

A guide to trading in Africa

GOING THE EXTRA mile - a guide to trading in Africa is a lively book written very enthusiastically from a South African point of view. With many other African countries now developing so fast it has been written as a guide to companies, SMMEs and individuals who are new to the region outside the South and who want to know what they are up against, along with the finer details of how to export goods and services to what is usually seen as a 'difficult' (not popular with salesmen, that is) market. The author has spent more than 20 years in marketing in Africa and draws on experience gained in related fields like advertising, distribution and product training.

His enthusiasm for regional low- and highlights, even local airports, is infectious; he clearly loves travelling around and even includes a photo of his favourite well-worn travel bag. He not very modestly includes quotations from himself at the head of some of the chapters – a detail which shows the confidence of a successful salesman. This is a practical hands-on guide which

most of all builds confidence, but also shows the reader how to get the job done, including some real examples of surprising successes that can be learned from by prospective manufacturers, traders and agents. Much of the text covers basic details about business practice and exporting, covering such matters as securing orders and identifying where the competition is coming from, but it is given a very African flavour by including an account of the many economic communities like COMESA that overlap all over the continent. The examples quoted are all local ones, too. There is also a section on alternative business channels in recognition of the unique and new ways in which goods and services change hands, sometimes informally, sometimes electronically, here. A good and amusing read.

Going the extra mile by Luyton Driman, Bradmanton Publishing, 2005, 156 pages with index, ISBN 0-620-33686-2. Supply details by e-mail from luyton@telkomsa.net