

# Trade, Investment Promotion and Economic Development Programme (TIPED)



Starts 20th May 2021  
Durban, South Africa

**“BUILDING CAPACITY AND EXPERTISE TO PROMOTE TRADE  
AND INVESTMENT IN SOUTH AFRICA”**



UNIVERSITY OF  
KWAZULU-NATAL™  
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# Introduction to Trade, Investment Promotion and Economic Development Programme (TIPED)

## Programme Overview and Objectives

The Trade, Investment Promotion and Economic Development Programme (TIPED) is designed to provide a seamless pipeline to build South Africa's capacity to lead and manage strategic and sustainable investment, both inwards to the country and in building the country's export capacity to global markets, in line with the strategic goals and objectives of key stakeholders. The stated strategic plans, included in the National Development Plan, provide a useful benchmark against which to assess progress being made.

TIPED is highly customised to provide relevant and rigorous high level, experiential learning to understand the 'why' (context) and historical perspective of investment across key regions and sectors, using the latest thought leadership, as well as focusing on the 'how' (processes and systems) critical to achieving desired trade and investment outcomes through optimal management and leadership, and the 'what' (content) consisting of new knowledge and best practice that is critical in ensuring successful economic growth and developing strategic investment.

Delegates will be engaged and supported by academic practitioners, experts and thought leaders, both local and international. Where feasible, real time case studies and business examples will be reviewed and analysed with the actual investors and stakeholders, to assess the value, risk and long term benefits of investment initiatives.

The assessed component of the programme will include team-based and individual assignments, focusing on the strategic priorities, opportunities and challenges of sponsoring organisations.

## Key Learning Outcomes

- Understanding the context of global economic development and the international investment landscape (including China, Singapore and Africa)
- Increased knowledge of the drivers of international trade, investment and foreign direct investment
- Competency development in investment promotion strategies, tools and techniques for marketing and branding a country and region, including public relations and communication planning and systems
- Managing international partnerships and alliances, and regional collaboration
- Understanding key financial concepts and increased financial literacy, including capital structuring and investment, and Public-Private Partnerships
- Performance management, values, ethics and culture change
- Revenue generation, commercial ventures and new markets
- Governance, regulation and sustainability
- Leading complexity, change and uncertainty
- Strategic project management





## Programme Design

The programme will consist of five modules of two days each, commencing on the 20th May through to September 2021. The programme will be held in Durban.

The programme is designed to be relevant to the needs of stakeholders and participating organisations, with a unique focus on doing business in Africa. Key points of departure will include the latest best practice and developments across significant trading regions and countries, including Singapore, UAE (Dubai), Brazil, China and India.

A blended learning approach will ensure that delegates have access to content via a dedicated website for the programme to engage and optimise the learning experience over the five modules.

The resources of the region will also be examined, with a focus on the upgrade and development of manufacturing capabilities along the East Coast of Africa in underpinning trade and investment, particularly with Asia. Trade and investment synergies between countries and trade corridors in Africa will be included.

The first three modules will offer the core content for proficiency in the subject matter, with the remaining two modules being offered at an advanced level.

## Duration

**Option 1:** Core Programme  
Six days (3 modules - 1 per month)

**Option 2:** Advanced Programme  
Four days (2 modules - 1 per month)

An optional international module (5 working days - one week) may be developed for graduates of the programme. This will be priced separately to the programme. Further information is available upon request.

## Dates

The core programme commences on 20th May 2021, in Durban.  
Please see programme content page for all module dates.

## Pricing

Delegates will have the option to register for the core programme (modules 1-3), to be followed by the advanced programme (modules 4-5). The price for the core programme is R16 600, and R13 300 for the advanced programme. The total price is R29 900 (VAT inclusive).





