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Free Online Export Course to help businesses access global markets



The Western Cape Department of Economic Development and Tourism (DEDAT), in partnership with the International Trade Institute of Southern Africa (ITISA), has launched a free Online Export Course to help businesses develop the skills and knowledge needed to compete in international markets. The initiative forms part of the Western Cape Government’s Growth for Jobs Strategy, which seeks to drive economic growth, expand market access, and create sustainable employment opportunities.

Since its launch, the self-paced course has attracted significant interest from businesses across the province, with 518 participants registered to date. More than 70 participants have successfully completed the course, with many continuing to benefit from additional export support programmes offered by the Western Cape Government.

Western Cape Minister of Agriculture, Economic Development and Tourism, Dr Ivan Meyer, said:

“Export growth is one of the most effective ways to create jobs and stimulate economic development. Through this free Online Export Course, we are equipping entrepreneurs and businesses with the practical skills they need to access new markets, grow their customer base, and contribute to the Western Cape’s export-led growth agenda.”

Positive Impact on Exporters

The course is already delivering tangible benefits for Western Cape entrepreneurs and export professionals.

Alicia Somdaka, Founder and CEO of Imbali Nature’s Crown, an emerging agro-processing business, said the training helped her understand export compliance requirements and provided practical knowledge on export documentation, tariff classification and accessing international markets. Following the course, she registered a business domain and dedicated company email, redesigned her product labels to meet export requirements, and is currently preparing her business for export opportunities in Europe and the Middle East. Alicia noted that the programme provided a practical roadmap that she continues to use as she builds an export-ready business.

Sandiswa Masimini, who completed the Online Export Course, described the programme as an enriching and rewarding experience that provided a comprehensive understanding of export operations, including documentation, compliance, logistics, customs procedures and international trade requirements. She

said the course increased her confidence in managing export processes, improved her efficiency, and strengthened her contribution to her organisation’s export activities. Sandiswa added that she would highly recommend the course to anyone seeking to build or advance a career in exports and international trade.

The course provides practical tools, expert guidance, and real-world case studies to help businesses develop effective export strategies and successfully navigate the complexities of international trade.

Key Course Features:

Tailored learning for both emerging and experienced exporters. Practical, industry-focused content supported by real-world examples and expert insights. Flexible, self-paced learning through videos, downloadable resources, and assessments. Alignment with the Western Cape Government’s Growth for Jobs Strategy. Who Should Enrol?

The course is designed for:

Entrepreneurs and SMMEs seeking to enter international markets. Business development professionals and trade facilitators. Export managers wishing to strengthen their export strategies and operational capabilities. What Participants Will Learn?

The nine-module programme provides a comprehensive overview of the export journey, covering:

- Market Strategy and Readiness
- Understanding the global trading environment.
- Assessing export readiness.
- Developing international marketing strategies.
- Logistics and Operations
- International transport services.
- Cargo insurance.
- Incoterms® 2020.
- Compliance and Finance
- Export administration.
- Financial risk management.
- Customs procedures.
- Product classification and compliance requirements.

Entrepreneurs, business owners, and export managers can access the free Online Export Course at:

<https://www.westerncape.gov.za/edat/online-export-course>

Welcomes inaugural annual citrus day as Celebration of South Africa’s Citrus Success

Western Cape Minister of Agriculture, Economic Development and Tourism, Dr Ivan Meyer, has welcomed the Citrus Growers Association’s (CGA) inaugural Annual Citrus Day, held in Citrusdal on 11 August 2026, as an important milestone in recognising one of South Africa’s most successful agricultural industries.

Addressing industry leaders, growers, exporters, researchers and stakeholders at the event, Minister Meyer said the occasion marked the fulfilment of a vision he first proposed during his Budget Vote Speech earlier this year to establish a dedicated South African Citrus Day.

“This gathering is about much more than citrus. It is about celebrating the growers, farm workers, researchers, exporters, entrepreneurs and communities whose efforts have made South African citrus a global success story,” said Meyer.

