

January/February 2007

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Western Cape Craft Sector Newsletter

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Hope you had a good start to 2007...

At 75 Harrington Street the fun and festivity of 'the season' is already a distant memory. We've hit the road running...

- 35 people have already gone through a trends & product development programme for Christmas decorations (that's for December 2007)
- together with Wesgro, and courtesy of **the dti**, we hosted Dutch CBI, presenting an export development programme
- the FabLab Lighting competition has been adjudicated
- we've hosted an exhibition of B-Tech Surface Design students from CPUT
- we spent a week sharing our lessons and experiences with a delegation of colleagues in craft development from Mozambique who are establishing an NGO, Cedartes, with a similar mandate to CCDI
- we've been recruiting and interviewing learners for our next Learnership – NQF5 Craft Operations Management – which starts today
- we hit the road with our Rural Outreach programme
- we're renovating the 3rd Floor for our next exciting project – the Corporate Gift Warehouse
- ... and this week we are the cover story in the Financial Mail's Innovation insert.

Our other plans for the next 11 months?

Three BIG programmes which will have a profound impact on the way we operate are starting being this year.

The first is the review of our business process and the piloting of a **Counseling & Mentoring Service**. We are reviewing our business process – how craft producers access our services – to ensure systematic support for entrepreneurs and enterprises over a period of time. Central to this plan is the development of an **electronic Business Assessment Tool (eBAT)** that will provide us and the entrepreneur with a 'snapshot' view of the state of their business. This then can be used to determine next

steps in a business development/growth path. The foundation for this was laid with a craft enterprise assessment tool that we developed in 2005 with BESO volunteer, Richard Bankart. We are updating this tool and will be piloting its use through a Counseling & Mentoring Service which we will be running one day/week from March 2007. As the programme gains momentum, we hope to draw on the mentoring/coaching support of other business development organisations like the Red Door, Seda, GSB and others...

The second is the rolling out of our **Rural Outreach programme** which will take CCDI and our product offerings into 3 sub-regions of the province and build lasting partnerships with stakeholders in these areas.

... and last, but not least, is the launching of **GIFT Warehouse** – our strategy to help craft producers access the growing Corporate Gift market. The Warehouse will be on the 3rd Floor of 75 Harrington Street, where we will have a showroom of the corporate gift product offering (with the potential for last minute purchases) and sales and order facilitation staff to ensure the deal is done. In line with the operating ethos that infuses all of CCDI's programmes – the approach of GIFT will be to build the capacity of craft producers themselves to engage in this market – and to broker relationships between buyer and seller. The project is being generously supported by the Old Mutual Foundation and we hope that it will be successful in growing the demand and supply of socially responsible gifting...

... another Hello ...

On 4 January we were joined by Lyndon Metembo – our Rural Outreach Officer. Lyndon hails from Willowmore in the Eastern Cape and grass doesn't grow under him either – he has already hit the road and made connections with the people and players in the 3 sub-regions that he will be working in this year: Central Karoo, Eden and West Coast. We are very happy to have Lyndon on board.

Craft Sector Meeting – now also in the regions

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The Craft Sector meeting has been a regular feature on the WC craft landscape for the last 7 years. Since the CCDI took over running the forum in 2002, it has been going **uninterrupted for 4 years**, having 11 meetings a year, attended on average by 70 people.

The **Craft Sector Meetings** are open to any part of the craft industry to attend – crafters, retailers, buyers, government bodies, developers, designers.

The CS meeting is, in fact, a networking and information forum. The CS meetings highlight CCDI programmes, marketing and training opportunities, and partnership agreements with other governmental departments. It also often serves as crafters' first introduction to the 'formal' craft sector and to the CCDI itself - which many crafters describe as their 'home'. Above all, the CS meeting has been voted by crafters to be a prime networking opportunity, where they share problems and build relationships. As speakers at the

INTRO TO CCDI MEETINGS

From February 2007, the CCDI is introducing an **Intro to the CCDI meeting** at its Cape Town headquarters for 'new' crafters, i.e. those crafters that are connecting to the CCDI for the first time. The meeting will run on the 1st Wednesday of every month, from 12:00 to 13:00, just before the Craft Sector meeting.