## Programme Content

Outline of the broad themes to be covered in each module:

### Core Programme

<b>Module 1</b>	<b>Changing Global Context</b>	<b>20 – 21 May 2021</b>
<i>Session 1</i>	<i>Outlook and Transformation</i>	<ul style="list-style-type: none"> <li>• Strategic Issues in Public, Trade, Investment and Local Economic Development</li> <li>• Pursuing World Class Service Delivery</li> <li>• Regional Economic Planning and Development</li> <li>• Global Competition and Indices</li> </ul>
<i>Session 2</i>	<i>Direct Investment</i>	<ul style="list-style-type: none"> <li>• Understanding Investment Promotion</li> <li>• Supply and Value Chain Management</li> <li>• Investor Decision-Making: Long-term Value</li> <li>• Strategic Integrated Projects (SIPS)</li> <li>• Developing Strategies to Act on Risks in Trade and Investment</li> <li>• Local Economic Development</li> </ul>
<b>Module 2</b>	<b>Resource Management</b>	<b>24 – 25 June 2021</b>
<i>Session 1</i>	<i>Stakeholder Management</i>	<ul style="list-style-type: none"> <li>• Partnering for Value Creation</li> <li>• Economic drivers</li> <li>• Mergers and Acquisitions</li> <li>• Public Private Partnerships</li> <li>• Contract Negotiations and Dispute Resolution</li> <li>• Sector and Industry Hubs</li> <li>• Cross Border Trade, Deal-making and Bilateral Investment Treaties</li> </ul>
<i>Session 2</i>	<i>Performance Management</i>	<ul style="list-style-type: none"> <li>• Personal Mastery</li> <li>• Human Capital Management</li> <li>• Building a Performance Culture (Values, Ethics, Good Governance)</li> </ul>
<b>Module 3</b>	<b>Technical Management</b>	<b>29 – 30 July 2021</b>
<i>Session 1</i>	<i>Financial Management</i>	<ul style="list-style-type: none"> <li>• Core Finance and Investment Concepts</li> <li>• Financial Statements and Ratio Analysis</li> <li>• Capital Valuation and Structure Techniques</li> <li>• Asset Pricing and Asset Classes</li> <li>• MFMA and PFMA Legislation and Framework</li> <li>• Integration of Financial Models into Planning Processes</li> <li>• Budgeting and Cost Accounting</li> <li>• Valuation Techniques</li> </ul>



## Session 2 *Strategic Project Management*

- Planning and Forecasting
- Return on Investment
- Capital/Budgeting
- Resource Optimisation
- Critical Timeliness
- Systems Thinking

## Advanced Programme

### Module 1 **Business Development and Marketing Strategy** 26 – 27 August 2021

#### Session 1 *Investment Marketing, Promotion and Processes*

- Trade and Tourism
- Free Trade Zones and Investment Corridors
- Foreign Economic Policy and Drivers
- B2B and B2C Alignment and CRM
- Sources of Competitive Advantage
- Alignment to National Imperatives (NDP, DTI, SIPs)

#### Session 2 *New Markets for Growth and Sustainability*

- Commercial Ventures and Revenue Generation
- Innovation and Technology -Commercialisation
- Entrepreneurship and SMME Opportunities for Growth

### Module 2 **Towards an Empirical Business Model for Strategic growth** 15 – 16 September 2021

#### Session 1 *Planning and Key Deliverables*

- Stakeholder Management
- Local Economic Development - Applied
- Revenue and Costs
- Aftercare and Maintenance: Monitoring and Evaluation Techniques
- Operational Efficiencies and Effectiveness
- Cash Flow and Business risks
- Market Research, Ratings Agencies and Feasibility Studies

#### Session 2 *Integration of Programme*

- SA Going Global - Doing Business in Africa
- Application and Comprehensive Case Study



## Facilitators and Speakers include



### Dr Martyn Davies

Dr Martyn Davies is the Managing Director of Emerging Markets & Africa at Deloitte. He also leads the Africa firm's China and Japan Services Group and is a member of the Global Firm's Insight Advisory Group. Over his career, he has been an advisor to a large array of multinational firms on their market entry & engagement strategies in emerging markets and Africa. He is a Senior Fellow at the MasterCard Center for Inclusive Growth – a group comprising leading international economists which works on subjects relating to macro-economy and inclusive growth. Martyn has delivered lectures by invitation at Harvard University, MIT, London School of Economics, Oxford University, Peking University, the African Development Bank, the OECD, the European Commission, the Royal African Society and the World Bank.



