

The Chiel

Trading in Africa

VAL Gaye is a proud mum. Son Luyton has enjoyed a successful career exporting goods into Africa and now he's written a book on the subject.

Val, known by generations of East Londoners as an extrovert interior designer and landscape gardener who can apply an artistic touch to almost anything, is pleased as punch with what her son has achieved.

The ex De La Salle schoolboy was interviewed for a Business Day supplement, *The South African Exporter*, published this week.

"Go out and buy the newspaper, mom," he told her. So Val went to a Vincent Park bookstore to get her copy. "Sorry madam, we only get three a day," the sales person said, "and I've only got one left – that's reserved for someone."

Val was having none of that. "But my son's been interviewed in that newspaper," she said. "I've got to have it." She got her way.

"Fancy that," she said to me while relating the story. "Tells you something about East London doesn't it. We need to shake it up. Only three copies of Business Day are sold at Vincent Park each day."

Well the other two must be ours. We get a few. Actually ours come from the city branch. Perhaps they sell more there.

So I delved into last Monday's Business Day and found the article which says Luyton Driman (he uses his mother's maiden name) is export manager of a large multi-national SA company and that he has acquired a wealth of knowledge and experience doing business in Africa.

His book, *Going the Extra Mile – A Guide to Trading in Africa*, aims to help smaller firms conquer the African market.

Must say my perception, and probably yours too, of doing business on this continent is not positive. However, as it's nearest and closest to us, it seems the good patriotic "proudly South African" thing to help others overcome some of the pitfalls, thereby strengthening the economy and creating jobs here at home.



Luyton Driman knows Africa