At the meeting:

- the CCDI's programmes will be explained,
- crafters may register to be placed on the database,
- crafters will receive information material, and
- crafters will be able to show their products to the CCDI staff.

meeting, crafters have the opportunity to share with the group their lessons, successes and triumphs. The CS meeting is a representative forum of WC crafters, and has kept the CCDI in touch with the heart and soul of crafters at first base. This is also the place where crafters without emails collect their monthly newsletters.

The Craft Sector meeting in Cape Town is **always held on the 1st Wednesday of the month**, starts at 1:30 and runs to about 3:30, with refreshments.

CRAFT SECTOR MEETINGS IN 3 WC REGIONS

With the appointment of our new Rural Outreach officer, Craft Sector meetings will now also be held in three of the Western Cape's regions – the **West Coast (2nd Wednesday of the month)**, **Central Karoo (3rd Wednesday of the month)** and **Eden (4th Wednesday of the month)**.

Lyndon Metembo, the new Rural Outreach Officer, will be working in the West Coast, Central Karoo and Eden sub-regions.



FEBRUARY'S MEETING – CT

Date: Wed 7 Feb 2007

Venue: CCDI, 4th Floor, 75 Harrington Street, East City Cape Town

12:00: Intro to CCDI

13:30: 2007 Events Strategies and Product Development Case Studies

Invitations to tender and quote

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MAPPP-SETA & DAC ToR

MAPPP-SETA, in partnership with DAC, invites service providers to submit tenders to provide a service in one of the following training and development areas: Training and Assessment of Arts and Craft Project Managers, Training of Crafters on Branding and Packaging, ABET Training, and Assessment of the Quality of Arts and Craft Products by Craft Experts. Contact Johan Kriegler | (0)21-910-3001 | 082 4305764 | johan@mapp-setsa.co.za for details.

CAPE TOWN INTERNATIONAL JAZZ FESTIVAL ToR X2

The CCDI invites service providers to submit proposals & quotations for the following two projects: CT International Jazz Festival –Design, Construction & Styling, and CT International Jazz Festival –Sales and Shop Management. Contact Xoliswa Phenyax | (0)21-460-3562 | phenyax@cput.ac.za for details.

WOOLWORTHS & CCDI CENTRE FOR INNOVATION ToR

The CCDI Centre for Innovation requires the services of a suitably qualified and experienced Project Manager: Exhibitions to consult, co-ordinate and install a series of static exhibitions at the Woolworths Flagship stores in (1) Willowbridge – Cape Town and (2) Design Quarter in Fourways, Gauteng. Contact Mano Reddy | redm@cput.ac.za | (0)21-460-3811 for details.

WRITER & MEDIA LIAISON ToR

The CCDI is in need of journalistic and media liaison assistance and invites suitably qualified persons to apply. Contact Marjorie Naidoo | (0)21-460-4245 | jnaidooML@cput.ac.za for details.

Talks from last Craft Sector meeting

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GROWING INTO EXPORTS - Liesel Rutherford

At the December 2006 Craft Sector meeting, Liesel Rutherford, export marketing for Streetwires, delighted the audience with her racy anecdotes of Streetwires' growth from a small-time craft business to a major exporter of Proudly South African wire-and-bead craft-art. From 2000 to 2006 Streetwires grew from 20 to 120 employees, attends at least 2 export shows per year, exports 50% of turnover, to 15 countries. How did this come about?

The years 2000|03 saw Streetwires focus on the local market (corporate gifts, etc). This market is erratic and seasonal, with short lead times, smallish orders and is characterised by 'product pull' (reacting to orders). At that time Streetwires employed 20|30 people. Then, in 2003, Streetwires received its first large local retail order and Liesel attended her first export trade show...

