



BUSINESS DIRECTORY 2013

7 Sector Stories
Corridors Connect the SADC
Borderless trade opportunities





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Sharing opinions and opportunities



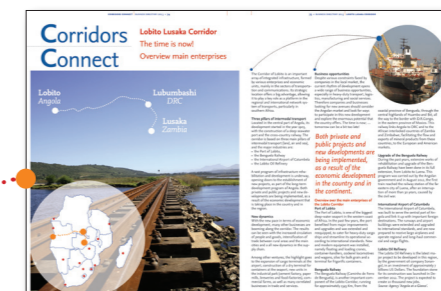
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Cover photography: The Nelson Mandela Bridge in Johannesburg, South Africa, linking Braamfontein and the Central Business District (CBD) to each other. A symbol of connection. Not only because of its infrastructural link, but also due to the fact that it is named after one of the greatest connectors in the world; Nelson Mandela. 'Connection' is the theme of this SANEC Business Directory 2013.



ING: International Strategic Partner

Local market knowledge is crucial for businesses also operating outside their domestic market. Although economic globalisation is an unstoppable development and more and more borders are disappearing, circumstances, culture and customs differ by country and even by region. This diversity can mean the difference between success and failure for a company.

At the same time, acquiring knowledge is a lengthy and expensive process. That's why most business people wishing to do business abroad look for a reliable international strategic partner: a partner with the relevant knowledge and one that is able to give expert advice. A partner that delivers added value for the business. ING is the partner of choice. With its roots in the Netherlands, and with nearly 9 million customers at home, ING shares its knowledge with customers, not just of banking products, but also of the economic performance and outlook of various sectors. ING deploys its network to bring business people into contact, so that new partnerships can be formed. Companies that want to do business globally want to have control over their cross-border business and want one point of contact with which they can

discuss their concerns and organise their business. However, they are uncertain about the risks associated with global business, such as internal cash management and how to deal with cash pooling structures. They also often wrestle with how to finance their foreign subsidiaries and what risks they are actually running abroad.

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ING Rotterdam
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For more information about ING's International Strategic Partnership, please visit www.ingcommercialbanking.com or contact +31 10 444 6102.

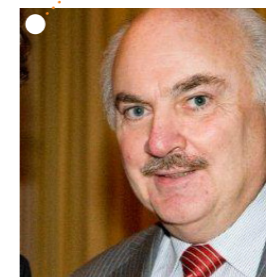


A word from the chairmen

We are delighted to present you the new Business Directory for 2013, as we look back on a very fruitful 2012 and look ahead to the new year to come. The steady increase of distribution numbers bear us out in its usefulness of being an important source of information for

doing business between southern Africa and the Netherlands. This is the seventeenth edition of the annual Business Directory, and again, we have put great effort into creating it with pronounced care. For the first time it will also be fully accessible on our SANEC website.

This year the Business Directory has a strong focus on the southern African region, as this reflects SANEC's expansion of activities in the Southern African Development Community (SADC). The theme of the business directory, Connections, shall underline SANEC's efforts of building long-lasting and sustainable ties between the Netherlands and the whole southern African area in order to promote business between companies, entrepreneurs and government institutions.



Mr. Frans Engering



Mr. Bonang Mohale

In the Southern African Development Community (SADC) region we also notice an obvious pursuit of its path of deepening integration in order to promote socio-economic development. The main focus lies in the areas of trade and economic liberalisation, infrastructure support, food security, joint management of natural resources, peace and security and social and human development.

SANEC is therefore actively extending its activities in the region, including Angola,

Botswana, Namibia, Malawi, Mozambique and Zimbabwe. By setting foot into Brussels, SANEC will focus on strengthening its cooperation with parties in all fifteen SADC countries whose Embassies and trade branches are all situated there.

Furthermore, SANEC has been developing its four pillars; market entry & business development, networking opportunities, trade & investment promotion and business support & project management. Expanding its services in scope and size has amounted to great benefits for our members, experience more concrete business opportunities and investment potential. We are eager to pursue these developments in 2013.

As always, we hope that the annual Business Directory will provide you with practical information about business opportunities and recent developments in the Netherlands and the southern Africa region. Enjoy reading the fascinating success stories, in-depth interviews and useful articles. We strive to inspire the entrepreneur within you and are looking forward to strengthening our valuable connection!

Kind Regards, Mr. Frans Engering & Mr. Bonang Mohale

In the Netherlands we have seen Dutch politics to become more outward-looking after the general elections in September 2012. The new appointment of a Minister for Foreign Trade and Development Cooperation, Lilianne Ploumen, will most likely lead to more Dutch export promotion and business development in Africa. During a trade mission to Brazil in November 2012, Minister Ploumen emphasised the importance of foreign trade: "Foreign trade equals domestic job creation and we need to encourage this".

