

Book Launch

TIPS has the pleasure to invite you to the following Book Launch

Book Title: **Export Promotion - A Decision Support Model Approach**

Editors: **Dr. Ludo Cuyvers and Dr. Wilma Viviers - North West University**

Discussant: **Dr. Andre Gouws – University of Pretoria**

Date: Tuesday, 24 July 2012

Time: 13h00 – 15h00

Venue: TIPS Offices, 826 Government Avenue, Entrance at the Corner of Percy, Pretoria

RSVP by email: lpeleng@tips.org.za to confirm attendance.

Abstract

Governments are increasingly confronted with scarce resources, which force their export promotion organisations to seek more efficient ways and methods. At the same time, with the export successes of the emerging economies, public export promotion policies of countries are confronted with diminishing returns, particularly when the traditional export promotion instruments are used. The DSM (Decision Support Model) approach to export promotion, which is adopted and explained in the book, is deeply rooted in the international marketing research literature and allows to identify, in the rapidly changing international environment, the most promising realistic export opportunities for exporting countries.

About the Speakers

Prof Wilma Viviers is a Professor of Economics, Director of the School of Economics and NRF rated researcher at the North-West University (Potchefstroom campus). Her status as an academic is based on her illustrious publication record in the fields of Competitive Intelligence and export promotion that appears in more than 40 peer reviewed journals, book chapters and national policy reports. Her work and contribution to research, policy and practice aimed at improving/ promoting South Africa's exports, is internationally recognized and acknowledged. Prof Viviers' research on export promotion has made a significant contribution to developing a scientifically based decision support model (DSM) for the identification of South African export opportunities, which is a national priority. This research has led to national policy formulation and implementation in South Africa.

Dr Ermie Steenkamp is a senior lecturer at the School of Economics in the Faculty of Economic and Management Sciences at the North-West University (Potchefstroom campus). She has recently finished her PhD on identifying export opportunities for South Africa with special reference Africa. Her research mainly focuses on export promotion in South Africa and the measurement of market accessibility for South Africa in different countries around the world. She is currently part of a project team for the DTI to identify realistic export opportunities for South Africa on HS 6 digit level, using a Decision Support Model (DSM).