Liesel 'hit' the **2003 Ambiente** show in Germany, as part of **the dti** National Pavilion, with no experience dealing in foreign currency and only ZAR pricing, no focus in product range – that is, she took one of everything - no experience in stand design and display, totally unable to quote freight costs or offer variable products... and returned with no orders. What a wake-up call!

In the same year she attended the **Chicago Gift Show**, also part of **the dti** National Pavilion. Again this experience shocked Streetwires into a global reality check – while making over 50 contacts, the business was in no

The next year, Liesel went to the **2006 Ambiente** (CBI), armed to the teeth. Every lesson they had learned, they had addressed. Liesel had done pre-show marketing and research, and had a pro-active strategy: she knew the competition and the other countries attending the show; they had carefully selected their positioning in the hall; the quality and packaging of Streetwires' products were 'tops'. They presented a user-friendly order system with client history; they had chosen lower profit margins to address the exchange rate situation; they had a tiered pricing system – for distributors, large retailers, small retailers; they had freight-inclusive pricing, based on the history of the client. Experience had also taught them to take a targeted approach – to screen clients, deter those you did not want, and look for those with export experience. They capitalised on repeat orders – they understood their client's order cycles, and timed their new ranges to match.

A l-o-n-g way to grow in just 3 short years!

Where to now

Streetwires will grow its social vision, from job creation to actual empowerment through wire-art. And it will establish a scaleable model through healthy systems of procurement and training. Simultaneously it will be strengthening its marketing, distribution and creation of new markets through strong design, to support its expansion to Johannesburg and Germany in 2007. Liesel has moved to Germany to further enhance Streetwires marketing drive to Europe. We wish her all the best!

Liesel's list of Key Learning Points in approaching the export market

- Become established as a business locally before you start to export

position to service them. The US market was just too big and Streetwires was not ready for it.

The **2004 Ambiente** show, with the help of Dutch aid body, CBI, proved to be a much better experience. Armed with a focused range, international prices, a good presentation of smaller items for shipping with more bead options, Streetwires capitalised on the favourable exchange rate, did some pre-show marketing, and saw a good response from buyers. Liesel realised that it really did take 2 or 3 years to gain credibility and the buyers' trust. As well, their profile of creating sustainable jobs and empowerment attracted fair trade clients, a strong selling point in the Gift Market.

In the same year Streetwires attended two Scandinavian shows: **Formex in Sweden**, through **the dti**, and **Gave Interior in Oslo**, with the aid of TEP. This experience highlighted the language barrier, and the value and necessity of working through an agent.

Back to **2005 Ambiente** Liesel went, again with CBI support. By now Streetwires could present themselves as an established supplier, and were receiving visits from repeat clientele. The barrier this time was price resistance, with an unfavorable rand exchange rate. In the same year, Streetwires attended the **Glee Garden Show** in Birmingham, UK, with **dti** assistance. The show focused on garden accessories; in this context Streetwires positioned themselves in the Gift market. Liesel discovered, however, that Fairtrade was not established in garden market, and did not provide a drawcard, and that there was stiff competition from Asia.

Why export?

- Extends the product's lifecycle
- Longer lead times
- Larger orders
- Product push – **you** market new ranges, and pursue repeat orders
- Understand the global market

- Know exactly what it is you want from exporting and where you want to be positioned in the market place!
- Visit shows as a visitor before you exhibit
- Know how to screen clients – be selective and say NO if you can't deliver
- Educate yourself about freight costs and customs legislation
- Do pre-show market research
- Use a focused/targeted approach
- Be able to sell your story
- Be armed with marketing material and photos – understand the product positioning from your buyers' perspective
- Be prepared for the general perception that as a developing country, especially Africa, you are unreliable. Focus on professionalism – the export market is less tolerant of inefficiencies in delivery.