Despite the economic crisis in the European Union, South Africa's most important trading partner, the economic growth in the Rainbow Nation has hardly slowed down compared to Europe from 3% in 2011 to 2.5% in 2012. Although the International Monetary Fund (IMF) notes a decrease in South Africa's economic growth, the country's economic and business exposure remains exceptionally strong. This makes South Africa a promising frontier market, where foreign inward investment is encouraged to boost the economy and support growth targets. Many sectors in the South African economy offer excellent prospects for sound returns. As such, SANEC will continue to support its members in their endeavour to develop business ties in South(ern) Africa and between South(ern) Africa and the Netherlands.

Introduction

SANEC is very proud to present the seventeenth edition of our annual Business Directory. We have delivered this year's publication with a lot of passion and, evidently, we created a fresh look and added a new touch to it. More important than the layout, however, is the theme Connections, which will run like a golden thread throughout the Business Directory 2013.

In his 2013 State of the Nation Address, the President of the Republic of South Africa, Mr. Jacob Zuma, articulated, "critical to southern Africa's economic development is promoting connectivity". This far-reaching and wide-ranging statement serves as an inspiration for this year's Business Directory theme.

How we connect with you

Although we as SANEC are just a small link in a larger business network, we possess the means to connect on behalf of you and to help you reach out to parties in the Netherlands, and in the whole Benelux and southern Africa (SADC region). Our core business is to assist, advise and facilitate companies, entrepreneurs and government in doing successful business between both regions and connecting companies to international business opportunities.

We do this through a number of activities including matchmaking, organising trade missions, networking events, seminars and roundtables, conducting market research and publishing information on Dutch – southern African business relations through our Newsflash, website and the Business Directory. Each year we also organise our very popular Trade Gala

Dinner and for example the SADC Ambassadors Lunch. SANEC offers, besides the more collectively exercised activities, a wide range of services that are tailor-made to your individual needs.

Remarkable stories

In this edition of the Business Directory, we strive to present you remarkable entrepreneurial stories, which demonstrate how members from our network have brought about connections through

"Critical to southern Africa's economic development is promoting connectivity."

action. An example of an inspiring digital correspondence is the exchange between the Ambassadors H.E. Mr. A. Haspels and H.E. Mr. P. Goosen.

In the section Members on the Move, four SME's from our network tell you their amazing stories about their latest products and activities and how they managed to successfully develop their enterprises in southern Africa, including for example Angola and Zambia.

Seven Sectors and Corridors Connect
This Business Directory contains exten-

sive background information on seven different sectors: Agriculture, Creative Industry, Food & Beverage, Renewable Energy, Tourism, Transport & Infrastructure and Water. The aim is to give you valuable information on recent developments in the respective sectors, provide you with interesting and tangible stories of SANEC entrepreneurs whose narratives unveil how to grow in this specific sector. Special focus in this edition will also be on Corridors, which aim at connecting trade routes and investment potential between the countries in the SADC region.

Useful as ever

As always, you can expect the 'usual suspects' in the Business Directory that will be of great importance for your own connections and future possibilities, like the Member Index, the overview of import and export opportunities, the incentive overview and so forth.

With a lot of enthusiasm we tried to of-

fer you an editorial rhythm of in-depth stories, inspiring business tales, useful and timeless content to connect with our network by always keeping the Business Directory at hand.

Last but not least, we do believe that all hard workers deserve a break to connect with themselves. At the end of the Business Directory we have therefore compiled a list of great places to stay, of course all within the SANEC network.

Enjoy reading!
The Editorial Team



"With a lot of enthusiasm we tried to offer you an editorial rhythm of in-depth stories, inspiring business tales and useful and timeless content to connect with our network."



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“20% of South Africa’s agricultural exports go to the Netherlands, which include the great wines from the Cape!”

H.E. Mr. André Haspels, the Netherlands Ambassador to South Africa

Ambassadors connect

Can you remember the day you sent your very first e-mail? It simplified doing (international) business and increased the speed in which one can connect, regardless of time and place.

Ambassadors Peter Goosen (based in the Netherlands) and André Haspels (based in South Africa) are only a click away. In the light of our ‘connection’ theme, we asked both Ambassadors to communicate through the digital highway. This resulted in an interesting conversation about their views on where 2013 will take them, regarding the business climate, opportunities and challenges, mutual links and social media.

“It is essential to not only work together, but also to act as catalysts for ‘connecting’ our entrepreneurs and investors.”

H.E. Mr. Peter Goosen, South African Ambassador to The Netherlands



PRETORIA, DECEMBER 2012

Dear Peter,

Trust this mail finds you well. I understand that we had an early winter in The Netherlands this year, with snow and low temperatures. As a true South African, I hope you are still managing to enjoy the outside life!

2012 has been a difficult year for the world economy, also for our two countries. The debt crisis in Europe and the difficult choices that European leaders had to make has led to investor insecurity and disappointing economic growth figures. Europe is facing important and far-reaching questions, both in the economic and political spheres. Reform, budget cuts and empowering people are key words here. But I am positive we will come out stronger and ready to play our role in the changing economic world order.

Our economic problems also influence our partners, including South Africa. The Netherlands is the 2nd largest (aggregate) investor in South Africa and is one of the country’s top ten trading partners.

