

GOING THE EXTRA MILE

A GUIDE TO TRADING IN AFRICA

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A Guide to Trading in Africa
Luyton Driman

With a Foreword by Denis Beckett

Luyton Driman has worked as the South African export manager of a large multinational for a number of years and has acquired enormous experience about doing business in Africa. In the last thirteen years, Luyton has done business over 120 trips covering 32 countries in Africa.

His debut book 'Going the Extra Mile' has been published this week and aims to help South African Exporters – SMMEs, multinationals and individuals – who need to know the inside facts and finer details of how to export to any African country. It is a practical hands on – account, easy to understand and has many reference points giving real examples that would apply to prospective exporters, manufacturers, distributors, traders and agents.

Luyton is not an academic but he is passionate about getting things done at ground zero. He has always been self-motivated and his years of traveling and selling in Africa have been his biggest asset. In his book Luyton will take the reader closer to the reality of being on the ground in Africa: the vibe, the pulse, the heat, the trading highs and the trading lows. Luyton gives the best trading advice based on personal experience and will show you how to win against the odds – of instability, increasing international competition, sometimes-poor country infrastructures and haphazard communications.

He urges you to bear with him and enjoy the ride... with a bit of turbulence.

'Going the Extra Mile' shares Luyton's business experience and helps to clear any misperceptions and indifference to entering the greater-African market and inspire companies and or individuals to approach this lucrative market with confidence.

This book shows how to get the job done, as opposed to being told how to do it.

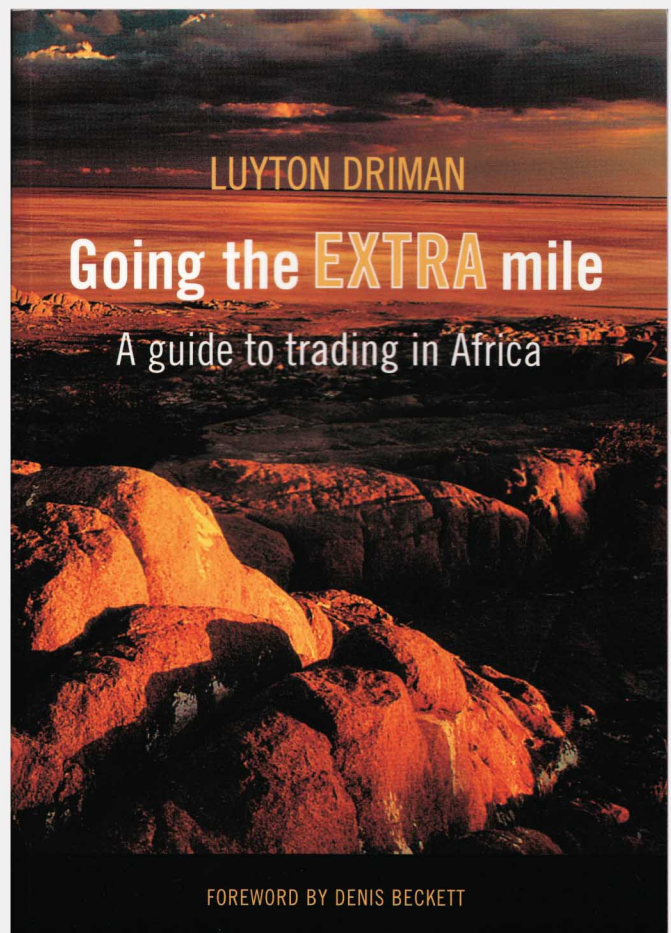
'Mr. Driman's success in penetrating the tough markets in francophone central Africa is a testament to the effective and efficient manner in which he conducts himself and promotes business'

**Eugenio F.D. Andrea,
South African Embassy, Gabon**

Author detail

Luyton Driman's career spans more than two decades of practical experience in the realm of local and international sales operations, product, key account and export management, general marketing, advertising and promotions, distribution and product training.

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