

Emerging Exporters Editorial

It has long been a Mission of BE-DIRECT SOLUTIONS to Train and establish, wholly South African, lesser fortunate, individuals, within Industry. This as part of their Contribution to the Social Upliftment and Responsibility of South Africans.

With this in Mind BE-DIRECT SOLUTIONS approached SAWA (The South African Wire Association) An Export Council in a Public Private Partnership with the Department of Trade and Industry.

SAWA took this to heart and in 2008 and again 2010 took 6 emerging exporters to the Wire and Tube Show in Germany. Affording them the opportunity to gain experience within an export and international environment. All costs where covered by SAWA.

In 2010, The SAWBC (South African Wire Business Council) and SAWA established a Formal Structured Training Programme for BEE EMERGING EXPORTERS.

The Goal was to have 6 Fully Trained - Export Ready, Emerging Exporters within a 2 year period.

The decision was made to Train smaller groups in order to achieve far greater levels of success than would be possible with large groups.

These individuals would be hand picked and would be trained, coached and mentored in all and every aspect of exporting, in order to reach their highest potential.

i.e. From Registering a Business, Marketing and Sales, Financials, Vat and Taxes, Exporting and Documentation. Business Skills, Self motivation and confidence.

The Training Programme, (to achieve the above results) , was undertaken by BE-DIRECT SOLUTIONS.

A Company having 30 years experience within the Export Industry, who have worked with various Blue Chip Companies. Offering Service efficiency and excellence.

BE-DIRECT SOLUTIONS ,through their association with the various Export Councils have an understanding of the Industry and the requirements thereof.

Training started officially in JUNE 2010 and continues today in 2017.

Students have more than doubled in numbers and at least 30 students per annum are turned away, due to lack of space and resources.

This Project is wholly supported and subsidised by SAWA.