20% of South Africa’s agricultural exports go to the Netherlands, which include the great wines from the Cape! Our links are of such a nature, that when Europe has a cold, South Africa sneezes (to stick to the European winter mentioned earlier). South Africa’s economic performance was still in positive territory in 2012, but expectations had to be adjusted downwards during the year. The EU’s challenges that I mentioned earlier are also the challenges that face South Africa: reform, budget cuts and empowering people.

For me, our common challenges should lead to a stronger common agenda in 2013. Can we better link South Africa’s demands with the Netherlands’ supply in our priority sectors of water, agriculture, energy and transport and logistics? Can we create more jobs in South Africa by attracting more investors and encouraging more companies, especially small and medium sized businesses, to enter the market? Can we contribute to skills development and training – for example by making use of our Transition Fund? And can we continue to build on our proven track record in the field of corporate social responsibility (CSR) and our commitment to sharing knowledge and technology?



(www.facebook.com), which everyone should 'like' to keep informed about what is happening between South Africa and The Netherlands. Our website (www.dutchembassy.co.za) also has additional information on our economic activities.

Peter, let's stay in touch and continue our work of facilitating the private sector in expanding their business. Look forward to speaking to you again!

Baie dankie, siyabonga

André Haspels
Netherlands Ambassador

ronment and there are a range of incentives that are on offer to assist entrepreneurs who are interested in making their businesses more successful and more profitable. The incentives that I, however, believe always count the most is that it makes good business sense and it is profitable for entrepreneurs to engage with South Africa. This is the case now and it will be even more so in the future:

- In a recent report commissioned by the US-based Citigroup bank, South Africa was ranked as the world's richest country in terms of its mineral reserves, worth an estimated US\$2,5 trillion. South Africa is the world's largest producer of platinum, chrome, vanadium and manganese, the third-largest gold-miner, and offers highly sophisticated mining-related professional services.

- South Africa is investing R300 billion (US\$35,6 billion) into expanding and improving its railways, ports and fuel pipelines, as a catalyst to help unlock its economic potential even further.

- South Africa's financial market development and sophistication, also as a source of exceptionally sophisticated professional services and financial expertise, is globally recognised. The World Economic Forum's 2011/12 Global Competitiveness Index displayed a high level of confidence in South Africa's financial market development, ranking the country in fourth place globally on this measure.

- The regulation of the Johannesburg Stock Exchange was ranked number one in the world, as was the strength of South Africa's auditing and reporting standards. Additionally, South Africa is ranked second for both



Haspels: "For me, our common challenges should lead to a stronger common agenda in the year 2013."

>>> **ANDRÉ HASPELS**

But doing business is a two-way street. With the South African private sector becoming an increasingly important global player, we would also like to highlight the benefits of establishing a business in the Netherlands. Centrally located in Europe with an excellent financial climate, first class facilities and a professional labour force, the Netherlands is a strategic choice for international expansion.

And Peter, what would be better than to have your own, well known South African brands just around the corner in The Netherlands?

We are working with different actors to further strengthen our economic ties. Apart from your own Embassy, we are also happy to continue our cooperation with SANEC. 2013 will be an important year with a number of trade missions and high level visitors scheduled to visit South Africa. SANEC can play an important role in "connecting" our two business communities, the theme of their business directory for 2013 is therefore very appropriate.

We also have several financial instruments available to support our bilateral cooperation. For more information I am happy to refer you to our Facebook page,

**THE HAGUE,
DECEMBER 2012**

Dear André,

Thank you for your e-mail. Yes ... the winter has come to the Netherlands, although (up until now) the snow has only stayed for a little while.

I agree with you that the challenges of the economic and fiscal situation in the European Union and the Euro-Zone have been felt around the world. The longer it takes for these situations to be resolved, the more difficult are the challenges that we will all need to work to overcome.

Goosen: "We have been and are continuing to be on an upward trajectory improving our society and growing our economy."

We can, however, not allow ourselves to be overwhelmed by these challenges and it is essential for Embassies such as ours – and institutions such as SANEC – to not only work together but also to act as catalysts for 'connecting' our entrepreneurs and investors.

South Africa has an excellent business envi-

ronment and there are a range of incentives that are on offer to assist entrepreneurs who are interested in making their businesses more successful and more profitable. The incentives that I, however, believe always count the most is that it makes good business sense and it is profitable for entrepreneurs to engage with South Africa. This is the case now and it will be even more so in the future:

South Africa is one of the emerging economies of the world and a leading role-player in the G-20 and other international forums, such as BRICS, where the shape of the global economy into the future is being deliberated.

South Africa will in fact be hosting the Fifth Summit of BRICS (www.brics5.co.za) during March 2013 and we are planning to utilise our chairpersonship of BRICS to vigorously pursue the potential for growing trade and investment, as well as intra-African trade and investment.

