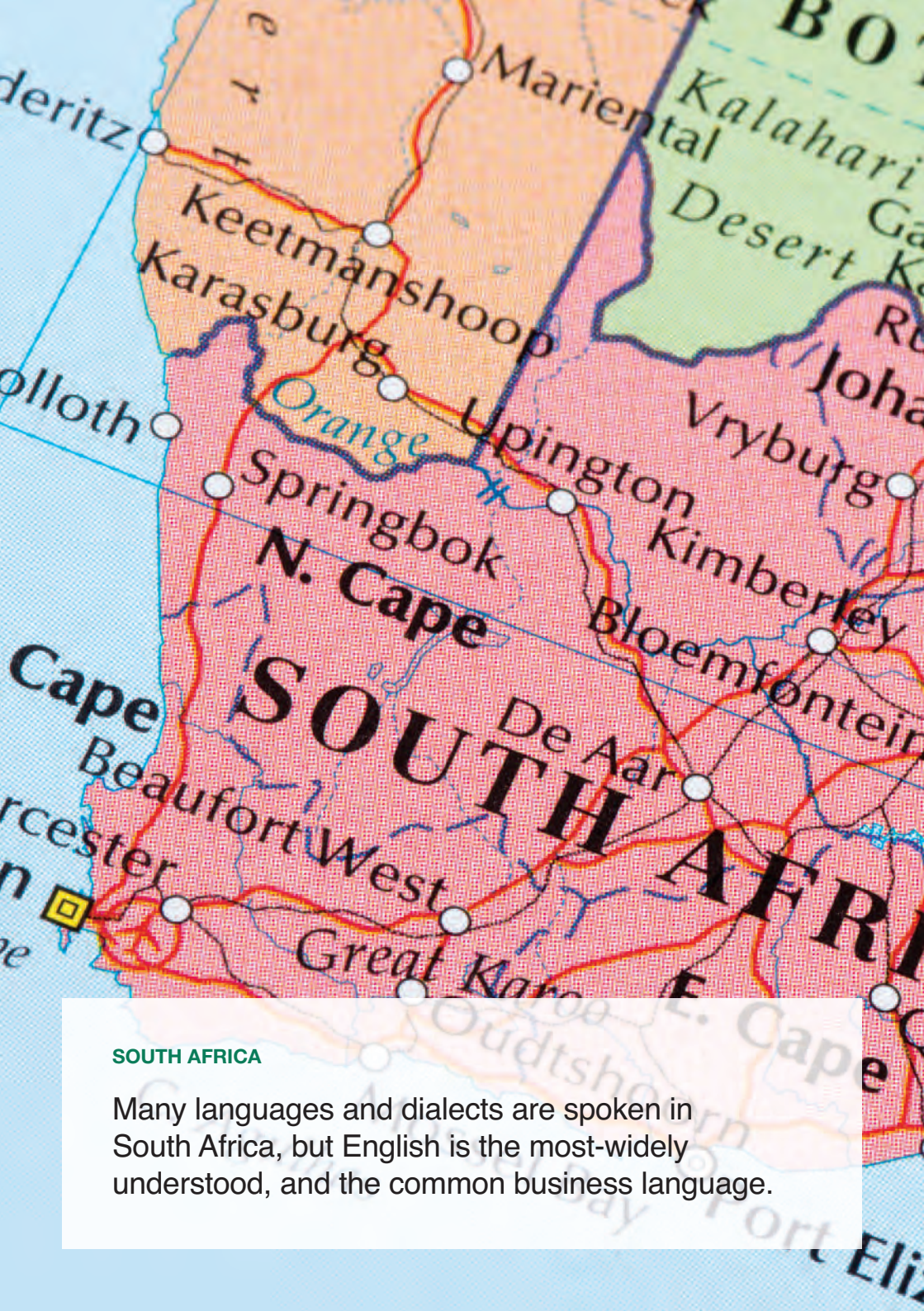
Your contract should include agreement on terms of delivery using Incoterms. See: <https://www.gov.uk/guidance/international-trade-paperwork-the-basics#international-trade-contracts-and-incoterms>.

UK Export Finance

The government can provide finance or credit insurance specifically to support UK exports through UK Export Finance (UKEF) – the UK's export credit agency. See: <https://www.gov.uk/government/organisations/uk-export-finance>.

For up-to-date country-specific information on the support available see UKEF's cover policy and indicators for South Africa at: <https://www.gov.uk/guidance/country-cover-policy-and-indicators#south-africa>

[Source – DIT/UKEF/gov.uk]



SOUTH AFRICA

Many languages and dialects are spoken in South Africa, but English is the most-widely understood, and the common business language.



Business etiquette, language & culture

Overview

Many languages and dialects are spoken in South Africa, but English is the most-widely understood, and the common business language.

Most South African businesses are hierarchical and bureaucratic in nature, although increasingly black, younger middle-managers are becoming proactively involved in decision making.

You should avoid anything that could be considered a 'hard sell' approach. It is better to be understated and patient with South African contacts. Being seen as pushy will probably alienate people.

Given the large number of diverse and distinct sub-cultures within the country, you should have a good understanding of local cultures and issues. Putting together successful teams requires a great deal of local knowledge. A good understanding of local sensitivities can also assist with developing trust and good working relationships.



South African public holidays

2017

Date:	Weekday:	Holiday:
16 th December	Saturday	Day of Reconciliation
25 th December	Monday	Christmas Day
26 th December	Tuesday	Day of Goodwill

2018

Date:	Weekday:	Holiday:
1 st January	Monday	New Year's Day
21 st March	Wednesday	Human Rights Day
30 th March	Friday	Good Friday
2 nd April	Monday	Family Day
27 th April	Friday	Freedom Day
1 st May	Tuesday	Workers Day
16 th June	Saturday	Youth Day
9 th August	Thursday	National Women's Day
24 th September	Monday	Heritage Day
16 th December	Sunday	Day of Reconciliation
17 th December	Monday	Public Holiday
25 th December	Tuesday	Christmas Day
26 th December	Wednesday	Day of Goodwill

> Clear, consistent content is vital to making your business understood overseas. **So don't leave it to chance.**

- > Well-known companies we already work with include: Serco, Experian, Intertek, IKEA and Caterpillar
- > For a structured approach to translation, please read the article that follows



Protecting your Reputation
Worldwide™

If you're reading this guide, the chances are you're either a seasoned exporter, or you're committed to investigating new export opportunities for your business. Whichever category you fall into, you'll have a good idea of the huge investment in time, effort and resources which is required for export success.