THE LEGAL ASPECTS OF HIV/AIDS IN THE WORKPLACE - Lolita Carcairns and Eunice Freeman, Lifeline

Continuing our series of discussions on HIV/Aids, we looked at the complexities of HIV/Aids in the workplace and both the employers' and employees' responsibilities and rights in this regard. The following laws will assist in formulating a workplace HIV/Aids policy. These laws may be found on <http://www.labour.gov.za> | <http://www.gov.za>. Lifeline's contact details are: (0)21-460-1113.

Employment Equity Act	Creating an equal environment (dealing with aspects such as HIV status, demotion, access to training, recruitment)
Basic Conditions of Employment Act	Minimum standards, leave, hours of work, teatime
The SA Constitution & the Bill of Rights	Fair Labour practices; rights of the disabled
Labour Relations Act	No unfair discrimination, or dismissals
Occupational Health & Safety Act	Provision of safe working environment to employees, universal precautions
Compensation for Occupational Injuries & Diseases Act	Dealing with issues such as HIV as a result of an accident
Medical Schemes Act	What Medical Aids should provide

Craft Markets – to go or not to go?

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DO CRAFTERS BATTLE TO GET ONTO CRAFT MARKETS?

One of the questions we are often asked is why so few Cape crafters are seen at local craft markets. And why are all the craft markets the same? We want to change this – but before we embarked on a strategy, we decided to find out from crafters what the barriers are. The CCDI therefore conducted a small survey and asked crafters who attend craft markets what challenges they face. We distributed 50 questionnaires to crafters attending the December Craft Sector Meeting.; 23 of these responded.

The markets available for crafters are: Constantia Country Living Market, Kirstenbosch Craft Market, Rondebosch Craft Market, Somerset West Craft Market, Green Point Market, Table View Market, Muizenberg Market, and Stellenbosch Market.

One of the main challenges facing participants is the hours spent at their stall. By staying on their stall they limit the amount of things they could get done during the day - but should they leave their stall they could miss a sale. Another concern is the sale of cheap imports - too many stand-holders sell these and visitors seem to favour them as they are cheaper.

Here's what the crafters had to say:

- Stand costs range from R20 to R70 (per day) – tables and chairs are provided by some organisers while others expect the crafter to bring their own

- Selection criteria at these markets are sometimes unclear
- There is little information about the markets for start-up crafters
- The Muizenberg Market does not guarantee crafters a stand allocation (the crafter must be there by 06:00, stands are allocated at 09:00; while the market only opens at 10:00)
- Having to man the stand means you can't do anything else the whole day
- It becomes a business decision to use markets as an outlet – is it the way to go with your particular product?
- Craft markets are seasonal, dependent on the weather, and unreliable as an outlet, if you want a strong business
- The more established markets are already full
- There are no storage facilities - a major issue; one has to pack up everytime, and transport costs are high
- Product pricing varies and affects sales, especially if products are similar
- Lack of skill at selling – although CCDI learnerships are of great assistance
- Too many traders sell cheap products in competition with crafters
- Craft markets can be crowded
- Sometimes sales are not worth the effort; it depends on the weather, your product, competition, etc.
- Visitors at craft markets want to buy at wholesale prices (cheaper) even though they are not buying in bulk.

If you have any comments to add or suggestions to make, please direct these to Xoliswa | (0)21-460-3562 | phenyax@cput.ac.za.

www.capecraftanddesign.org.za

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A MOST VISITED WEBSITE !

The CCDI website, www.capecraftanddesign.org.za, was recently found to be one of the most visited sites in South Africa! Only about 5% of the sites in SA get more than 1000 MB of traffic per month. The CCDI site exceeded that limit in only 7 months; in two of those months we touched on 2000 MB, and in one month 3000 MB!

You need to be on our website. If you are registered on our database, then you are. If we have photographs of your products, then these are also shown. If not, then you need to 1) register; 2) attend the photo sessions during the year (will be announced in the newsletter); or 3) if you have hi-resolution pictures of your products, send them to Marjorie Naidoo on naidooML@cput.ac.za.