Our confidence does of course not underplay the challenges that the country as a whole continues to confront as a result of the iniquitous legacies of apartheid. One thing is however clear, we have been and are continuing to be on an upward trajectory improving our society and growing our economy to the benefit of all of our people and to the benefit also of our international partners and the companies that invest or do business with us.

I am looking forward to our continuing cooperation and work together. Our Embassy in The Hague is also using its website (www.southafrica.nl) as a key tool in the promotion of economic ties between South Africa and the Netherlands. The work that we have previously undertaken to identify specific products and product areas where competitive advantages exist, is to be added to in the near future. The new 'database' addition will contain information on the bilateral investors and the bilateral business partners.

All the best as always and met vriendelijke groeten, Peter

Peter Goosen
Ambassador
The South African Embassy
The Hague (Netherlands)

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Enhancing life in Africa

In 2012, following the kick-off in Egypt, the Philips Cairo to Cape Town road show travelled 12,000 kilometres across Africa, visiting seventeen cities in eleven countries. The aim was to increase awareness on how healthcare, consumer lifestyle and lighting solutions can contribute to improving the quality of people's lives in Africa. During the road show Philips showcased local, relevant and affordable innovations. Engaging dialogues were established with customers, governments, NGOs and media on topics relating to key challenges facing Africa and how new innovations can address these: Mother and Child Care, Women's Healthcare, energy efficient LED and solar lighting solutions. In addition, clinical education and training was provided to more than 1,200 African healthcare professionals to help improve standards of care.



Improving the
quality of people's
lives in Africa

One key example of this is the rapid development in LED road and area lighting. Back in November 2009 a small but important piece of history was made in Johannesburg when for the first time a night time game of football was played under solar powered Philips LED floodlights. The implications of this for the developing world were profound, for if sunlight could be used to light a small football pitch then was there anything that could not be lit? There was also a comparison with the way the adoption of mobile phones in the continent had meant a technology leap. Suddenly the dream of lighting rural South Africa in a sustainable way became a reality.

Since the first pioneering efforts in 2009 the solar powered LED lighting has continued to improve roughly tripling its light output whilst reducing costs by two thirds. Testing has also continued and in August 2012 Philips announced it would be installing another hundred so called "Community Light Centres." across Africa including many in South Africa. They are targeted at schools which are central to their local communities and the idea is to enable life in the evening at a communal level.

The potential benefits are clear. Darkness holds countries back socially and economically. Roads are dangerous places, and security is a constant issue. Shops close early, productivity in businesses is lower, fewer jobs are created and the quality of life is gravely affected. There are no sporting opportunities for youth in the evenings, natural disasters and accidents are made worse and communities are literally forced apart. This is indeed self evident to anyone who lives or has lived in Africa.

The Philips Cairo to Cape Town road show is about bringing innovative solutions to the African market.



We already have a template for this. Enabling life in the evening with light was a key aspect in the development of Europe and America in the 20th century. It led to safer environments for communities, economic growth and social development. Evening education classes became viable whilst healthcare and disaster relief were made easier. Who can doubt the same dynamic will apply to rural South Africa.

Football is a universal language which inspires passion and enthusiasm across the world. It can be used to coach young people in life skills and its top stars are icons who have influence with politicians, media and young people alike. The enablement of football in the evenings therefore is a powerful way of demonstrating this new technology breakthrough and it was a mutual appreciation of this idea that led to a new partnership by Philips and the KNVB (The Royal Dutch Football Association) in November 2012.

The Cairo to Cape Town road show also displayed Philips' commitment to the healthcare of mothers and children, supporting the UN Millennium Development Goals (MDGs) 4 and 5. These goals aim to reduce child mortality rates and improve maternal health. Across Africa, the lack of availability of trained and skilled healthcare professionals is still an on-going challenge. Philips used the road show to deliver clinical education on baby resuscitation, foetal monitoring and clinical ultrasound and to train healthcare practitioners on how to accomplish safe childbirths and improve maternal and infant care. **Over 1,200 healthcare practitioners received training during the current road show.**

Philips also introduced ClearVue, a family of ultrasound solutions featuring innovative technology, smart design and ease of use to make high quality imaging available to a wide range of clinicians across Africa. The ClearVue exemplifies Philips commitment to more cost effective, simplified, patient-focused health care solutions with high clinical performance. They also introduced, their NeoPAP breathing system developed specifically to treat new-borns and infants with Respiratory Distress Syndrome (RDS), or who are recovering from RDS. The NeoPAP is designed to meet the needs of the smallest, most vulnerable patients and to minimize the potential for skin-related problems seen with traditional continuous positive airway pressure (CPAP) devices.

Philips believes that mothers make the best choices for their child, so we are supporting them by providing more education on this complex issue. It starts with educating the healthcare professionals with the proper knowledge so they can best advise the mother. During the Cairo to Cape town Road show 2012, Philips conducted training sessions, led by Dr Diana Du Plessis for Health Care professionals. The focus of these workshops were on Breastfeeding basics as well as HIV and Breastfeeding which is a very relevant topic in our medical sector. It was well received by the healthcare professionals and attendance was both from the private and government sector.

