

## **Paul Theron**

Paul graduated with an Honours Degree in Economics from University of South Africa and also holds Diploma's in Business Management and Marketing Management from Damelin Management College.

Paul's career has been focussed on the textile, clothing and footwear industries and in particular in strategic and government related activities associated with these sectors. He started working at the South Africa Department of Trade and Industry in 1975 with primary responsibility for tariff protection and rebate policies. His relationship with the Department has continued with Paul having completed several stints with them over the years. Strategic policy reports and interventions that he was involved with included the "*Swart*" Report of 1994/95, the *Textiles and Clothing Sector Summit of 2000*, the *Customised Sector Programme for the Clothing and Textile Industry of 2007*, the *Customised Sector Programme for the Footwear and Leather Industries of 2008* and the current *Retail- CTFL Master Plan*.

Throughout his career, Paul has been very involved with maintaining a statistical database of economic indicators for the industries, as well as analysing import and export data on a regular basis. One of his specialities has been his extensive involvement in trade negotiations, starting with the *Southern Rhodesia Bilateral Agreement*, then the *Uruguay Round of the GATT*, followed by the *EU Trade and Development Agreement*, the *SADC Agreement*, The *EFTA Agreement*, *EPA* and more recently, the *Tripartite Free Trade Agreement (TFTA)* and the *African Continental Free Trade Agreement (AfCFTA)*.

Paul served as Executive Director for the Clothing Federation of SA (CloFed), for several years, before turning to run his own consulting business. Thereafter, he re-joined the South African Department of Trade and Industries in the capacity of Acting Director for Textiles, Clothing Leather and Footwear. In the early part of 2008 Paul concurrently assumed the positions of Executive Director of the Southern African Footwear and Leather Industries Association (SAFLIA), and Executive Director of the Southern African Footwear and Leather Export Council (SAFLEC). Retirement from both bodies saw a return to consulting and taking up his current position as Acting Executive Director of the Apparel Manufacturers of South Africa (AMSA).