



# REAL TALK

## LABEL COMPLIANCE AS A GATEWAY TO EXPORT

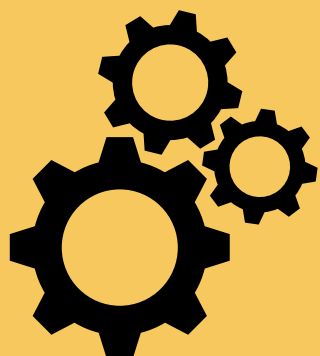
For many small and medium-sized enterprises (SMEs), product labeling may seem like a minor packaging detail, but it is often the first regulatory checkpoint determining whether a product can enter and circulate within a market. Labels communicate essential information to regulators, distributors, retailers, and consumers, including ingredients, allergens, dates, storage, origin, and manufacturer details. When these elements are missing or inconsistent, even high-quality products can face delays, rejection, or barriers at customs. Within the Export Action Programme, we frequently see SMEs with strong products encounter setbacks not due to quality, but because labeling does not fully meet regulatory expectations. Requirements vary across markets and product categories, making compliance with national and international standards a critical step toward export readiness. Addressing labeling early helps protect brand credibility, reduce costly redesigns, and ensure products can move confidently across borders.



Meeting labeling and regulatory requirements builds trust beyond compliance. Buyers and distributors assess not only quality and price, but also professionalism and preparedness. A compliant label signals readiness and reduces risk.

Through the Export Action Programme, SMEs identify gaps and implement improvements, enabling smoother approvals and export processes while positioning them to compete with confidence in regional and global markets.

**Jermiliar Flanders**  
Export Consultant



## TOOLS AND TIPS OR RESOURCES AND REAL-TIME OPPORTUNITIES

### UPCOMING EVENT:

TTMA'S MOTHERS DAY POP UP SHOP- SATURDAY 2<sup>nd</sup> MAY, 2026

# SMALL WINS BIG SHIFTS

## *NEW INITIATIVE COMING SOON*




At the EAP, we don't just talk about export arbitrarily- we support those ready to take action.

A new initiative is on the horizon... one designed to bring clarity to the export journey and turn questions into clarity for aspiring exporters.

Stay tuned for our new offering which can serve businesses at different stages of their journey.

## BEYOND BUSINESS AS USUAL



Knowing your destination is just as important as preparing for the journey. Whether targeting local retail shelves or export markets, the decision of where to sell should be guided by data, not driven by assumption or familiarity. While some retailers or markets may be synonymous with household recognition, this does not always translate into opportunity — shelves may already be saturated with competing products, limiting your ability to gain traction. Beyond business as usual requires SMEs to assess their destination with clarity: Is there demand for my product? Can I compete effectively? Will I break even, generate profit, or incur a loss? The Export Action Programme encourages businesses to move beyond “feels like the right place” thinking, and instead make informed, evidence-based decisions. Market penetration should be treated as a strategic investment — one that is carefully evaluated, properly timed, and supported by real data to ensure long-term success.

## STAY CONNECTED