### Neville Matjie

Neville is the CEO of Trade and Investment KwaZulu-Natal (TIKZN), he has worked for TIKZN for more than 11 years, as GM for Export Development and Promotion, GM Business Retention and Expansion and GM for Investment Promotion focusing on the manufacturing sector. Neville was previously employed by the Durban Chamber of Commerce and Industry within the International Trade and Research Division for over five years. He holds BA Com (UniWest), Post Graduate Diploma in Business Management (UKZN), Master of Science in Investment Promotion and Local Economic Development, Edinburgh Napier University (Scotland), Export Documentation and Processes (School of Shipping). He is a member of the Institute of Directors, and sits on the board of the Zululand Chamber of Business Foundation.



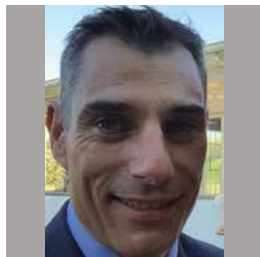
### Dr Jennifer Houghton

Jennifer completed her PhD in urban geography at UKZN in 2010 and undertook a post-doctoral research at the University of the Free State from 2010-2012. From 2012, she has been involved with the Regional and Local Economic Development Initiative (RLEDI) in the Graduate School of Business and Leadership at UKZN and managed the project from 2014 to mid-2016. Currently, Jennifer is involved in multiple projects focused on research and capacity building needs within South Africa, including an assessment of national climate change research, the development of an institute to support capacity development for aerotropolis developments in Africa, and supervision of postgraduate economic development research.



### Dr Mogie Subban

Mogie is a Senior Lecturer at UKZN's College of Law and Management Studies teaching and supervising both at undergraduate and postgraduate levels. Her field spans all related aspects of public sector management (including public finance in national, provincial and local spheres, disaster risk management, development planning) and research in higher education. She holds the following qualifications: B.Admin, Hons, M.Admin (Cum Laude) and D.Admin from the former University of Durban-Westville and UKZN. She has over 22 years' experience both in corporate and the public sector and also served as HoD (former Technikon Natal, now DUT) for several years.



### Bruce Ellison

Bruce is a strategy expert who develops proprietary solutions focused on implementing sustainable results, including strategy formation, planning and reporting, policy formulation and project ownership and implementation. He has worked with companies including Alexander Forbes, Old Mutual, SAB, SABC, and SARS regionally and world-wide. Bruce has a B.Sc. Hons. in Geography from Durham University and a Post Graduate Diploma in Economics and Social Studies from the University of Oxford. He has developed a deep understanding of international customs and trade following a near two-decade relationship with South African Revenue Services, latterly supporting SARS's modernisation into a World-Class Tax and Customs Institution.



### Andre Kruger

Andre heads the Africa Investment & Integration Desk (AVID) at the NEPAD Business Foundation. He has worked in the Finance and Banking sector for most of his extensive career, with Barclays Africa as a Public-Private Partner (PPP) specialist and with ABSA Bank as a finance specialist. Andre completed his MBA at the University of Pretoria, and has extensive knowledge and experience of cross-border capital and infrastructure financing and investment.



### Professor PD Rwelamila

Professor Rwelamila researches and teaches project management and is based at UNISA's School of Business Leadership. His areas of specialisation include project management, project delivery systems, influence of culture on project management, and construction on industry development. His research interests are appropriate project delivery systems, best practices in construction on industry development, public private partnerships (PPPs) in infrastructure development, construction on industry policy, culture in organisation, TQM and project dispute resolution on methods. In 2005, Prof Rwelamila was the second most cited academic in the research area of project management in the world.



## About us:

**UKZN Extended Learning (UEL)** is committed to enrichment through lifelong learning, by providing high quality credit and non-credit bearing short courses and academic programmes in collaboration with schools and colleges of the University of KwaZulu-Natal. In a fast-changing environment, developing relevant and useful skills and knowledge, and the capacity to deliver results, is more important than ever. Our courses are designed using the very best methods by combining content, based on both tried and tested results, and recent cutting edge research, with interactive experiential teaching and learning from local and international faculty and guest speakers.

**Trade & Investment KwaZulu-Natal (TIKZN)** is a South African trade and inward investment promotion agency, established to promote the province of KwaZulu-Natal as an investment destination and to facilitate trade by assisting local companies to access international markets. The organisation identifies, develops and packages investment opportunities in KwaZulu-Natal; provides a professional service to all clientele; brands and markets KwaZulu-Natal as an investment destination; retains and expands trade and export activities and links opportunities to the developmental needs of the KwaZulu-Natal community.

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