



TRADE FORWARD  
SOUTHERN AFRICA

Funded by



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## TFSA SUPPORTS TRADE ACROSS AND BEYOND SOUTHERN AFRICA

### BARRIERS TO TRADE

Southern African businesses face huge challenges and barriers in growing their export trade and markets, not least due to complex trade and customs standards and regulations that vary significantly across sectors and countries. Documents detailing regulations can be difficult to locate and are often hard to understand, let alone implement.

Trade Forward Southern Africa (TFSA) works through local business support organisations in the Southern African Customs Union (SACU) countries and

Mozambique to address the main barriers firms face when venturing into export trade. Support and services are targeted at firms that are already exporting, or near export ready, with an emphasis on women in trade.

### EXPORT TRADE STARTS HERE

TFSA offers a diverse range of free exporter focused tools, training and resources designed to provide a broad overview of important trade and customs related subjects.



### TFSA PRIORITY SECTORS

TFSA's support and services focus on, but are not limited to, five broad priority sectors that already have a significant level of export trade. The main barriers identified in these sectors have a lot of regional synergies and can be addresses through TFSA's key services.

TFSA priority sectors have a high participation of women, and offer great potential to positively impact the environment and alleviate poverty by engaging more people in production up and down the value chain.



#### AQUACULTURE

In Mozambique, TFSA's focus is on strengthening the domestic tilapia market as a first step in moving towards export capacity. In Namibia and South Africa, the focus is on compliance and laboratory capacity in the high-end seafood sub-sector.



#### CONDIMENTS AND HIGH VALUE SPECIALTY FOODS

The condiments and high value specialty foods sector needs to transition small scale artisanal producers into regional and global export markets. TFSA supports producers with relevant information and guidelines to better comply with HACCP and food safety requirements and HS classifications in order to launch or grow their export trade.



## COSMETICS AND NATURAL INGREDIENTS

TFSA services aim to build capacity of locally based laboratories, and to help strengthen producers' ability to meet requirements crucial for exporting of natural ingredients products, such as Good Manufacturing Practices certification and HS classification.



## FRUITS, NUTS AND VEGETABLES

The fruits, nuts and vegetable sector has a significant presence of large commercial and export focused companies that operate alongside small-scale producers. TFSA services equip producers with guidelines and access to information to better meet requirements crucial for export into international markets, such as the Global Good Agricultural Practices, and HACCP and BRC requirements.



## GREEN TECHNOLOGY AND RENEWABLES

TFSA supports the advancement of this emerging industry in South Africa by developing guidelines and manufacturing processes to help streamline local production of goods associated with green technology and renewables. High potential markets for export are identified – including exploring easy-access markets in Sub-Saharan Africa – through opportunity and risk matrixes.

## TRADE INFORMATION

TFSA provides free and easy access to the latest information and tools for businesses to competitively grow their exports and markets. The TFSA Trade and Information Hub helps firms determine their export readiness, identify potential markets and buyers, and define competitive prices by utilising tailored TFSA tools as well as reliable open-access resources available from international trade agencies.

## TRADE SUPPORT AND TRAINING

TFSA equips businesses to correctly identify compliance requirements by product and by country. Online events and export guides detail best practices and guidance on navigating digital trade tools, helping firms comply with standards and regulations across regional and global value chains. The TFSA Export Training offers free access to specially developed interactive training resources on international trade.

## WOMEN IN TRADE

Promoting women's participation in export trade is essential to achieving overall economic growth across the SACU+M region. By proactively engaging women and reaching them with relevant information, training and linkage to markets, TFSA supports holistic and inclusive growth across the export trade sector. Working through selected business support organisations, TFSA ensures a continued focus on the specific needs of women in trade.

## COUNTRIES



Botswana



Eswatini



Lesotho



Mozambique



Namibia



South Africa

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