

Virtual

IMM FRIDAYS

30

OCTOBER 2020

TIME CHANGE:

13:00 – 14:00

Francois Nel

Import Export Expert

An **Import/Export expert's** guide to getting your goods to the International Market

Where: Google Meet

www.imm.ac.za | 0861 466 476



Graduate School

WHO AM I ?



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An Import/Export experts guide to getting your goods to the International Market.



Why it makes sense to Import or Export



Key elements

01 Are you passionate enough about your product ?

02 Be 100% certain that your product is Import or Export ready from start to finish.

03 Make sure that your Import Export strategy, is tailored to your specific product... Not One Size fits all

04 Focus on building a long-term business relationships with our clients and service providers.
Service with a personal touch!



The Import Export strategy you will need



1. Import & Export Registration

- Is your company registered as an Importer or Exporter?

2. Getting Your company Import & Export Ready

- Deciding that your company is Import & Export ready is one of the most important strategic decisions that you can make.
- Do you have a plan or strategy to become Import & Export ready?
- Have you done comprehensive Import Export research on your product, to determine precisely what is required at each step of the Import & Export readiness process

3. Creating an Import Export strategy

- You will need strategy tailored to your specific Product.
- Research into how to optimize your product in the Import & Export market as well as country specific requirements.(Packaging & Labels)



4. Import Export Training

- Do you have sufficient training on all the key elements to make a success of an Import & Export venture.(Costing)
- Comprehensive Import Export training on your product, to determine precisely what is required at each step of the Import & Export Process

5. Drafting of an Import Export Contract

- Do you have an International Trade Sales contract, to suite your specific product or service? (**Incoterms 2020**)
- Do you know how to minimize the amount of risk?
How much risk are you as the Importer or Exporter is willing to take with an International Contract of Sale.

6. Reduction of Freight Cost

- Finding the right freight solution can make the difference between profit and loss in when importing and exporting products.
- Make sure that the most suitable method of shipping is chosen, in order to optimize freight cost and to optimize the transit time of the shipment.(Speed vs Cost)



7. International Trade Risk Reductions

- Determining the risks involved in Importing or Exporting your specific product.
- Determining the Risks and hazards of the country to which you are Importing from or Exporting to.
- Foreign Exchange Risk Evaluation

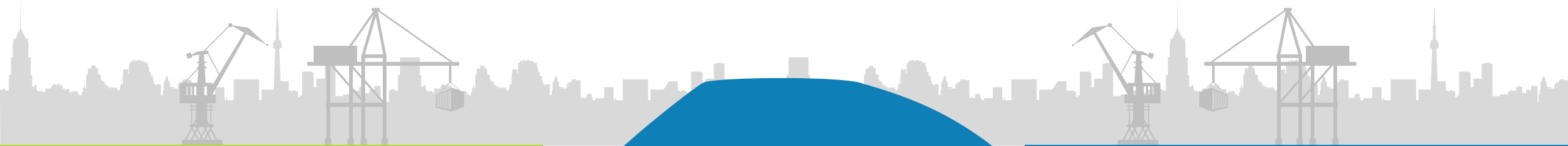
8. Improve Shipment Transit Time

- By using the best service providers, the transit time of a shipment is always kept to an absolute minimum.
- Comprehensive pre - shipment planning is done to minimize/eliminate any potential blockages which may occur in the shipping process.
- All shipments are pre - cleared to reduce the shipment time. All required inspections are pre - authorized before the shipping process starts.

9. Select Best Freight Forwarder

- Deciding on who you use as your key service provider is detrimental to the success or failure of your international trade venture.
- Deciding on which Freight Forwarder/Courier is most suitable for your specific product.

Are you Import – Export ready?





Thank You



IMPORT EXPORT
EXPERTS



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