



# DESIGN EXPORT PROMOTION

SAVE THE DATE FEBRUARY 27<sup>TH</sup> – MARCH 2<sup>ND</sup> 2017

The Agency of Culture, Danish Design Centre and the Royal Danish Embassy in Pretoria are cordially inviting you to join the export promotion focusing on sustainable values and Design Thinking, in Cape Town, South Africa.

South Africa is the third largest economy on the African continent and is classified as an “upper middle income” economy and is the most developed country on the continent. South Africa has reached a point in its economic development where the integration of sustainable design thinking and methods must advance in order to create growth. The aim of this promotion, is therefore to address this challenge by presenting how Danish companies and organisations manage to be competitive, on a global scale, by implementing sustainable values and design thinking in their processes.

The promotion will be centred around a curated exhibition showcasing best practices and results by the participating companies. The exhibition will be synchronized with thematic workshops, seminars, site visits, B2B meetings and various unique opportunities to network with relevant stakeholders from the South African private and public sector.

This export promotion will therefore not only give your company an opportunity to create a foothold in an lucrative emerging market, it will also contribute to building long lasting relationships for future dealings. The main focus areas addresses sustainability and design within:

- ✓ **Life:** community, health, welfare technologies
- ✓ **Future:** education, play, job creation, architecture, manufacturing
- ✓ **Smart:** water, waste, energy, ICT, urban design, service design
- ✓ **Desire:** design, crafts, food, fashion

The promotion will take place during the week of Design Indaba in Cape Town, which is the largest design conference on the African continent.

## TIME AND PLACE:

*When:*  
**February 27<sup>th</sup> - March 2<sup>nd</sup> 2017**

*Where:*  
**Youngblood Gallery**  
70-72 Bree Street  
8001 Cape Town  
South Africa

## CONTACT:

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## WHY JOIN?

By participating you will gain unique insight into the South African market and encounter opportunities to present your product or service to relevant potential partners from both the private and public sectors. The events and activities of the program will also give you multiple opportunity to engage with various stakeholders in a more relaxed setting.

Denmark has a long standing relationship with South Africa, dating back to Danish support and development assistance to the democratisation efforts in South Africa. Relations now increasingly focus on trade and commercial cooperation, underpinned by strategic public-private sector cooperation. The solid Danish-South African partnership creates a strong platform for developing Danish business opportunities. The country is characterized by political stability, established democratic institutions and a world-class financial sector. South Africa continuously ranks well on the World Economic Forum's Global Competitiveness Report and on the World Bank's Ease of Doing Business Index.

When it comes to sustainable design, Denmark has special competences – both in the public and private sector. Danish design has for decades proven to be intelligent, sustainable and is still a mark of excellence internationally. There is an increasing demand in South Africa for learning about design thinking processes and to develop competences within design that can contribute to innovation and growth for the country. That means real opportunities for Danish companies, institutions and organisations in South Africa.

It is against this backdrop, that the Danish design delegation, will showcase one of Denmark's strongest and most unique capabilities – Danish Sustainable Design Thinking to a South African audience.

Participation in the Design Indaba conference can be combined with the export promotion. Local partners are Cape Craft Design Institute, Green Cape, WESGRO and Design Indaba. The exhibition will be inaugurated by a Danish Minister.

## WHAT'S INCLUDED?

The fee for participation is DKK 15,000 per company (incl. two company representatives). The fee is based on 15 participating companies and an expected subsidy from the Trade Council. The details of the final program will be based on the profile of the participating companies.

## TENTATIVE PROGRAMME:

### Monday 27<sup>th</sup> February

- Arrival of delegation
- Briefing by Embassy
- Events by local stakeholders
- Informal dinner on Waterfront

### Wednesday 1<sup>st</sup> March

- Sector specific industry workshops
- Joint event with local stakeholders
- B2B and B2G meetings
- Design talks and workshops
- Grand dinner

### Tuesday 28<sup>th</sup> February

- Official opening of exhibition at Youngblood gallery
- Individual presentations
- Networking opportunity with private and public stakeholders
- Design talks and workshops
- Reception

### Thursday 2<sup>nd</sup> March

- Individual presentations of companies at exhibition
- Sector relevant site visit
- Wrap up session
- End of official programme

*Please indicate your interest in joining the Design Export Promotion no later than **November 21st 2016** to Nils Robenhagen*