Your priority will be to get your product or service to market, and it's a fact of life that procurement of peripheral resources such as translation is often left to the last minute. In this article we'd like to demonstrate to you how building translation into the early planning stages of your export campaigns can pay dividends.

The internet, mobile connectivity and social media mean that now more than ever before customers, be they B2B or B2C, are buying goods and services within the context of a connected world of instant communication.

Buying decisions carried out in isolation of wider and constantly changing sector, economic or social contexts are a thing of the past. This means that increasingly any product or service has to be supported with professional technical, marketing or other contextual content.

As examples of this, exporters need their technical documentation to be easily assimilated, their marketing content to be compelling, and their website to be informative and memorable. Human resources departments on the other hand need sensitive localisation of policies & procedures in line with local legislation, corporate guidelines and house style. After all an international expansion strategy or company restructuring could easily be undermined by insensitive internal communication.

In non English-speaking markets, all of the above can be achieved by working with a reliable and professional translation partner.

So how can really good translation help build your export success:

- clear and accurate foreign-language branding and content will motivate foreign customers to buy from you
- consistent and harmonised messaging helps to convey and reinforce your company's values and ethos
- corporate and operational risk through poor quality communication and misunderstanding is eliminated
- overall brand integrity and reputation are enhanced



language services

Protecting your Reputation
Worldwide™

The following components are key to a successful translation project, and show how AST can make the process of internationalising outward-facing and internal communications simpler, more professional and more cost-effective:

Rigorous selection of translators

AST's ISO9001 certified and ISO17100 compliant processes mean that the company has approved sector-specialist translators whatever the language and deadline requirements, with experienced proofreaders to give the text precision and professionalism to really focus the reader's attention.

Translation memory technology

Client-facing documents produced periodically often contain sections which stay the same and sections which need updating. Similarly company websites and technical data or manuals can contain identical paragraphs and sections. Translation Memory technology is used in this situation to identify duplicate and legacy text. The duplicates are logged and reused – leading to reduced turnaround times and resulting

cost savings – with company wordings for products, processes, titles and descriptions translated consistently.

Terminology management

The key words used to describe your company's products, services and processes support your brand and identity. This is equally true in your foreign language communications. Unfortunately, once translated it is often easy to lose control of key terms, leading to uncertainty as to whether the translations are having the desired impact. AST's terminology management prevents this. Glossaries are maintained in multiple languages and client terminology is checked in each language by industry sector experts. As the glossary grows it can be reused with each new project, so client content is always on-message and brand integrity consistent.

So there's really no need for you to leave the "softer" aspects of your export campaign to chance. Using a professional translation company like AST provides a guarantee that your international content will be clear, consistent and effective. Whatever the language.

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No matter how urgent your assignment we can translate it.



SOUTH AFRICA

To mitigate any challenges, you are advised to appoint and work with competent local partners and seek the assistance of experienced commercial lawyers.



WHAT ARE THE CHALLENGES?

What are the challenges?

Challenges when doing business in South Africa

Although South Africa is a well-developed and promising market, there are some challenges when doing business there. These include:

- high unemployment
- poverty and inequality
- skills and capacity shortages
- infrastructure improvements needed for energy, transport and water
- high crime rate
- Broad-Based Black Economic Empowerment (B-BBEE) legislation (http://www.dti.gov.za/economic_empowerment/bee.jsp)

To mitigate these challenges, you are advised to appoint and work with competent local partners and seek the assistance of experienced commercial lawyers.

You should also ensure you take the necessary steps to comply with the requirements of the UK Bribery Act (<https://www.gov.uk/government/publications/bribery-act-2010-guidance>). Read the Foreign and Commonwealth Office (FCO) Overseas Business Risk report for South Africa, at: <https://www.gov.uk/government/publications/overseas-business-risk-south-africa/overseas-business-risk-south-africa>.

[Source – DIT/FCO/gov.uk]

Protecting your intellectual property (IP) in South Africa

The UK Intellectual Property Office (IPO) has information on the different types of IP rights and what they protect. However, IP rights are protected differently in different countries. It is important to get the right advice on IP strategy and the different ways you can protect your IP.

In 2008, South Africa enacted the IPR Intellectual Property Rights from Publicly Financed Research and Development Act. The law clarifies obligations related to the ownership of intellectual property rights in the country and applies to aesthetic and functional designs, marks related to patentable inventions and copyright. For further information see the South African Department of Trade and Industry (DTI) site at: <http://www.dti.gov.za/default.jsp>.

There are four 'Acts' in South Africa that govern the country's Intellectual Property Laws. Generally, the most widely applied IP law is that of copyright. The other three are for patents, trademarks and registered designs.

If you are seeking to register your IP, or if your IP is infringed in South Africa, you should seek advice from local IP lawyers to guide you through the processes. Read the Intellectual Property Office's (IPO) guide to managing and protecting your IP in South Africa at: <https://www.gov.uk/government/publications/intellectual-property-rights-in-south-africa>.

[Source – DIT/ gov.uk]



Corruption

Corruption is a barrier to business in South Africa, which investors should be aware of. South Africa was ranked 64th out of 176 in Transparency International's Corruption Perceptions Index 2016. See: http://www.transparency.org/news/feature/corruption_perceptions_index_2016.

In a report released by a leading South African legal firm, the country has made some inroads in addressing loopholes. However, there has been an upsurge of bribery incidents.

This could be attributed to an increase in general awareness among organisations, with over 90% having a policy prohibiting bribery and 52% having an anti-bribery compliance programme in place.

You can refer to the Bribery Act 2010 at: <https://www.gov.uk/government/publications/bribery-act-2010-guidance> for guidance on UK bribery standards.