'I have been on your site for 2 days and you have the most amazing things available.' Tamarin (*email message*).

workshops • workshops • workshops

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A Picasso-in-Africa workshop (**BELOW**) was run by course leader, Jane Solomon, with 13 crafters who developed imaginative products, to be displayed on the CCDI's stand at Design Indaba. Don't miss it!



Nine crafters joined the Bag Workshop (**LEFT**), led by product developer, Amanda Youngleson (back, left) in the CCDI's Centre for Innovation. Over a period of 8 half-day sessions, they each designed and made samples of 3 stunning bags.



The CCDI Centre for Innovation held 3 trends and 3 product development Christmas decoration workshops in which 44 crafters participated. The best products from these workshops will be selected to be part of the Christmas Africa project for Woolworths. This workshop (**LEFT**) was led by Margie Robertson and Adri Schutz, 3rd and 2nd from the left.



The **dti** brought lecturers from the Dutch trade organisation CBI, to Cape Town, to run an export workshop (**LEFT**) for crafters in the CCDI's Centre for Innovation. They covered topics such as product development, building production capacity, costs of design, protecting your design, trend watching, indigenous design inspiration, export marketing in practice, and knowing the profile of EU buyers and dealing with them. Facilitators of the workshop were Loraine Marshall from **the dti** (**left**), CBI lecturer, Leo Wallage (right), and CBI lecturer, Mark Kwami (centre back).

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FEELING AFRICAN GOES GLOBAL

Perseverance Pays. Willard Musarurwa of Feeling African heartily agrees with this statement. He embarked more than a year ago on a product development and market access programme run by the *Aid to Artisans*|CCDI partnership. Willard finally saw all his hard work pay off: he signed an exclusive distribution deal, and received a large initial order, from global player *artecnica* in January 2007. *Artecnica* will distribute Willard's innovative wire tables and stools, developed under the guidance of famous American designer Stephen Burks, across the USA and Europe.

'The process to arrive at the perfect final product was long and stressful, and at times I almost gave up. But I also learnt a lot about intelligent product design, making items that are not only beautiful but also functional and easy to ship overseas,' says Willard, flashing his trademark grin.

'The CCDI has been very supportive all the time; also Cheryl Rumbak (project manager), Aid to Artisans, and Anton Ressel, my business mentor. I could not have done this without their help'. 'My thoughts were very low on this at times, but you are great guys - it's amazing that you got it right!' says Willard on a personal note.

With a large initial confirmed order and the promise of many more in the pipeline, Willard and Feeling African are poised to become another Cape craft success story. Contact Feeling African on feelingafrican@webmail.co.za | +27 (0)73-311-0305.

CAROLE NEVIN IN MORE STORES

Carole Nevin has added wonderful new ranges to her collection while revamping the old favourites. The number of stockists' carrying her products has also grown,

incorporating exciting new stores from a variety of cities and towns locally and internationally. These new stockiests are *Rural* in Graskop, Mpumalanga, *De Crows Nest* in Fourways, JHB, and *The Kraal Gallery* in Sandton, JHB. Her products are also stocked in stores belonging to the Tigers Eye Group which mostly specialise in hand crafted African-inspired products and sell mainly to the tourist market. Recent stockists belonging to the Tigers Eye Group include *Spotted Dog* in Pilgrims Rest, Mpumalana, *Satara* and *Skukuza* in the Kruger National Park, Mpumalanga, *Addo Elephant* in the Addo Elephant Park, Eastern Cape, *The Palace* in Sun City, North West Province, and *The Livingstone Hotel* in Zambia.

MAGPIE'S ROOI DOPPIES PROJECT

Those amazing guys from Magpie Home Fineware in Barrydale have started a social action activity project called Rooi Doppies Project. For more information view this website and pictures at <http://rooidoppiesproject.moonfruit.com>. To visit them at their revamped studio contact Magpie Home Fineware on (0)28-572-1997 | magpie99@mweb.co.za | <http://magpiehomefineware.mfbiz.com>.

