



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Administrative Support For South African International Promotions Training

Law, Military Science and Security / Sovereignty of the State

Unit Standard 114850 · NQF Level 6 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips learners with the administrative competencies required to support South Africa's international trade and investment promotion initiatives. It focuses on coordinating logistics for trade missions, exhibitions, and investor meetings, ensuring seamless administrative support for cross-border promotional activities.

Category	Law, Military Science and Security
Subfield	Sovereignty of the State
Unit Standard	114850
Accreditation	SAQA Accredited · NQF Level 6 · 5 Credits
Duration	2 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply administrative procedures to coordinate international promotional events and trade missions.
- Analyze documentation requirements for cross-border trade and investment promotion activities.
- Evaluate logistical arrangements for international travel, accommodation, and event setup.
- Implement communication protocols to liaise with stakeholders in international trade environments.
- Demonstrate proficiency in managing records and correspondence related to international promotions.
- Design administrative support plans that align with South Africa's trade promotion strategies.

WHO SHOULD ATTEND

- Administrative professionals, project coordinators, and trade support staff working in government agencies, export councils, or private sector organizations involved in South Africa's international trade promotion.

COURSE OUTLINE

Day 1: Foundations of International Promotions and Administrative Support

- Overview of international promotions and South Africa's trade landscape
- Roles and responsibilities of administrative support in export promotion
- Regulatory compliance: Customs, SARS, and trade agreements
- Cross-cultural communication and professional correspondence
- Documentation essentials: Invoices, packing lists, and certificates of origin
- Event logistics and coordination for international trade shows
- Record-keeping and reporting for promotional activities

Day 2: Practical Implementation and Stakeholder Engagement

- Creating and managing promotional content (brochures, presentations, social media)
- Stakeholder mapping and engagement strategies
- Budget tracking and financial administration for promotional campaigns
- Using CRM systems to manage international contacts and follow-ups
- Performance measurement: Tracking leads, conversions, and ROI
- Problem-solving: Handling delays, cultural misunderstandings, and logistics issues
- Case studies: Successful South African international promotions

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **5 NQF credits** at **NQF Level 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 16,900.00	R 16,900.00
1	In-House	R 22,000.00	R 22,000.00
1	On-Campus (Pretoria)	R 25,400.00	R 25,400.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	04 Aug 2026	On-Campus	Dubai, UAE
03 Aug 2026	04 Aug 2026	On-Campus	Mauritius
03 Aug 2026	04 Aug 2026	On-Campus	Lagos, Nigeria
05 Aug 2026	06 Aug 2026	On-Campus	Pretoria, South Africa
05 Aug 2026	06 Aug 2026	On-Campus	Cape Town, South Africa
05 Aug 2026	06 Aug 2026	On-Campus	Johannesburg, South Africa
11 Aug 2026	12 Aug 2026	On-Campus	Mauritius
11 Aug 2026	12 Aug 2026	On-Campus	Dubai, UAE

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 114850) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call **+27 12 004 8389** or WhatsApp **+27 65 077 6310** and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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