Visit the FCO's Overseas Business Risk pages at: <https://www.gov.uk/government/publications/overseas-business-risk-south-africa/overseas-business-risk-south-africa>, and the Business Anti-Corruption portal page at: <http://www.business-anti-corruption.com/country-profiles/south-africa>, providing advice and guidance about corruption in South Africa.

Payment risks in South Africa

UKEF helps UK companies get paid by insuring against buyer default.

You may have difficulty accessing foreign exchange. Be confident you will get paid for your export contract. Speak to one of UKEF's export finance advisers at: <https://www.gov.uk/government/publications/find-an-export-finance-manager> for free and impartial advice on your insurance options, or contact one of UKEF's approved export insurance brokers at: <https://www.gov.uk/government/publications/uk-export-finance-insurance-list-of-approved-brokers/export-insurance-approved-brokers>.

Currency risks when exporting to South Africa

If you have not fixed your exchange rate you have not fixed your price.

You should consider whether the best option for you is to agree terms in Sterling or South African Rand in any contract. You should also consider getting expert financial advice on exchange rates (sometimes called FX).

The background of the entire page is a close-up, slightly blurred image of the South African flag. The flag's design is visible, featuring a red isosceles triangle at the top, a green triangle at the bottom, and a white band separating them. A yellow chevron is superimposed on the green triangle, pointing towards the hoist. The colors are vibrant and the texture of the flag material is subtly visible.

SOUTH AFRICA

Each year, the South African Department of Trade and Industry (DTI) publishes a full list of prohibited goods and goods requiring import permits through the International Trade Administration Commission of South Africa (ITAC).



INSTITUTE OF EXPORT

& INTERNATIONAL TRADE

What does membership of the Institute of Export & International Trade mean?

To most the Institute of Export & International Trade simply plods away providing much needed qualifications to professionalise the industry however, did you realise that our helpline is one of the busiest and best in the industry? It's all part of membership and, if you need more than a phone call, we can put together a project to fulfil your needs. 2015 saw the launch of our Technical Help for Exporters that recognises the volume of legislation and regulation that covers our industry and gives you the comfort of knowing that if you don't know, you know someone who does!



Innovation is key to the success of the Institute and new ideas include our New Exporter package. This allows a business to enter a new market secure in the knowledge that they have an understanding of how they will operate and comply with any specific regulations and standards. Practical help and assistance is always available from the Institute so any additional training can be tailored to the business and the team that needs the knowledge.

The work of the IOE&IT also extends to representing membership views. Knowledge gained from our members' feedback, those who get involved with

the forums and Special Interest Groups, and those who attend our training courses or study with us, enables us to represent the industry at government levels in both the process and delivery of policy for international trade. These views also help us to ensure that the training programmes are effective and pertinent to the industry needs. Our Diploma in World Customs Compliance and Regulation is testament to the way we listen to our members' needs. This was driven by Nissan, Adidas, John Lewis and many others and will neatly dovetail into any AEO work ensuring that quality standards are met at manager and junior staffing levels.

Starting in 1935, the Institute committed itself to building competence and growing confidence for businesses trading in goods and services, which at the time, was a far reaching remit. Over the years this remit has seen us develop from simply providing training in short course format over a day, or perhaps two, into a fully-fledged Ofqual Awarding Organisation that operates specifically to deliver international trade education.



This status allows our individual members and corporates alike to be sure that they are part of a quality organisation with plans for growth integrated with a sustainable future for the global prosperity of UKPIc.

Part of our work includes mapping existing qualifications to roles and producing training needs analyses to ensure staffing progression and continuity. The need to upskill our workforce to match those of our competitors is a key element vital for growth. Our focus is on recognising that International trade needs specific knowledge, coupled with a strong belief that we must start to talk to

our young people at an earlier stage. We need to engage the next generation in thinking about how world trade works and how it will be great for British businesses. They need to know how items arrive in the shops which, in turn, will begin to spark ideas. As these young people join companies they will bring a fresh outlook that all things are possible especially if you operate globally.



Why not call us and get involved?

It has never been more important that we act as an industry to help – we need experts and commitment to professionalising international trade from businesses large and small – help your institute to stay ahead of the curve.

Institute of Export & International Trade

Export House
Minerva Business Park, Lynch Wood,
Peterborough, Cambridgeshire,
PE2 6FT, UK
Telephone: +44(0)1733 - 404400
Fax: +44(0)1733 - 404444



Lesley Batchelor OBE, FIEEx (Grad) –
Director General, Institute of Export & International Trade

Focusing on qualifications.

A focus on qualifications - but why do we need them?

I'd like to tell you about my story, it's ok it won't take too long but I think it's similar to a lot of people that work in international trade.

I left school with no ambition to do anything other than help my mum make ends meet. I wanted to be a seamstress but we couldn't afford the material for the interview so I went into an accounts department at a large pharmaceutical company. Luckily for me they recognised a hard worker and asked me to work in various departments. After a year they asked me which one I like the best and without even thinking I said "international", and that was my career set out for me.

Working in international trade I found that I needed to understand so many different things - from how trade agreements impacted a sale to the legal aspects of trade and how different systems worked in terms of contract and disputes. Getting paid brought about a whole new set of issues and this really made me learn and think about the implications of offering credit and how it can be used to your advantage.

Things I learnt about logistics and the paperwork that was needed to support a trade were empirical and slowly I became sure of my knowledge. The problem was, that when I wanted to move on to the next company, I had nothing to show I had that knowledge. It was frustrating to find that the knowledge that I had accumulated over 11 years wasn't evidenced in any way and that no-one knew exactly what I knew. I was lucky enough to get my next job with a well-known Japanese computer company but it made me realise that if I wanted a career, I needed to get qualified.

So I spent the next two years, two nights a week at night school honing my skills and building a knowledge and understanding of all aspects of the trade I had entered "by the back door". Finally, exhausted but with a full understanding of how planning and control worked, I passed and became a Graduate Member of the Institute of Export & International Trade, suffix MIEEx (Grad) in 1991.