AMTS FABLAB LIGHTS COMPETITION 2006

The FabLab judges are proud to announce that they have received 30 exciting entries from 4 FabLabs across the country - Innovation Hub, Soshanguwe, Bloemfontein, and Cape Town, and have come to their final decision regarding the winners. The top designs will be showcased at Design Indaba 23-25 February 2007, where the winners of the competition will be announced. The judges were Karen van Breukelen, acting manager, AMTS Implementation Unit; Samuel Ginsberg, lecturer, Faculty of Electrical Engineering, UCT; Mano Reddy, manager, Centre for Innovation, CCDI; Letlotlo Phohole, AMTS Flagship Programme, manager for Advanced Production Technology & FabLabs; and Roelf Mulder, industrial designer & managing director, ...XYZ.

MASTERCRAFTERS' EXHIBITION @ SPIER

A visit to the Village Hotel, Spier Estate to view the ***Afro Deco Mastercrafters' exhibition*** is a must! Writes Andrew Dietrich, GM of Spier: 'All I can say is Wow! I find the display an asset to the hotel and one of the best art displays I have seen in a long time'.

CRAFTER'S EXPERIENCE @ BLOOD TRANSFUSION CONFERENCE

Manya Marais was informed quite late of the opportunity to retail at the Blood Transfusion Stand. She pulled out all the stops, set up her own area of the combined stand, but did experience a lack of co-operation from other crafters who did not have the same drive. However, her enthusiasm paid off.

Even as she unpacked stock on the opening morning of the conference, she was swamped by customers, entranced by her Lila kiddies T-shirts. In 3 days of trade, she did healthy business, and all in cash!

Manya already knew that the international traveler was her best customer but in this case they were working

HUGE ORDER FOR ZAMBANE

Tigers Eye Retail has placed an order for 5 ranges with Zambane Textiles, who produce unique ranges of hand printed potato prints on 100% cotton. Intricate African inspired designs are cut into potatoes and stamped onto fabric, creating vibrant artworks. The ranges include fabric on the meter for curtaining and upholstery, ottomans, cushion covers, placemats and runners. Contact Zambane on +27 (0) 21-783-3578 | zambane@gmail.com.

INNOVATIVE THREADS - A decade of South African Fibre Art

Innovative Threads newly-celebrated coffee table book, *Innovative Threads: A decade of South African Fibre Art* is now available at most Exclusive Books outlets. If you would like to order direct through Innovative Threads, e-mail info@inno.co.za with your postal details.

Innovative Threads is now being run by Tonya Miles from Durban. Their new contact details are 083-378-5818 | info@inno.co.za | tonya@inno.co.za | 107 Buckingham Road, Kloof, Durban, 3610.



professionals from international companies/organizations buying gifts to take home. Her products are ideal because they come in quite a range, are light and are easily transportable. Says Manya: 'I know I have a great product and I work hard to make it so, but I also believe that the vibe, energy, magnetism, intention and the way one connects with customers plays a huge part in the success of selling a product. I was grateful for the opportunity and enjoyed meeting the delegates - many of them were very appreciative. It was a matter of being in the right place at the right time.'

Other crafters did not fair as well. What was evidently lacking in most of the other craft stands, comments Manya, was poor displays, inadequate preparation, non-professionalism – such as eating on the stand, poor communication ability, and generally unresponsive and non-interested behaviour.

Manya suggests that more frequent stands at more conferences would be very lucrative selling opportunities. Many | **Lila** | *Handcrafted clothing, gifts & fibre-art* | 073-33-44-615.

The 'Don't miss' Billboard

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CERAMICS PAINTERS NEEDED

A ceramics studio is looking for decorators/painters. No ceramic-decorating experience required but applicants do need to understand basic decorating skills and how to use a paint brush.

