

SAITEX brings back Import/Export Workshop

The Southern African International Trade Exhibition (SAITEX), running at Gallagher Convention Centre, Midrand from 22-24 June 2014 will host the return of the Import/Export workshop on 24 June 2014.



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The workshop will cover an introduction and the fundamentals of trade for beginners. It will discuss proper planning and execution, efficiency and compliance, optimisation of operating procedures, incentives, finance, logistics, markets, marketing, and training and support.

"The workshop will help beginners in the trade to reach prospective buyers and discover what international marketing approaches they should use," explains Stephen Oehley, director of South African Trade Promotions, organisers of the workshops.

"Newcomers to the industry will also learn about various import/export payment methods and how to do risk assessments. The final part of the workshop will focus on constructing an export marketing plan. It is an essential and invaluable key to entering the world of international trade-, and provides a rare short-cut to gaining the required knowledge quickly and easily," concludes Oehley.

To register for the workshops, call Oehley on +27 (0)11 026 6313 or email Stephen@bricsafrica.com. For more information, go to www.exhibitionsafrica.com.

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