



EXPORT PROMOTION SEMINAR

CAPE TOWN, SOUTH AFRICA, 17 AND 18 JULY 2009

WESGRO
12th Floor, Warldorf Arcade
80 St George's Mall

PROGRAMME

Wednesday 17 July 2009

Time	Subject	Presented by
09:00 – 09:30	Registration	
09:30 – 09:35	Welcome Remarks	EFTA South Africa
09:35- 09:45	Official Opening	Principal Secretary/ Permanent Secretary
09:45 – 10:15	Coffee break	
10:15 – 11:00	Trade relations between EFTA States and South Africa <ul style="list-style-type: none"> - Current trade flows - General overview of the EFTA-SACU Free Trade Agreement 	Mr Geir Ulle, EFTA Secretariat
11:00 – 12:30	Standards in the EFTA States and EU and treatment in EFTA Free Trade Agreements: <ul style="list-style-type: none"> - Technical standards (TBT) - Sanitary and phytosanitary measures (SPS) 	Mr Willy Tinner, State Secretariat for Economic Affairs (SECO), Switzerland
12:30 – 14:00	Luncheon	
14:00 – 15:30	How to export to EFTA countries <ul style="list-style-type: none"> - Switzerland / Liechtenstein 	Mr Markus Stern, PromTrade Services, Switzerland
15:30 – 16:00	Coffee break	
16:00 – 16:45	Trade in agricultural products in the EFTA States and treatment in EFTA Free Trade Agreements: <ul style="list-style-type: none"> - The bilateral agreements on basic agricultural products - Processed agricultural products 	Mr Willy Tinner, State Secretariat for Economic Affairs (SECO), Switzerland
16:45 – 17:15	Possibilities for bilateral contacts between experts and participants of the seminar	

Thursday 18 July 2009		
Time	Subject	Presented by
09:00 – 10:30	Customs issues in the EFTA States and EU and treatment in EFTA Free Trade Agreements <ul style="list-style-type: none"> - Trade in goods (industrial goods including fish and other marine products) - Tariff dismantling - Rules of origin - Verification / enforcement procedures 	Mr Arthur Müller, Swiss Customs Authority
10:30 – 11:00	Coffee break	
11:00 – 12:00	How to export to EFTA countries <ul style="list-style-type: none"> - Norway 	Mr Thomas Angell, Federation of Norwegian Commercial and Service Enterprises (HSH)
12:00 – 13:30	Luncheon	
13:30 – 14:30	Questions and answers on how to export to EFTA countries	
14:30 – 15:00	Closing statements	EFTA South Africa