The Philips Cape town to Cairo road show will be back in May 2013. For more information contact Philips Southern Africa on +27 471 5000 or visit our website on www.philips.co.za



SANEC Recommends



Sculpture exhibition 'Beelden aan Zee'

Museum 'Beelden aan Zee' exhibits high quality international, modern and contemporary sculptures. Last summer, The Hague hosted the exhibition 'The Rainbow Nation' with more than fifty sculptures by the major South African artists of the past sixty years.

Festival for the African language 13 – 16 June 2013

The African language is alive and kicking in South Africa and has a rich cultural life. This festival shows the diversity and the cultural wealth of the African community and emphasises the mutual solidarity between the African and the Dutch community.

www.festivalvoorhetafrikaans.nl



Tell it with tulips

Although the tulip originates from Turkey, Holland is famous for the colourful flower. Annually about 2 billion tulips are exported worldwide, 80% of the total global market! The national tulip park De Keukenhof planted more than 7 million tulips, daffodils and hyacinths, in order to ensure full bloom in the park in 2013! *Quick fact: SANEC facilitated a horticulture trade mission to South Africa in 2012.*

Wie is de mol?
Did you know the popular TV-adventure show was shot in South Africa in June 2012, broadcasted in Spring of 2013 in Holland?



Protea Power

The protea is one of the most known flowers in South Africa, not only because the national cricket pride is named after this famous plant. In Afrikaans and Dutch the protea is also known as Suikerbossie. 92% of the species occur only in the Cape Floristic Region, a narrow belt of mountainous coastal land from Clanwilliam to Grahamstown. *If you are interested, read the recently published book **Kroonjuwelen van de Kaap** about fynbos species, written by Joop Schaminée, accompanied by photography of Liesbeth Sluiter from the Wageningen University.*



Kadangas: the hip flip flop

This sustainable sandal is being produced in The Ubuntu Company, a socially responsible sandal factory in the townships of Durban, set up by Dutch entrepreneurs. In Ndebele – one of the South African languages – Kadangas means a 'step forward'. With this initiative Dutch companies are creating jobs for the locals in the area and help the local population in Durban to do a step forward. *Find out more on www.kadangas.nl.*

Catch Goldfish

Goldfish needs a bigger pond. Musical duo Dominic Peters and David Poole started the band Goldfish in Cape Town a few years back, while living a student life of surfing and playing music. The South African duo has become famous for their funky and jazzy dance music and has built a huge fan base in the Netherlands over recent years. *If you have missed their concert in Amsterdam in February, try to catch them some other time. Follow these talented guys on www.goldfishlive.com.*



Expressions without Borders

iZarte in Zutphen, a Dutch gallery specialised in South African art, started Expressions without Borders, an artistic cooperation with three organisations from South Africa: The Soweto Hotel, Funda Community College and The Kliptown Artists Impact. Their common passion: exploring the potential of the unbelievable art and culture of Kliptown. The organisations are currently working on the third, Edition 2013/2014, taking place in Zutphen and in Johannesburg. Don't miss out and visit the webgallery on www.izarte.nl



Amsterdam concert hall orchestra goes to South Africa March 2013

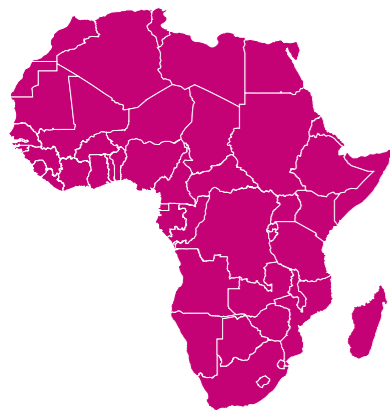
The Royal Concertgebouw Orchestra is celebrating its 125th anniversary in 2013. The event is being marked by a world tour of the 'world's best orchestra' to five continents – Africa, Australia, Russia, Argentina and Brazil – and a celebratory programme in Amsterdam. The orchestra will play in Cape Town, Durban and Pretoria and will participate in educational and community related work in Cape Town, Umlazi Township and Soweto from 9 March to 12 March 2013.



Introducing Linklaters' alliance with Webber Wentzel

On 1 February 2013 Linklaters entered into a collaborative alliance with South Africa's premier full-service law firm, Webber Wentzel.

Our alliance with Webber Wentzel complements Linklaters' market leading Africa practice. Together we can provide our clients with a unique advantage through the firms' combined experience, know-how and international and on-the-ground resources.



First class legal advice, wherever your business takes you.

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* Office of integrated alliance partner Allens

** Widyawan & Partners has an association with Linklaters LLP and Allens

*** Office of collaborative alliance partner Webber Wentzel

Who we are



SANEC was established in **1992** by its founding members (e.g. *Phillips, Shell, Unilever, Akzo Nobel, Stork, KLM etc.*) in collaboration with the South African Ambassador in The Hague, with the goal to promote the trade and investment between the Netherlands and South Africa.

