



# Being local, thinking global

**More and more South African businesses are looking to expand, and with the rest of the continent quite literally on our doorstep, disruptors and businesses who embrace technology are leading the charge into Africa.**

Border controls, import policies, foreign currency and banking rules are just a few of the many hurdles and obstacles that business owners have traditionally needed to resolve before even setting foot in a new country to set up office. Technology has, in many ways, found innovative solutions that now makes it possible to take their products and services global.

### **Finding a market in the gap**

Due to its rapid rate of adoption, Quicket, the self-managed online ticketing system, is one such business extending into countries beyond our borders. The company's barriers - besides an internet connection - included banking, accepting local payment methods and currencies, local ticket distribution methods, on the ground teams for event logistics, platform localisation and support, and lastly legal compliance with SARB, yet it is now successfully setting up and supporting users and their events in Africa, and beyond.

"Africa is really is on a technological cusp," says Quicket co-founder and Director, James Hedley. "It is developing at an incredible rate, and ambitious businesses like ours are now investing in this sector. In Uganda, for example, the economy is growing rapidly,

and there's a high proportion of younger people about to enter the job market and become potential Quicket clients."

### **Make it your business to understand theirs**

What underpins export-ready business success comes from conducting appropriate due diligence in each new territory, based on their growing commercial success outside of South Africa. It is critically important for a business to understand as much as possible about the country they intend investing in and its people.

Dr Corrin Varady, CEO of IDEA Digital Education, has garnered first-hand experience in marketing and selling educational content and software to students and teachers around the world. He shares the lessons that have especially helped grow their business into Africa.

"For every country, localisation is required, both in terms of education and curriculum alignment, and also an understanding of the cultural and contextual differences (and similarities) of each country," he says. "Being mindful of these differences in each region keeps the content relevant and specific." Though he cautions that, "while every nation faces its own versions of the certain challenges in education, they are all similar in their global application. The more