



AFRICAN INDUSTRIALISATION EXECUTIVE DEVELOPMENT PROGRAMME

Is your organisation geared for African growth?

The course explores the key role of African trade and industrial development for the future of manufacturers; and prepares course participants to take advantage of emerging regional opportunities through the application of a selection of strategic approaches to African expansion. It starts with a focus on continental economic and market developments, as well as industrial and trade policy experiences in Africa and South Africa post 1994. Specific attention is given to multilateral, regional, and bilateral trade agreements that dominate international trade, and their strategic implications for different types of manufacturers. Specific opportunities and threats associated with South Africa's present industrial and trade policies, as embedded within the national government's Industrial Policy Action Plan, are also considered; as is the emerging role of China in African manufacturing.

The course includes:

- A project week where participants are placed in small syndicated teams and tasked with preparing board presentations exploring African trade and/or production opportunities,
- A guest lecture by a leading African trade negotiator, and
- Engagements with South African industry leaders who will share their African trade and manufacturing experiences, challenges and a comprehensive site visit to a leading Green Manufacturing plant.

Learning outcomes?

At the end of the course, participants will have secured a substantially deeper theoretical and practical understanding of African trade and industrial development opportunities and challenges, and the central importance of strategic frameworks to navigating their complexity.



Who should attend?

Senior business and public-sector executives with an interest in, or responsibility for African trade and/or industry development. The course will be taught at Masters level and so executives should preferably also have a four-year technical or academic qualification.

Certification?

Participants who attend all four days of the course and who successfully complete the project week assignment, will earn a TWIMS African Industrialisation certificate.

 **Dates:**
8 - 9; 16 - 17
October 2019

 **Venue:**
TWIMS
74 Everton Rd
Kloof

Course framework?

Course	Key Focus Points
Day 1	<ul style="list-style-type: none">• Why the development of regional markets matters for African industrialisation?• The role of government policy and associated African policy challenges
Day 2	<ul style="list-style-type: none">• Global, regional and bilateral trade policies• South Africa's Industrial Policy Action Plan
Project week	Syndicate assignment: Exploration of an African industrial/trade opportunity in a specific manufacturing sector and/or firm
Day 3	Syndicate presentations, reviews and discussion
Day 4	<ul style="list-style-type: none">• Industry expert panel: Leadership insights on African trade and industrial development• From theory to practice: Defining appropriate strategic responses



Course facilitator?

The course is facilitated by Dr. Justin Barnes, Executive Director of TWIMS, Chairman of B&M Analysts. Justin has worked in the manufacturing sector since 1995. All of Justin's qualifications are from the University of Natal, with his BA Honours completed cum laude in 1994, his MSocSci cum laude in 1995 and his PhD in 2001. Justin has developed strategies for numerous organisations over the years and has advised several national governments on their industrial and trade policies. His expertise has led him to work in over 30 countries globally and to publish extensively on strategic challenges facing manufacturing sectors in developing economies.

Course cost?

Course attendance costs R20,000. This is fully inclusive of all stationary, refreshments, teas and lunches over the course of the four days. The cost excludes accommodation.

Venue and accommodation?

The course is run at the TWIMS campus, 74 Everton Road, Kloof, from 08:30 to 16:30 over each of the four days. Affordable, luxury accommodation is available on-site at an additional cost. Please see the TWIMS website (www.twimsafrica.com) for further details.

Applications?

Participation is limited to a maximum of 25 executives. Application for participation can be made on-line at www.twimsafrica.com, or by contacting TWIMS as per the details below. The TWIMS admissions committee reserves the right to accept only those applicants who are likely to benefit from the programme and who can make a full contribution to group activities.

