

Programme 1: Executive Management Unit

- 1.1 Office Management
- 1.2 Board Support
- 1.3 Stakeholder Relations

Programme 2: Corporate Services

- 2.1 Finance Management
- 2.2 Human Resources Management
- 2.3 Information Technology Systems
- 2.4 Infrastructure Management and Administration
- 2.5 Internal Policies and Control

Programme 3: Marketing and Communication

As a marketing organisation, the aim of the Marketing and Communication function in the Agency is to position NCEDA as the authority for trade and investment promotion and to build the image of the Northern Cape as a competitive place to do business.

- Marketing Infrastructure and Support
- Promotion
- Media and Public Relations
- Website and Newsletter
- Publication
- Marketing Collateral
- Marketing and Strategic Events

Programme 4: Trade Development and Promotion Unit

- Export Skills Training and Development
- 'Export Ready' Service
- Export Promotion
- Export Facilitation
- Retention and Expansion

Programme 5: Economic Development

- Doing Business in the Northern Cape
- Trade Fact-sheets
- Strategic Research
- Development of EIA's, Feasibility Studies and Business Plans

Programme 6: Investment

- Investment Recruitment
- Business Facilitation
- Aftercare
- Advocacy

MARKETS

PRIORITY MARKETS	SECONDARY MARKETS
*HG denotes a High-Growth market	
Southern Africa Namibia (HG), Botswana (HG)	Mozambique, Zimbabwe
West Africa Angola, Nigeria, Ghana, DRC, Cameroon, Kenya, Zambia (all HG)	Senegal, Mali, Benin, Togo
The Americas USA (Eastern Seaboard), Brazil (HG), Mexico (HG)	Canada, Chile, Argentina, Venezuela
Europe Sweden, Denmark, The Netherlands, United Kingdom, Germany, France, Poland (HG)	Spain, Czech Republic, Hungary, Austria, Republic of Armenia
Asia Pacific India (HG), China/HK (HG), India	Singapore, Malaysia, S. Korea, Taiwan, Japan
Middle East UAE (HG)	Saudi Arabia, Qatar