The Minister noted that Citrusdal was a fitting location for the inaugural celebration, given its status as one of South Africa’s iconic citrus-producing regions and a symbol of the resilience, innovation and excellence that have characterised the industry.

South Africa’s citrus sector continues to be a major contributor to economic growth, employment and export earnings. According to Citrus Growers Association statistics highlighted by Minister Meyer, the industry achieved a record export season in 2025, exporting 203.9 million 15-kilogram cartons, equivalent to approximately 3.06 million tonnes of citrus. The sector remains South Africa’s largest agricultural export industry by value and supports an estimated 140,000 jobs at farm level.

“These figures represent more than commercial success. They reflect the dedication of thousands of people who invest through uncertainty, embrace innovation and continue creating opportunities in rural communities across our country,” Meyer said.

Dr Boitshoko Ntshabele, CEO of the CGA said: “We are truly excited to celebrate the

wider value of the industry. Minister Ivan Meyer has been a supporter and enabler of the citrus industry for a long time, and his efforts are deeply appreciated. The day represents a chance to show a side of the industry that does not often get all the attention it deserves: its essential role in so many rural economies, its social contributions through direct community support, its world class research and technology.”

The Minister said South Africa could draw inspiration from international examples such as California’s Sunkist Citrus Day, while creating a uniquely South African tradition that celebrates citrus-producing communities across the country.

While celebrating the achievements of the sector, Minister Meyer also highlighted the need to address challenges that could affect future growth, including rising input costs, water constraints, biosecurity threats, climate variability and increasing global competition. Efficient logistics, including reliable ports, rail infrastructure and freight systems, remain critical to maintaining the industry’s international competitiveness.

“Our achievements are substantial: record exports, expanding global markets, growing production and a sector that continues to create jobs and generate export earnings. Our responsibility is to build on that success by improving logistics, strengthening biosecurity, supporting innovation, expanding market access and ensuring that growth creates opportunities for more South Africans,” he said.

Minister Meyer reaffirmed the importance of collaboration between government, industry, researchers, exporters and workers to secure the sector’s long-term success.

“Let us continue building a sector that is globally competitive, environmentally sustainable and socially inclusive. If we continue working together, there is every reason to believe that the best years of South African citrus still lie ahead,” he concluded.





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William Lloyd Primary Gymnasts Secure Spots at Western Cape Championships

Local learners flip to new heights at the Winelands Gymnastics Competition.

PAARL — William Lloyd Primary School is celebrating an exceptional milestone in youth athletics following an impressive display of talent and dedication at the recent Winelands Gymnastics Competition.

In an outstanding clean sweep, all four of the school's Level 4 and Level 5 competitors earned qualifying spots to represent their school and region at the upcoming Western Cape Championships.

The successful Level 4 gymnasts include Sameerah Emien, C-Nay Filander, and Khazimla Mayima, whose polished routines earned them top spots in their division. Joining them in the next stage of competition is Level 5 gymnast Caydee Arendse, who delivered

a standout performance to secure her place at the provincial level.

The school also extended special recognition to Level 2 gymnasts Grenicke Pietersen and Zia Abrahams, who demonstrated great determination and spirit during their competitive appearances earlier this year.

"We are incredibly proud of all our gymnasts for their hard work, dedication, and commitment," the school shared in a statement celebrating the learners' achievements. "Keep reaching for the stars — William Lloyd Primary is proud of you!"

With the Western Cape Championships on the horizon, the young athletes are back in training, determined to build on their regional momentum and bring home further honours.



Klein Nederburg Crowned 2026 Derby Champions

PAARL — Klein Nederburg Secondary School claimed ultimate bragging rights by defeating rivals New Orleans Secondary 19–13 in the annual 2026 Paarl Derby.

In a high-stakes encounter filled with intense physicality at Faure Street Stadium, Klein Nederburg built a hard-earned lead through forward dominance before turning in a heroic late-game defensive stand to lock in the six-point victory. The final whistle brought electric celebrations from supporters as Klein Nederburg officially brought the derby trophy home.

Catch full match highlights and coverage of this intense local showdown on the FNB Classic Clashes 2026: New Orleans vs Klein Nederburg Stream.



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