



TRADING WITH AFRICA: DON'T RUN THE OTHER WAY GOING THE EXTRA MILE – A GUIDE TO TRADING IN AFRICA

By Luyton Driman
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Even for those who have no intention of trading with Africa, Luyton Driman's debut book is a fun read. If you do want to trade with other African countries, then it's a must-read.

As the South African export manager of a large multinational, and an ex-East Londoner, Luyton has spent many years criss-crossing this continent and has dealt with 32 countries in all.

After an entertaining foreword by Denis Beckett, Luyton says it refreshingly upfront: "I am not an academic but I do have a passion for getting things done at ground zero." With the formalities out of the way, the author goes on to tell his story in simple, clear English that is blessedly devoid of the academic's tedious mumbo-jumbo.

He says that although Africa is perceived as a high-risk continent "there are many opportunities under her tarnished, bombed and weather-beaten exterior." The beauty of this book is that Luyton keeps it simple yet is not afraid to get down to the nitty-gritty of paperwork, an irritating but essential part of any trading operation.

He invites the reader to "just bear with me and enjoy the ride – with a bit of turbulence." That may be an understatement, but the author weaves a story that is at the same time funny and mesmerising.

Above all, he exhorts us to cast aside all our fears and negative perceptions and follow his simple rules if we want to capitalise on the lucrative market that invites us just beyond our borders.

Nick Whiteley