Well, many things have changed since then, as after many years of working in international trade, I took over at the helm, steering the qualifications and the Institute towards a better place. We have now gained Ofqual Awarding Organisation status for the qualifications and have worked hard on ensuring we are ready for the next 80 years of representing the industry and standing as guardian of professional standards in international trade.

OFQUAL* awarding status is hard earned and we are proud to be the only professional body operating in this international trade environment.

IOE&IT Qualifications in brief

www.export.org.uk/page/qualifications

- Level 1 Young International Trader
(Available electronically)
- Level 2 International Trade Logistic Operations **
- Level 3 Certificate of International Trade
Certified International Trade Adviser
- Level 4 Advanced Certificate in International Trade
- Level 5 Diploma in International Trade
Diploma in World Customs Compliance and Regulations
- Level 6 Foundation Degree jointly delivered with *** Anglia Ruskin University
Higher Apprenticeship in International Trade - the first so far.

Our courses at level 3 onwards are delivered online using a blended learning technique which involves the support of an expert tutor for each topic. The IOE&IT online campus offers a range of learning tools, from power-point presentations and videos to online chats and forums for the students. The Institute has a success rate of 95% in helping our students through these academic programmes.

The Advanced Certificate in International Trade - Elective modules have been added to the level 4 Advanced Certificate syllabus. In addition to the three core modules of Business Environment, Market Research & Marketing and Finance of International Trade, students can now choose a fourth elective module from:

- a. International Physical Distribution
- b. Selling Services, Skills and Software Overseas
- c. Or one of:
 - i. Doing business & communicating in Arabic speaking markets
 - ii. Doing business & communicating in Spanish speaking markets
 - iii. Doing business & communicating in German markets
 - iv. Doing business & communicating in Chinese markets
 - v. Doing business & communicating in Russian markets

The series of modules above carry language skills training, the focus being on basic business language needed and business culture

Finally, eBusiness internationally will be launched summer 2016.

The Diploma in International Trade - level 5 is equivalent to the second year of a degree and is accepted as entry level for:-

BSc (Hons) in Management Practice - International Trade with Plymouth University
-Online 24 months

MSc International Trade, Strategy and Operations with Warwick University - 36 months part residential

www.export.org.uk/page/qualifications will give you more detail and a contact who will talk you through your options.

*The OFQUAL Register of Regulated Qualifications contains details of Recognised Awarding Organisations and Regulated Qualifications in England (Ofqual), Wales (Welsh Government) and Northern Ireland (Ofqual for vocational qualifications and CCEA Accreditation for all other qualifications).

** International Trade Logistic Operations is delivered through our approved centres

*** Anglia Ruskin University is Entrepreneurial University of the Year



British High Commission Pretoria

The British High Commission in South Africa maintains and develops relations between the UK and South Africa, Lesotho and Swaziland.

Urgent assistance

If you are in South Africa and you need urgent help (for example, you have been attacked, arrested or someone has died), call +27 12 421 7500. If you are in the UK and worried about a British national in South Africa, call 020 7008 1500.

Get an emergency travel document

You can apply for an emergency travel document if you are abroad and your passport has been lost or stolen, damaged or expired, and you cannot get a new or replacement passport in time to travel, here: www.gov.uk/emergency-travel-document

If the person needing the emergency travel document is under 16, a parent or guardian should apply on their behalf.

If you are due to travel in the next 24 hours, contact the British High Commission Pretoria here: www.gov.uk/world/organisations/british-high-commission-pretoria#contact-us, as soon as possible.

If you are travelling in more than 3 weeks, check if you can get a new or replacement passport in time to travel, here: www.gov.uk/renew-adult-passport

If you are not a British citizen or have not had a British passport before

If you are not sure, check if you are a British citizen here: www.gov.uk/check-british-citizen

If you are not a British citizen but think you may be eligible, contact the British High Commission Pretoria to apply for an emergency travel document here: www.gov.uk/world/organisations/british-high-commission-pretoria#contact-us

Once you have contacted them, you will be advised to make an appointment to apply for an emergency travel document at the British High Commission Pretoria, here: www.consularappointments.service.gov.uk/fco/#!/british-high-commission-pretoria/issuing-an-emergency-travel-document/slot_picker

Notarial and documentary services

For legal reasons, the British High Commission are unable to carry out notarial acts in Commonwealth countries. This includes certifying documents as true copies of originals, administering oaths or taking affidavits.

For these or other notarial acts, you should contact a local notary, see here: www.gov.uk/guidance/notarial-and-documentary-services-guide-for-south-africa#the-services-we-provide. A standard letter is available to confirm they do not offer these services in South Africa.

We offer a limited range of documentary services. See the list of documentary services we provide here: www.gov.uk/guidance/notarial-and-documentary-services-guide-for-south-africa#the-services-we-provide.

Consular fees

The British High Commission charge fees for some of their services. See the full list of consular fees in South Africa here: www.gov.uk/government/publications/south-africa-consular-fees

They also provide services in Cape Town, see here for more details: www.gov.uk/world/organisations/british-consulate-general-cape-town

Contact us

British High Commission Pretoria

British High Commission
255 Hill Street,
Arcadia, Pretoria
Gauteng 0002
South Africa

Contact form:

www.contact-embassy.service.gov.uk/?country=South%20Africa&post=British%20High%20Commission%20Pretoria

Telephone:

General and Consular enquiries:

+27 12 421 7500

Passport Enquiries:

+44 (0) 300 222 0000

Fax:

Consular enquiries: +27 86 535 5422

Visa enquiries from within South Africa:

Monday to Friday, 24 hours. Calls cost £1.37 per minute on top of your standard network charges.

Telephone:

+44 203 481 1736

Visa enquiries:

contact-ukvi.homeoffice.gov.uk/app/international/payment/language/English

Opening times:

www.gov.uk/world/organisations/british-high-commission-pretoria/office/british-high-commission-pretoria



Go with Illovo!





The Institute of Export & International Trade

Export House
Minerva Business Park
Lynch Wood
Peterborough
PE2 6FT, UK

Tel: +44 (0) 1733 404400

Website: www.export.org.uk



UK Export Finance

UK Export Finance is the UK's export credit agency, serving UK companies of all sizes. We help by providing insurance to exporters and guarantees to banks to share the risks of providing export finance. In addition, we can make loans to overseas buyers of goods and services from the UK.