Since 2007, SANEC has extended her activities to the **14** other countries of the Southern African Development Community (e.g. Angola, Botswana, Namibia, Mozambique, Malawi, Zimbabwe etc.)

We are the **key intermediary agency** for companies, organisations and entrepreneurs doing or seeking to do business in and between the Netherlands and South Africa, the Benelux and the southern African regions.

With considerable presence in **THE HAGUE, JOHANNESBURG AND CAPE TOWN**, SANEC is ideally positioned to offer an extensive business network.

As a private, non-profit organisation, we strive to foster business relations and stimulate exports, imports, services (business tourism) and foreign direct investments between South(ern) Africa and the Netherlands.

SANEC has **400 members**, including those in the Board of Directors. Members comprise of **multinationals, small and medium enterprise, entrepreneurs and start-ups.**

Membership is open to any company or person registered and or established in **SOUTHERN AFRICA, BENELUX** and in particular South Africa and the Netherlands.



SANEC offers a range of services to its Members, notably its four pillars: **market entry & business support (i.e. project management), facilitating trade & investment promotion, networking opportunities and marketing & PR support.**

NETWORKING is one of our core strengths and SANEC tries to bring as many people together, either through matchmaking sessions or events in the business community.

Yearly, about **1500** business relations participate in SANEC events.

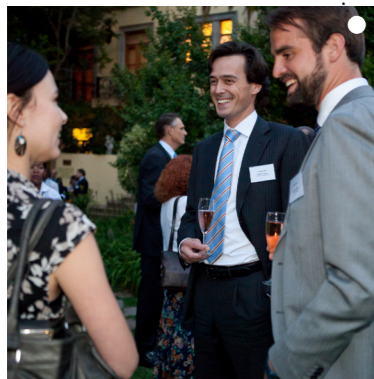
Joining SANEC opens new doors to an **intensive business network** and access to various activities. For more information please visit www.sanec.org.



Member cocktails

One of the prime tasks of SANEC is bringing people together. We enable entrepreneurs to get to know each other, to network and to discover business opportunities. Be inspired by the Member Cocktails that have been facilitated in 2012.

18
January



New year's cocktail

An exiting start of the year in Johannesburg, where author of 'An Inconvenient Youth', Fiona Forde, outlined the Malema phenomenon and his future in South African politics.



4
April

KLM Social Media Strategy

KLM presented their innovative social media strategy in the heart of Sandton, Johannesburg. At the same event, SANEC launched their Business Directory 2012 as well.



22
March



Opening new SANEC office and launch Business Directory
SANEC members and partners gathered in the Atrium of the World Trade Centre to celebrate the launch of the Business Directory 2012 and the official opening of the new SANEC office in The Hague.

France, Belgium and Holland connect

Together with the Belgian and French Chambers of Commerce, SANEC facilitated a fruitful networking opportunity at the unique Katy's Palace Bar in Kramerville, Johannesburg.



21
September

3
July



Royal Concert Building Orchestra

SANEC members and associates, Ambassadors and board members of the Royal Concert Building Orchestra (RCO) joined together to discuss mutual business opportunities, and RCO introduced their 'World Tour South Africa'.



23
September

SMIT International

SANEC members and other invitees were inspired by a nautical presentation of Abel Dutilh, Advisor to Group Management of SMIT International, and used the opportunity to catch up with fellow entrepreneurs.

13
December

Cocktail @ Heineken

Rob Marijnen, Business Development Director of the Region Africa & Middle East at Heineken International, attract the attention of the attendees by a fascinating speech about the growing business developments of Heineken in Africa.



21
November



SANEC, FMO & IDC Cocktail & Dinner

A high-profile cocktail and dinner event initiated by FMO and IDC and facilitated by SANEC. Big names such as Philips, Brandhouse, Standard Bank, Bowman Gilfillan etc., were all attending.

Events, trade visits & workshops

Throughout the year, SANEC hosts several relevant seminars, workshops, roundtables and network breakfasts, luncheons and dinners. In addition, we facilitate trade visits from and to southern Africa. We present the highlights of the past year to you. For more in-depth stories, please visit our website www.sanec.org.

25
May



Visit of the Angola Secretary of State for External Relations

SANEC was proud to welcome Mr. Rui Jorge Carneiro Manguera, Angolan Secretary of State for External Relations. We organised a roundtable for our members and government officials which al-

lowed for the open discussion around the opportunities and partnerships with and in Angola.



Zimbabwe Roundtable

In cooperation with Deloitte, SANEC hosted a Roundtable in Amsterdam for businesses and potential investors who are interested in receiving fundamental information on doing business in Zimbabwe.

14
September

28
August



Emotive Branding Roundtable

The interactive marketing event in Johannesburg brought awareness on people's drives in life and how to reach clients through triggering their drives. Using the same principle in branding and advertising has proven to increase sales.



Malawi Business Forum

In honour of Her Excellency the President Joyce Banda, SANEC facilitated the Malawi Business Forum in Brussels in cooperation with the Embassy of the Republic of Malawi and CBL-ACP.

