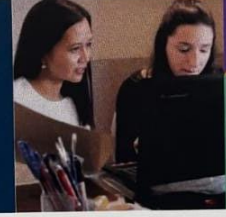


the
**CRAFT
DESIGN
INSTITUTE**

non profit company

Room 103, 1st Floor
7 West Quay Road
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Cape Town, 8001



ABOUT THE CRAFT + DESIGN INSTITUTE

The CDI is a non-profit company with over 20 years of success in developing creative people, small businesses and the craft and design sector at large in South Africa.

Our mission is to develop capable people and build responsible creative enterprises trading within local and international markets.

We work with SMME's and individuals operating in the craft, design and innovation space; helping them grow and become sustainable.

We do this by providing business support, innovative product development, and assistance in accessing markets. We also have a financial offering through which SMME's can access grant and loan funding.

CDI is a membership-based organisation; currently we have over 6 500 registered members from all over South Africa; membership is free and our services to SMMEs are free to access or highly-subsidised so all can have access to the opportunities.

We have a global reputation as a best practice institution that has adeptly facilitated the growth of SMMEs and the stature of the creative industry; we are involved in developing policy and strategy for the creative sector – we understand national development imperatives and translate these into implementable programmes with impact.

MARKET ACCESS SUPPORT AND OPPORTUNITIES

The market is the most important driver for business growth. We facilitate a multitude of direct B2B and B2C opportunities for businesses to enter local and international markets. We developed and now manage a national digital portal focused on local design goods: www.peek.org.za – a first for the country, it is fast becoming South Africa's biggest online platform for craft and design products with over 600 SMMEs profiled and 6 000 products available. It is free to join, and 30% of the traffic to the site is from international sources.

CAPACITY DEVELOPMENT WORKSHOPS

Our workshops and consultations are designed to meet the needs of the wide range of people who earn a living in our sector to help them achieve profitability and sustainability. Business development, creativity and product development workshops are run on a regular basis; and we also craft bespoke training programmes to meet specific needs of groups of individuals and/or entrepreneurs. Training is offered in a combination of analogue and digital.

ACCESS TO GRANT, LOANS AND INVESTMENT FINANCE

We run access-to-finance projects such as the Jobs Fund and Design Innovation Seed Fund which provide accessible and appropriate financial products to help business owners and innovators take their next steps.

MENTORSHIP AND COACHING

Our highly skilled, experienced and motivated staff advise and support our members to work through issues and challenges. Most often we just need to listen and guide. And when we can't help, we have access to a pool of technical experts, coaches and mentors.

INFORMATION AND CONNECTIVITY

Knowledge is power. With a national and international footprint and an audience of over 48 000 on our various media platforms we are a conduit of information and connections which we pass on to members daily via our social media platforms, website, direct mailers and monthly newsletters.

"The CDI has assisted us throughout the funding process with financial management and mentorship as well as export readiness." - ILUNDI

"The support definitely made an improvement on our product image and customer perception of who we are and what we offer. This has led to more sales and growth." - HEX VALLEY DOWN

"Over the years the CDI has always been there to help channel opportunities and CDI fits into a key gap; they really bring opportunities down to a grassroots level where SMMEs are." - Macassar Pottery

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