

TEAMING UP FOR EXPORTS



The South African Electrotechnical Export Council is a not for gain organisation, public-private partnership with the Department of Trade and Industry to support and co-ordinate export initiatives from the following sectors: Electronics, Electrical Engineering, Information Technology and Telecommunications.

In 2003 we set up the South African Trade Centre (SATC) in Melbourne to identify and facilitate mutually beneficial business opportunities between companies in these sectors.

Dr Kwame Asumadu was appointed Business Manager from October 2004 to March 2005, when we closed the current operation with a view to expanding the SATC to incorporate other technology based sectors.

His responsibilities included proactively promoting and facilitating business opportunities for the member companies of the SATC as well as the broader electrotechnical sector; ensuring that the SATC was commercially viable, which included all operational and financial management aspects, and developing a 12- month marketing campaign.

In addition to this he ran a number of highly successful breakfast meetings, set up a monthly newsletter, arranged a trade mission to Australia, assisted with the business events surrounding the Commonwealth Games and developed a practical handbook on 'Doing Business in Australia'.

Kwame also made a significant contribution to developing a model for shared trade hubs for the Department of Trade and the role of Government and the Private Sector in such projects.

His experience of working in Africa plus his understanding of driving joint Government - Private Sector projects was invaluable. His focus and commitment to outcomes based projects delivery was largely responsible for the success of the SATC and the Department of Trade's commitment to extend the program.

To top it, Kwame has tireless energy and enthusiasm and we hope that we can draw on his support and resources in the future.

Eileen Leopold

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