In the past five years, we have provided:

- £14 billion worth of support for UK exports;
- direct support for more than 300 customers supported directly, with many thousands more benefiting through export supply chains;
- nearly 2000 individual guarantees, loans or insurance policies.

UK Export Finance is the operating name of the Export Credits Guarantee Department (ECGD).

For more information and to arrange a free consultation with an Export Finance Adviser, visit: <https://www.gov.uk/government/organisations/uk-export-finance>

New business enquiries:

Telephone: +44 (0)20 7271 8010
Email: customer.service@ukef.gsi.gov.uk



British Expertise

23 Grafton Street, London W1S 4EY

Tel: +44 (0)20 7824 1920

Fax: +44 (0)20 7824 1929

<http://www.britishexpertise.org/bx/pages/bx.php>



Department for International Trade (DIT):

If you have a specific enquiry about the market which is not addressed by the information in this guide, you may contact:

Email: enquiries@trade.gsi.gov.uk

Tel: +44 (0)20 7215 8000

Fax: +44 (0)141 228 3693

Website: www.gov.uk/government/organisations/department-for-international-trade

Department for International Trade (DIT)

Enquiry Service:

Tel: +44 (0)20 7215 8000

Email: enquiries@trade.gsi.gov.uk

Otherwise contact the DIT team in Johannesburg directly, for more information and advice on opportunities for doing business in South Africa:

UK Department for International Trade South Africa

Dunkeld Corner
275 Jan Smuts Avenue
Dunkeld West
Johannesburg
2196
South Africa

Email: SATrade@mobile.trade.gov.uk

Tel enquiries: + 27 (0) 11 537 7000



British Chamber of Business in Southern Africa (BCBSA)

Tel: +27 (0) 10 245 4788

Email: info@britcham.co.za

Website: www.britcham.co.za



South African Chamber of Commerce

Website:

www.southafricanchamber.co.uk

Email:

admin@southafricanchamber.co.uk



**International Trade Institute of
Southern Africa NPC (ITRISA)**

Trade Development House
Eden Gardens
16 Wessel Road
Rivonia
Sandton
Johannesburg
South Africa
2191

Postal address:
P O Box 2475
Rivonia
Sandton
Johannesburg
South Africa
2128

Tel: +2711 807 5317
Fax: +2711 807 5321

Email: info@itrisa.co.za

Website: <http://www.itrisa.co.za>

Contact name: Lindie Dlodlo



International Market Advisor

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United Kingdom

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General enquiries switchboard
+44 (0) 1298 79562

www.DoingBusinessGuides.com

Media enquiries

Newsdesk & out of hours
+44 (0) 1298 79562

Financial Institution:



Barclays Africa

Corporate and Investment Banking
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Tel: +27 11 895 6999
www.cib.barclaysafrica.com

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visit Corporate and Investment Banking
at: cib.absa.co.za or
email: fiafricatrade@barclays.com

Translation / Language Services:



AST Language Services Ltd

Unit 8, Ayr Street,
Nottingham NG7 4FX
United Kingdom

Tel: +44 (0)115 970 5633
Fax: +44 (0)845 051 8780
Email: office@astls.co.uk

www.astlanguage.com

Shipping & Logistics:



DHL Express

Phone: 0860 345 000

Website: dhl.co.za



ENSafrica

email: info@ENSafrica.com

website: www.ENSafrica.com

South African offices

Cape Town offices

1 North Wharf Square
Loop Street
Foreshore
Cape Town

tel: +27 21 410 2500

Durban offices

1 Richefond Circle
Ridgeside Office Park
Umhlanga
Durban

tel: +27 31 536 8600

Johannesburg offices

150 West Street
Sandton
Johannesburg

tel: +27 11 269 7600

Stellenbosch offices

La Gratitude
97 Dorp Street
Stellenbosch
Western Cape

tel: +27 21 808 6620



Grant Thornton South Africa

Locations: Bloemfontein, Cape Town,
Durban, George, Johannesburg,
Nelspruit, Polokwane, Port Elizabeth,
Pretoria and Rustenburg

Email: info@za.gt.com

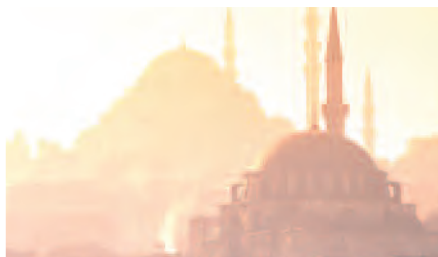
Web: www.grantthornton.co.za

Contact: Ed Dreyer +27 (0)10 590-7200



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Case Study (from UK based organisation with proven success in South Africa):



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1915/000879/07

Managing Director: Dave Howells

Email: dhowells@illovo.co.za

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Ridgeside
Umhlanga Rocks
KwaZulu-Natal
4319, South Africa

Phone: +27 31 508-4300

Website: www.illovosugarafrica.com

Insurance:



Old Mutual Insure

75 Helen Joseph Street
Johannesburg

Telephone: +27(0)11 374 9111

Website: www.ominsure.co.za /
www.oldmutual.co.za/insure

John Nienaber

Executive for Specialty at Old Mutual Insure

Email: John.Nienaber@ominsure.co.za

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Regus

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Bertus Korb
Managing Director

Email: south.africa@tmf-group.com

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**UK:****Valufin Ltd**

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Clappins Lane
North Dean
Buckinghamshire
HP14 4NW

Tel: +44 (0) 1494 569 230

South Africa:

083 463 7215

Website: www.valufin.com

ICT / Telecommunications:

**Vodacom Pty**

082 Vodacom Boulevard
Midrand 1685

Telephone: 082 1960

Website: vodacombusiness.co.za



Getting UK businesses ready to sell overseas

What is Open to Export?

Open to Export is the online community helping UK businesses get ready to sell overseas. Backed by Government and business, we are a not for profit social enterprise dedicated to helping UK companies grow through export.