18
October

29
November



SANEC Trade & Investment Gala Dinner

'20 years economic ties between the Netherlands & South(ern) Africa'

Speeches by Mr. Bernard Wientjes, chairman of VNO-NCW and Honorary MEC of the Gauteng Province in South Africa Nkosiphendule Kolisile, a video of the Peace Parks Foundation, special performances of the Soweto Spiritual Singers and Ruth Jacott and the presenter Frits Huffnagel made this evening a real between the Netherlands and South(ern) Africa. The event took place in Grand Hotel Huis ter Duin in Noordwijk.

4
October



T3M Sales Transformation

"Everything you did to get where you are today, is not sufficient to keep you there!"

This is what Martijn Schaap said, starting his Sales Transformation Roundtable session in Johannesburg in October.

15
May



SANEC Annual SADC Luncheon

We were pleased to welcome honorary guest Prof. Dr. Jan Peter Balkenende to its third annual SADC Ambassadors Business Luncheon at Kasteel de Wittenburg, Wassenaar.



SANEC and ISAH Business Breakfast Emoyeni in Park Town

ISAH and SANEC invited their mutual network to discuss the potential of the manufacturing industry in South Africa. The breakfast was opened by the former MEC of Economic Development, the honourable Qedani Dorothy Mahlangu.

8
June

Trade missions

We facilitate (multi) sector trade missions throughout the year on behalf of or in cooperation with partners. Through tailor-made programmes, consisting of matchmaking sessions, company visits, seminars and networking events, parties are given the chance to shape their international ambitions and realise them. Please be inspired by the 2012 trade missions.



10-11
May

Malawi Trade Delegation visits Holland

In cooperation with the Embassy of the Republic of Malawi, SANEC facilitated an extensive trade mission and matchmaking programme. This was the largest delegation from Malawi to the Netherlands ever, focusing on the AgroFood sector.

13
March

Namibian delegation from Walvis Bay receives warm welcome

The Walvis Bay Corridor Group paid a working visit the Amsterdam to promote the utilisation of transport corridor networks in Southern-Africa. Photo: Johny Smith of WBCG.



15-21
April



Horticulture Trade Mission

A delegation of seventeen horticulture companies visited South Africa from 15 - 21 April 2012 with the goal of exploring the South African market, sourcing future projects and broadening their business network.

3-7
September



Intermodal Mission

SANEC facilitated a trade mission to South Africa for ten (mainly) Dutch organisations, funded by the Dutch 2g@there programme and in close cooperation with the Netherlands Embassy in Pretoria. The highlight was the Intermodal Africa conference in Durban on 6 and 7 September 2012, where the Holland Pavilion played an important and excellent hosting role in facilitating international business interactions.



Water Trade Mission

During the WISA 2012 Conference, held from 6 -10 May in Cape Town, the Netherlands Water Partnership (NWP) hosted the Water trade mission from the Netherlands. For the thirteen Dutch delegates SANEC facilitated several matchmaking sessions at the Cape Town International Convention Centre.

6-10
May



27-30
November

Port & Corridor Cooperation Mission

Amongst other parties, the South African Department of Trade and Industry (DTI) and transport and ports giant Transnet were present to share knowledge, information and networks with their Dutch counterparts in the field of Port & Corridor Development.



10-11
May

Gender Mission

Supported by SANEC, the South African Embassy in The Hague hosted a gender business delegation, headed by the Honourable Deputy Minister for Trade and Industry Ms. Elizabeth Thabethe.

12-16
November

Food Security Mission

A diverse delegation of twelve Dutch companies visited South Africa from 12 - 16 November 2012 to identify business opportunities in the food security sector. Among the delegates were companies active in irrigation solutions, organic food production, nursery management consultancy and research.



Multi-Sectorial Trade Mission

A large delegation from the Gauteng Provincial Government (GPG), the Gauteng Growth & Development Agency (GGDA) and Gauteng-based companies, visited various organisations and corporations in the Netherlands in sectors from manufacturing to tourism.



27-30
November



Meet our General Managers

Two cities, two countries, two General Managers, but one vision. Meet Froke Gilsing and Mark Agterdenbosch, respectively the General Managers of the SANEC offices in Johannesburg and The Hague. A short, joint interview about their daily passion to connect and facilitate on a daily basis.



What can make your 'business day'?
Booking results! Booking results from the connections we create and facilitate on a strategic and practical level, and seeing companies explore to find the right partners and expand their activities.

expose the opportunities that these current developments have for companies in both regions. Don't waste a crisis and look beyond the obvious to explore investment opportunities..

What is the biggest shift in the business environment over the years?

Due to increased mobility, a strong urbanisation is occurring in Africa, creating growth in its major cities. This creates a lot of business opportunities for Dutch expertise in the SADC region, in the field of spatial and economic planning, water consumption/purification, agro food processing and manufacturing, as well as advanced logistics.

"Let us help you activate your brand! Use and follow our diverse network and informative events."

We see a trend emerging: increased export from Africa to the Netherlands. A new market is opening up and the potential of export possibilities to the SADC region is being revealed.

