Trade Invest Africa News Bulletin

The launch of Trade invest Africa

The Minister of the Department of Trade and industry (**the dti**), Dr Rob Davies, launched the Departments' new initiative, **Trade Invest Africa** on 15 July 2016. The initiative is mandated to specifically champion South Africa's trade policy through an investment-led approach and to promote mutually beneficial trade relations with the rest of Africa.

In this regard, **Trade Invest Africa** is tasked with facilitating South African investments into the continent. This is a key element in the implementation of **the dti's** trade policy objective which is to increase exports of value-added goods and services. The other focus is to create an opportunity for sourcing relations for imports from other African markets.

Trade Invest Africa is positioned to implement and expedite South Africa's developmental integration approach. The approach is premised on three key pillars, namely: market integration, industrialisation and infrastructure development. It is these pillars which inform the strategy for facilitating investment driven exports to achieve regional industrialisation and infrastructure development. Moreover, **Trade Invest Africa** will be addressing the market access issues experienced by South African exporters operating on the continent.

The **Trade Invest Africa** programme is to enhance South Africa's trade and investment relations with the rest of Africa and thus contribute to increasing the levels of intra-Africa trade and intra-Africa investments. This will not only seek to

create market access for South Africa's goods and services, but also foster economic development through industrialisation and infrastructure development in other African markets.

The establishment of **Trade Invest Africa** will also bridge the observed gap between the South African Government and the private sector. In this regard, part of **Trade Invest Africa's** objective is to build and leverage strategic partnerships between the government, exporting companies, business associations and financiers for the advancement of intra-Africa trade and investments. The initiative will operate as a one-stop shop, to facilitate South African business with all necessary services related to trade and investment on the continent. Included in the initiative's offerings are: the facilitation of access to capital; access to markets; as well as other non-financial support such as market intelligence and information sharing.

Enquiries and further information regarding the initiative can be directed to **the dti's** call centre on 012 394 9500 or website on www.thedti.gov.za