Getting started >



Selecting a market >



Reaching customers >



Pricing and getting paid >



Delivery and documentation >

For more information visit opentoexport.com

Useful links

Country information:

BBC Website:

http://news.bbc.co.uk/1/hi/country_profiles/default.stm

FCO Country Profile:

<https://www.gov.uk/guidance/living-in-south-africa>

Culture and communications:

ICC – The international language association:

<http://www.icc-languages.eu/>

Customs and regulations:

HM Revenue & Customs:

<https://www.gov.uk/government/organisations/hm-revenue-customs>

Economic information:

The Economist:

<http://www.economist.com/topics>

Trading Economics:

www.tradingeconomics.com

Export control:

Export Control Organisation:

<https://www.gov.uk/beginners-guide-to-export-controls>

Export finance and insurance:

British Insurance Brokers Association (BIBA):

www.biba.org.uk

UK Export Finance (formerly ECGD):

www.gov.uk/government/organisations/uk-export-finance

Intellectual Property:

Intellectual Property Office:

<https://www.gov.uk/government/organisations/intellectual-property-office>

World Intellectual Property Organization (WIPO):

http://www.wipo.int/treaties/en/text.jsp?file_id=288514

Standards and technical regulations:

British Standards Institution (BSI):

<https://www.bsigroup.com/en-GB/>

Export Control Organisation (ECO):

<https://www.gov.uk/government/organisations/export-control-organisation>

Intellectual Property Office:

<https://www.gov.uk/government/organisations/intellectual-property-office>

National Physical Laboratory:

<http://www.npl.co.uk/>

Trade statistics:

HM Revenue and Customs (HMRC):

<https://www.uktradeinfo.com/statistics/buildyourowntables/pages/table.aspx>

National Statistics Information:

<https://www.gov.uk/government/statistics/announcements>

Office for National Statistics:

<http://www.ons.gov.uk/>

Trade shows:

British Expertise Events:

<http://www.britishexpertise.org/bx/pages/bx.php>

EventsEye.com online database:

www.eventseye.com

DIT Events Portal:

<https://www.events.trade.gov.uk/>

Travel advice:

FCO Travel:

www.gov.uk/browse/abroad

FCO Foreign Travel Insurance:
<https://www.gov.uk/guidance/foreign-travel-insurance>

Healthcare abroad:
Travel health:
www.travelhealth.co.uk

TravelHealthPro:
<https://travelhealthpro.org.uk/countries>

NHS (Scotland):
<http://www.fitfortravel.nhs.uk/destinations.aspx>

NHS Choices:
<http://www.nhs.uk/NHSEngland/Healthcareabroad/Pages/Healthcareabroad.aspx>

International trade:
British Chambers of Commerce (BCC):
www.britishchambers.org.uk

British Council:
www.britishcouncil.org

British Expertise:
<http://www.britishexpertise.org/bx/pages/bx.php>

British Franchise Association:
<http://www.thebfa.org/international>

Centre for the Protection of National Infrastructure (CPNI):
<http://www.cpni.gov.uk/>

Confederation of British Industry (CBI):
www.cbi.org.uk

Department for Business, Energy & Industrial Strategy (BEIS):
<https://www.gov.uk/government/organisations/department-for-business-energy-and-industrial-strategy>

Department for International Trade (DIT):
<https://www.gov.uk/government/organisations/department-for-international-trade>

DIT e-exporting programme:
www.gov.uk/guidance/e-exporting

Export Britain:
<http://exportbritain.org.uk/>

Exporting is GREAT:
<https://www.export.great.gov.uk/>

Foreign & Commonwealth Office (FCO):
www.gov.uk/government/organisations/foreign-commonwealth-office

Institute of Directors (IoD):
www.iod.com

Institute of Export & International Trade (IOE&IT):
www.export.org.uk

International Monetary Fund (IMF):
<http://www.imf.org/external/index.htm>

Market Access database:
<http://madb.europa.eu/madb/indexPubli.htm>

Open to Export:
<http://opentoexport.com/>

Organisation for Economic Co-operation and Development (OECD):
<http://www.oecd.org/>

Overseas business risk:
<https://www.gov.uk/government/collections/overseas-business-risk>

Transparency International:
<http://www.transparency.org/>

UK Trade Tariff:
<https://www.gov.uk/trade-tariff>

UK Visas:
<https://www.gov.uk/government/organisations/uk-visas-and-immigration>

World Bank Group economy rankings:
<http://www.doingbusiness.org/rankings>

World Economic Forum Global Competitiveness Report:
<https://www.weforum.org/reports/the-global-competitiveness-report-2016-2017-1>

South African websites:

British Chamber of Business in Southern Africa:
<http://britcham.co.za/>

Companies and Intellectual Property Commission (CIPC):
<http://www.cipc.co.za/za/>

Council for Scientific and Industrial Research (CSIR):
<http://www.csir.co.za>

Department of Basic Education (DBE):
<https://www.education.gov.za/>

Department of Communications (DOC):
<https://www.doc.gov.za/>

Department of Energy:
<http://www.energy.gov.za/>

Department of Environmental Affairs (DEA): <https://www.environment.gov.za/>

Department of Health:
<http://www.health.gov.za>

Department of Higher Education and Training (DHET):
<http://www.dhet.gov.za/>

Department of Home Affairs (DHA):
<http://www.dha.gov.za/>

Department of International Relations and Cooperation (DIRCO):
<http://www.dirco.gov.za/>

Department of Labour (DOL):
<http://www.labour.gov.za/DOL/>

Department of Small Business Development (SBD):
<http://www.dsbd.gov.za/>

Department of Trade and Industry (DTI):
<http://www.dti.gov.za/>

Department of Transport:
<http://www.transport.gov.za/>

Economic Development Department (EDD): <http://www.economic.gov.za/>

Engineering Council of South Africa (ECSA):
<https://www.ecsa.co.za/default.aspx>

Franchise Association of Southern Africa (FASA):
<http://www.fasa.co.za/>

National Consumer Commission (NCC):
<http://www.thencc.gov.za/>

National Department for Agriculture, Forestry and Fisheries:
www.daff.gov.za/daffweb3

National Sea Rescue Institute:
<http://www.nsri.org.za/>

National Treasury:
<http://www.treasury.gov.za/>

South African Government:
<http://www.gov.za/>

South African Bureau of Standards (SABS):
<http://www.sabs.co.za>

South African Revenue Services (SARS):
<http://www.sars.gov.za/Pages/default.aspx>

Southern African Customs Union (SACU):
www.sacu.int

Southern African Development Community Cooperation in Standardization (SADC Stan): <http://www.sadc.int/>

Tourism Department:
<https://www.tourism.gov.za/Pages/Home.aspx>

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Going Global runs every May at the ExCeL in London and every November at the Olympia in London. For the dates of the next event, please visit www.goinggloballive.co.uk

Trade shows

A trade show is a method of promoting a business through the exhibition of goods and services, an organised exhibition of products, based on a central theme, where manufacturers meet to show their products to potential buyers.