Contact Kate | mustards@iafrica.com | fax (0)21-448-0355

WOODEN BLIND OFF-CUTS

The CCDI Centre for Innovation is offering a large selection of wooden blind off-cuts, donated by Lotus Blinds & Flooring. These can translate into fabulous products with a little imagination and creativity. Bring a box and help yourself! Contact Mano Reddy | redm@cput.ac.za | (0)21-460-3811

One person's
waste is
another
person's
raw material

LET US HAVE YOUR OLD MAGAZINES!

The Centre for Innovation is collecting old magazines for the Resource Library to serve as reference for design inspiration and for cutting up into story-boards. Magazines required are: interior deco (*House & Garden, Elle Deco, Architectural Digest*, etc); fashion (*Vogue, Tatler, Vanity Fair*, etc); art & design magazines; and craft magazines (*Threads, Living & Loving, Woman's Value, Fair lady, Cosmo, O-Magazine*, etc.). Contact Mano Reddy | redm@cput.ac.za | (0)21-460-3811

www.saart.net

This website promotes art by students and young up-and-coming artists. If you would like to market your art, contact Sanet Visser | sanet@saart.net | 082-491-5461.

RAW ALPACA FLEECE FOR SALE

It comes in different qualities and colours, i.e. dark brown, fawn, light fawn and white (raw = not combed or cleaned, but in good condition). The quantities vary between 200 and 500 gram and will cost between R150/kg (3rd grade), R200/kg (2nd grade) and R250/kg (1st grade). 3rd grade is the most suitable for felting. Contact Verena Hinsch from Mukuti Stud | (0021-782-7806 | 083-456-2546.

WEBSITE TRAINING

Webcraft.ws South Africa is offering a Do-It-Yourself training course for those who want to learn how to change, maintain, control, optimise and submit their website. Webcraft.ws SA will come to your address, install the course software, and do the training on your own machine. This training course will take place over one full day from 09:00 to 18:00. Cost is R 900-00 per day per person.

You will learn how to change text, pictures and the meta tag on your website, control the information on your website, optimise your website for the internet, and submit your website to different engines and directories. To book your training date contact 072 039 0184 | <http://www.webcraft.ws/training/form01.pdf>.

ADVERTISE ON INTERNET

This is your opportunity to advertise on the Internet for a once off payment. Eclectic International Export will create a banner and brochure for you at no additional charge and then place it on their website. Also, by using their service, you stand a chance to win \$50 000. Contact Gerda van Rensburg | 082 308 1313 | eclectic@masibambane.com.

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CALL FOR PARTICIPANTS:

CT INTERNATIONAL JAZZ FESTIVAL: 30–31 Mar 07

This is your opportunity to be part of a winning formula. For two days the CTICC will host one of the world's largest music extravaganzas, the Cape Town International Jazz Festival (CTIJF), drawing in more than 50 000 visitors per night.

Since 2002, the CCDI has organised the craft shop within the CTIJF. Each year has shown growth in product range and sales, last year's sales topping R59 000 in just two days! This year we are again looking for outstanding, innovative, exciting, high quality products from all categories to be exhibited and sold at the CTIJF.

'New' crafters (those that have not participated in previous CCDI events) need to register and might be required to bring in samples of their work. A market-readiness workshop will be held to assist you obtain maximum benefit from this event. You might be required to sell at the stand during the Festival (this will be confirmed). To secure your participation, register with Xoliswa | (0)21-

460-3562 | phenyax@cput.ac.za, before 20 February 2007.

Selection Criteria

- All categories of craft products
- Products must be properly labelled
- Product quality (technical and design)
- Marketable and/or innovative designs
- Product diversity (i.e. many different treatments of the same material)
- Products which are South African in origin and design content
- Actual producers only (rather than traders)

CALL FOR INDIVIDUAL STAND HOLDERS:

ONE OF A KIND 2007, GALLAGHER ESTATE, MIDRAND, JHB – 9-13 Aug 07

One of a Kind, co-located with Decorex Johannesburg, celebrates the global revival of all things handmade and heart warming, showcasing exquisite designer homeware, décor items, corporate gifts, jewellery, curios and fashion accessories, all skillfully produced by top South African craft

producers. This annual event is supported by **the dti**, the Tourism Enterprise Programme, the Johannesburg Tourism Company and Thebe Exhibitions.

