



TWIMS
TOYOTA WESSELS INSTITUTE
FOR MANUFACTURING STUDIES

Strategic Leadership in African Trade and Industrialisation

EXECUTIVE SHORT COURSE



Price: R14 058 | Date: 5-7 August 2025 | Venue: TWIMS Campus

Course Overview

This course explores the key role of African trade and industrial development for the future of South African – based 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. The ongoing developments in the African Continental Free Trade Area (AfCFTA) are explored in terms of their potential significance for local and international producers.

The first two days help build a platform of understanding about selected features of the African continent and its economic processes. This is followed by the third day where some case studies are explored and where groups do preparation for their presentations. These “board presentations” are geared to advocating for company resource deployment and associated responses to opportunities linked to trade and/ or investment options for South African manufacturers in other African countries. The application of learning is focused on using a set of concrete opportunities and challenges based on the firms represented within the course. The course is completed with an interrogation of lessons from each of the presentations and those gained from the presented material.

Who Should Attend

Senior manufacturing managers and executives and public-sector executives with manufacturing portfolios. The executive short course will be taught at a postgraduate level.

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 have gained access to strategic tools to assess future approaches. Participants who complete the course will earn a TWIMS Industrialisation In Africa Course completion certificate.

Course Facilitator - Mbongeni Ndlovu

The course is facilitated by Mbongeni Ndlovu, the Illovo Academic Head of African Trade and Industrialisation at TWIMS. Mbongeni’s specialisations include development economics, industrial policy, and African studies. As a consultant and development economist, he has 7 years of experience in policy research and analysis, monitoring and evaluation, impact assessment evaluation, and strategy development.

His research has focused primarily on the automotive, clothing and footwear industries. Most recently, he has contributed to the development of a Sub-Saharan African Automotive Pact model; South Africa’s Clothing, Textiles and Footwear Masterplan; and South Africa’s Yellow Metals Masterplan. Mbongeni holds an MSc in African Studies and an MSc in Economics for Development both from the University of Oxford.



Course Framework

Day

Key Focus Points

1

- Course introduction: Africa in context
- Why does the development of regional markets matter for African industrialisation?
- The role of government policy and associated African policy challenges

2

- Global, regional, and bilateral trade policies
- The African Continental Free Trade Area (AfCFTA)
- South Africa: from Industrial Policy Action Plans to Master Plans
- The experience of South African business and the rest of Africa

3

- Group work session
- Board presentations on trade and/or investment strategies for South African firms
- Learning consolidation: defining appropriate strategic responses

Course Cost

The course costs R14 058 per participant. This is fully inclusive of all refreshments, teas and includes lunch over the three days, as well as stationery. The cost excludes accommodation.

Venue and Accommodation

The course is run at the TWIMS Campus, 74 Everton Road, Kloof. Each day starts at 8:30 and concludes at 16:30. Accommodation is available on-site at an additional cost. Please visit the TWIMS website (www.twimsafrica.com) for further details.

Applications

Participation is limited to 25 executives. Application for participation can be made online at www.twimsafrica.com. Masterclass/Executive Short Course enquiries can be directed to thobeka.mthembu@twimsafrica.com.

TWIMS reserves the right to accept only those applicants who are likely to benefit from the course and who can make a full contribution to group activities.



TWIMS
TOYOTA WESSELS INSTITUTE
FOR MANUFACTURING STUDIES

APPLY NOW >>