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales. DIT's Tradeshaw Access Programme (TAP) provides grant support for eligible SME firms to attend trade shows overseas.

Participation is usually as part of a group, a great advantage for inexperienced businesses, and is usually led by one of DIT's Accredited Trade Associations (ATOs). ATOs work with DIT to raise the profile of UK groups and sectors at key exhibitions. For more information visit: <https://www.gov.uk/tradeshaw-access-programme>.

IOE&IT's events:
http://www.export.org.uk/events/event_list.asp

10 Times (formerly
BizTradeShows.com):
www.10times.com/southafrica

British Expertise Events:
www.britishexpertise.org

EventsEye.com online database:
www.eventseye.com

DIT online events search facility:
www.events.trade.gov.uk





Simon Chicken – Event Director of Going Global Live: Europe's leading event for expanding your business overseas

Hi Simon, can you tell us about how Going Global Live started?

The Prysm Group had been running The Business Show for 10 years. The Business Show is Europe's largest event helping UK based companies grow domestically. It became apparent that many of our 20,000+ visitors were looking to expand internationally. There was a need, and there was a gap in the market, so we launched Going Global Live at ExCeL in November 2014, and we've done 2 events each year ever since. Going Global Live takes place twice a year, in May and November. For more information including event dates, visit the website at: www.goinggloballive.co.uk

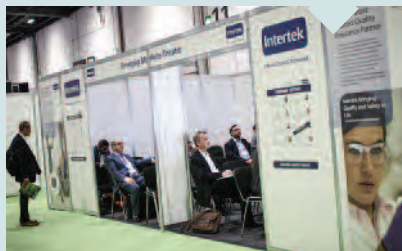
What can people expect to find at Going Global Live?

Think of it as a trade show and conference. Visitors who come to the event will get up to date advice from world leading experts on the most attractive markets and overseas opportunities, and be able to speak to suppliers & service providers who can help with the challenging project of international expansion.



Why is it important for SMEs to attend the event?

Research has shown businesses are 11% more likely to survive if they export their products, Great Britain is currently in a fantastic position where we have good trade deals in place and British products are in high demand. At Going Global Live we put all the suppliers and services companies will need to meet in order for them to achieve international expansion, all under one roof. Trying to meet with all of these people would take years to arrange and do, at the event you can do it in 2 days! If you are serious about taking your business to the next level, the event is a must attend.



If you were to start trading in a new market, which country would that be and why?

Iran. This is a massive market which is just opening up, and I would want to get there before my competitors. More importantly, I need an excuse to put a trip to Shiraz on business expenses. A city that is famous for poetry, roses and wine needs to be visited. I'm guessing the food is unbelievable too.



Finally, what are your aims going forward?

We've reached a point where the event has firmly established itself. Visitors leave our events with advice and knowledge they need to grow their company's further, however we still feel the event can reach a whole new height. So we're expanding the team and increasing the size of the exhibition. The show has the potential to be four times the size it is now, in terms number of exhibitors, seminars, and visitors at the event.



Cape Town, South Africa | Cape Town International Conference Centre
March 1-2, 2018

GTRAFRICA | TRADE FINANCE WEEK 2018

Advance your knowledge, create new business opportunities and tailor your own programme to gain a competitive edge at the market's premier pan-African trade and export finance gathering.

For well over a decade, **GTR Africa Trade Finance Week** has provided a crucial networking and discussion forum for Africa's corporates, financiers, trade specialists, ECAs and service providers. We're looking forward to returning to Cape Town on March 1-2 for 2018's event.

With extensive opportunities for networking and business development, the event will provide a comprehensive agenda covering all aspects of trade, commodity, export and infrastructure finance,

whether it be **funding options** available to **African corporates**, **key regional hotspots and opportunities for projects** or the **current risk environment** and the various **mitigation products and solutions** being utilised.

Attendance figures look set to exceed 350 delegates, making this is an essential place to be for anyone conducting business in Africa. Don't miss this annual highlight for the African trade community – **make a note in your diary now!**

What to expect in 2018

350+

Delegates
attended

150+

Companies
represented

25+

Countries
represented

"Nice event to meet not only the 'usual suspects' but many interesting participants from all over Africa."

L Thomas, PwC





Sectors attended in 2017



Corporates & traders	35%
Banks & financiers	24%
Non-bank financiers	9%
Consultants & accountants	6%
Insurers & risk managers	5%
Govt orgs & public bodies	5%
Media	5%
Lawyers	5%
ECAs & multilaterals	4%
Fintech & technology	2%

"A unique platform where you meet people who can join the loose ends in your trade and close transactions for you."

K Thakur, Prime Investrade

"This is increasingly becoming the premier trade finance and export conference on the African continent. An unmissable event!"

C Weitz, Nedbank CIB

"Most comprehensive coverage of trade finance solutions on the continent!"

O Schmueser, Commerzbank

What makes this event different?

Highly valuable and pitch-free content

Build relationships with the leaders in trade and finance — over 80% of conference attendees last year were senior level or C-level delegates

First-class conference experience — from the moment you arrive, you'll be provided for at every turn. You'll never be left wondering what to do or where to go

Extensive networking opportunities — you'll make countless professional connections over the course of the event during the many networking sessions

Full access to GTR Connect — where you can find speaker presentations, message delegates ahead of the event to set up meetings and download the delegate list

Spend a few days in Cape Town — March marks the end of summer in Cape Town, boasting enviable weather, fewer crowds and lower prices — and who could say no to those views!