The organisers of this trade show will be visiting CCDI offices in Cape Town to conduct selections for individual stand holders on **6–7 March 2007**; you will also need to fill out application forms and to submit key documents. To be part of the selection process, contact Xoliswa | (0)21-460-3562 | phenyax@cput.ac.za, before 16 February 2007.

Selection Criteria

- Business must be classified as micro, established, or exporter
- Business must be a legal entity or sole proprietor and registered as a legal entity
- Business must have a valid brochure and business cards

- Business must have a pricing sheet with wholesale and retail prices, and production capacity
- Business must have photographs of products (actual or electronic)
- Product quality (technical and design)
- Marketable and/or innovative designs
- Product diversity (i.e. many different treatments of the same material)
- Products which are South African in origin and design content
- Actual producers only (rather than traders)

ART & CRAFTSVILLE - DURBANVILLE STABLES -

Saturdays, Sundays & Public Holidays from 3 Mar 07 on Art & Craftsville Craft Market at the Durbanville Stables is a great opportunity for traders and crafters. The cost per stable is R150.00/day; 2 or 3 traders/crafters may share a 3x3m stable. Traders/crafters can also display products at the entrance. Trading hours: Sat 9 - 3 and Sun 10 - 2. Contact Graham Geddie | (0)21-555-1555 | 083 378 3141 | graham@itec-cpt.co.za.

Show | Exhibition Calendar

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SHOW CALENDAR: February - June 2007

Date	Show Name	Show Type	Venue
Local & National Shows facilitated by the CCDI – Stands fall under the banner & management of the CCDI. Crafters will be required to submit samples or retail stock.			
23 – 25 Feb	Design Indaba	Trade Show	CTICC, CT
30 – 31 Mar	Cape Town International Jazz Festival	Consumer Show	CTICC, CT.
20 Apr – 1 May	Design for Living	Consumer Show	Good Hope Centre, CT
26 – 29 Apr	Decorex Cape	Trade/ Consumer Show	CTICC, CT

OTHER SHOWS: February – June 2007

Date	Show Name	Show Type	Venue
Local & National Shows not facilitated by the CCDI – Individual craft businesses might wish to participate under their own banner. For specific show organisers' details, contact Xoliswa on 021 4603562 or email phenyax@cput.ac.za			
22 – 25 February	Homemakers Expo Jhb	Consumer Show	Coca Cola Dome, Jhb
28 Feb – 1 March	Meetings Africa	Trade Show	Sandton Convention Centre, Jhb
2 – 4 Mar	Health, Beauty & Lifestyle Expo	Trade/ Consumer Show	Gallagher Estate, Midrand, Jhb
6 – 24 Mar	Cape Town Festival	Consumer Show	Cape Town
15 – 18 Mar	SARCEA International Jhb	Trade Show	Gallagher Estate, Midrand, Jhb
21 – 25 Mar	Decorex KZN	Trade/ Consumer Show	ICC, Dbn
31 Mar – 8 Apr	Klein Karoo Nasionale Kunstefees	Craft Market	Oudtshoorn
12 – 15 May	Tourism Indaba	Trade Show	ICC, Dbn
17 – 20 May	Your Baby Show	Trade/ Consumer Show	Good Hope Centre, CT
16 – 19 June	Cape Town Book Fair	Consumer Show	CTICC, CT
28 June – 7 July	National Arts Festival	Craft Market	Grahamstown

Glossary of Terms:

Trade Show = Only samples are displayed on the stand, to interest buyers, with the intention of securing medium- to large-scale orders.

Consumer Show = Stock for retail within the stand. Direct sales to the public.

Trade/ Consumer Show = A mixture of the above.

Craft Market = Normally outdoors. Direct sales to the public.