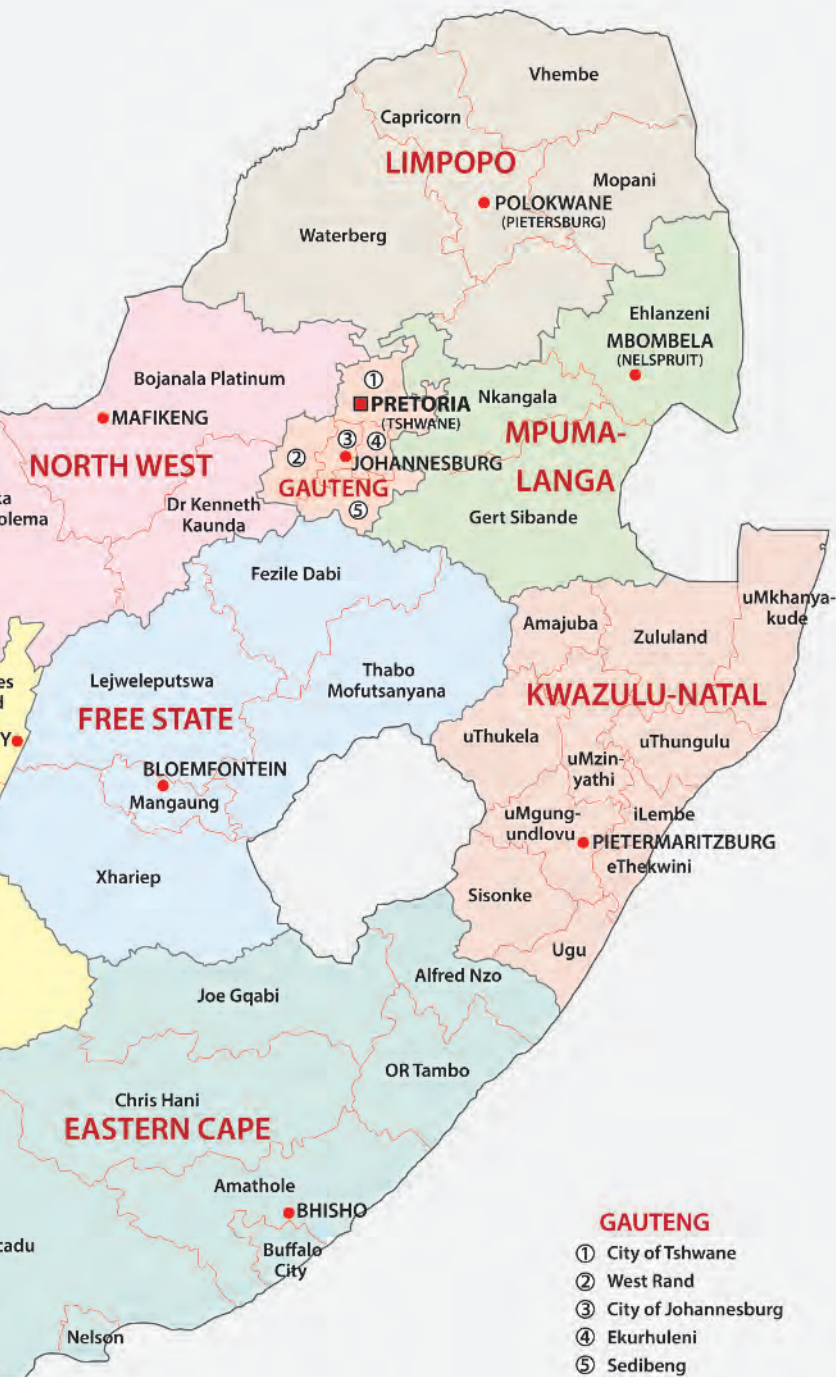
For more information contact Elisabeth at espry@gtreview.com or visit www.gtreview.com





SOUTH AFRICA





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Doing Business in South Africa Guide Quick Facts

Location: Southern Africa, at the southern tip of the continent of Africa

Population: 55.9 million

Population density: 45.3 people per km²

Capital City: Pretoria (administrative capital); Cape Town (legislative capital); Bloemfontein (judicial capital)

Urban population: 64.8%

Currency: South African Rand

GDP per capita: US \$5,260.9

Languages: IsiZulu (official) 22.7%, IsiXhosa (official) 16%, Afrikaans (official) 13.5%, English (official) 9.6%, Sepedi (official) 9.1%, Setswana (official) 8%, Sesotho (official) 7.6%, Xitsonga (official) 4.5%, siSwati (official) 2.5%, Tshivenda (official) 2.4%, isiNdebele (official) 2.1%, sign language 0.5%, other 1.6% (2011 est.)

Religions: Protestant 36.6% (Zionist Christian 11.1%, Pentecostal/Charismatic 8.2%, Methodist 6.8%, Dutch Reformed 6.7%, Anglican 3.8%), Catholic 7.1%, Muslim 1.5%, other Christian 36%, other 2.3%, unspecified 1.4%, none 15.1% (2001 census)

Government type: parliamentary republic

Legal System: mixed legal system of Roman-Dutch civil law, English common law, and customary law

Climate: mostly semi-arid; subtropical along east coast; sunny days, cool nights

Natural hazards: prolonged droughts; volcanism: the volcano forming Marion Island in the Prince Edward Islands, which last erupted in 2004, is South Africa's only active volcano

Natural resources: gold, chromium, antimony, coal, iron ore, manganese, nickel, phosphates, tin, rare earth elements, uranium, gem diamonds, platinum, copper, vanadium, salt, natural gas

Internet country code: .za

Time difference: UTC +2

National holiday: Freedom Day, 27th April (1994)

National symbols: springbok (antelope), king protea flower; national colours: red, green, blue, yellow, black, white

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- Strong working links to UK government
- British Business Centre in Sandton
- Trade and commercial services



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