Tell us what makes bilateral trading between the Netherlands and South(ern) Africa interesting?

In the last 20 years, bilateral trade has been flourishing! Check the statistics:

- 20% of South Africa's agro is exported to the Netherlands
- In the food processing industry, the Netherlands is the second biggest investor in South Africa

Global economic developments such as the Euro zone crises and Africa unlocking its unlimited potential seem to be conflicting developments at first sight, but we like to 'preach' the opposite and

- 88% Of the FDI (Foreign Direct Investments) in South Africa comes from the European Union member countries
- The Netherlands is the fifth largest investor in South Africa on a global basis.

What advice will you give to SANEC members who want to gain most from their membership?

Make yourself visible! Use the SANEC networks in the Benelux and SADC region. Active investments have been made in the last 24 months to intensify and broaden our connections in order to support our members.

Let us help you activate your brand! Use and follow our diverse network and informative events. Whether you are looking for starting or expanding your activities, we can open doors and develop market entry strategies and offer you 'easy landing' solutions.

Make use of the knowledge and network we have on a decision making level, as well as the expertise of the SANEC team to assist you in this process.



Meet the Project Management Team

"Southern African and Dutch business people go the extra mile in exploring where business matches can be found between the two regions. This entrepreneurial and durable approach is also strongly embedded in the SANEC organisation and makes the organisation open to adapt to changes for the benefit of its stakeholders."

Mark Reyneker, Project Manager, Office The Hague



"As project manager for SADC I have witnessed a steady increase in business opportunities in the southern African market; this positive trend is reflected in our growing membership and project acquisition."

Caroline de Bruin, Project Manager, Office The Hague

"As project manager Export & Trade Promotion I aim to facilitate our members on both sides of the globe by introducing them to a high-level and relevant platform for their products and services."

Sanne van Laar, Project Manager, Office Johannesburg

"In my position I take the role of a gateway in two directions and stand side by side with my client in identifying opportunities and developing business. Up to date knowledge of both regions is an absolute necessity in order to be a valuable knowledge partner."

Hans Kroll, Project Manager, Office Johannesburg



“ One team,
one vision

“Understanding about many different industries and business models, and at the same time building a broad and diverse network enable me to add strategic value to our members’ and clients’ business in proactive and efficient ways.”



Marlon Drent,
Project Manager,
Office Johannesburg

“As SANEC’s appointed representative for the Western Province region, I provide a network in all areas of business. This being the case, promoting and marketing SANEC is instant due to local, national knowledge in business and government levels.”

Feico Mulder,
Western Cape
Representative

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MAP Partners





Amandla Marine

SERVICE ACTIVITIES

- ▶ Management of Offshore Tanker Terminals
- ▶ Subsea Services
- ▶ In-Port Bunker Delivery
- ▶ Offshore Supply & Support
- ▶ Ocean & Coastal Towage
- ▶ Environmental Protection
- ▶ Support for Emergency Response
- ▶ Vessel Management



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Partnering for tomorrow, today



NATION BUILDER: Supporting Maritime Skills Development



Black empowered specialist marine services company SMIT Amandla Marine has a track record in Southern Africa that is without comparison. The company was formed in 2005 with the sale of 30% of its operations to black shareholders and an inclusive Employee Trust that benefits permanent employees.

This means that the permanent employees of SMIT Amandla Marine have a vested interest in the company's sustainability and growth. Global marine services provider Boskalis owns 70% of the company and plays an active role in supporting its South African growth, supporting continued improvement of the company's Broad-Based Black Economic Empowerment (B-BBEE) status.

SMIT Amandla Marine, with a Head Office in Cape Town, and operational bases in Port Nolloth, Mossel Bay, Durban, Richards Bay, as well as in Beira, Mozambique, offers innovative solutions to its Clients' specialist requirements, and serves the Offshore and Energy markets, currently delivering the following services in Southern Africa:

- Offshore Support & Supply
- Coastal & Harbour Towage
- In-Port Bunker Delivery
- Management of Offshore Tanker Terminals & Associated Subsea Services
- Environmental Protection & Emergency Response
- Commercial Vessel Management

Amandla Marine received a 'Nation Builder' award for its

commitment to training and development. The company support's the South African State's drive to develop scarce skills in the maritime sector and is proud to be involved with the operation of Africa's first ever training ship. Former Antarctic supply and support vessel, 'S.A. Agulhas' was re-launched by the South African Maritime Safety Authority (SAMSA) in July 2012 as a Cadet Training platform. SMIT Amandla Marine provides a full vessel management service for the 'S.A. Agulhas'.

As part of the company's commitment to socio-economic development, the company has also funded training for more than 170 South Africans from coastal communities over the past 2 years in order to enable them to access the formal sector – many successfully achieving their Skippers qualification for vessels under 25tonnes. In November 2012, SMIT Amandla Marine, in partnership with the South African Maritime Safety Authority and the Mossel Bay community, opened the Nikha Ithuba Training Academy to continue this worthwhile coastal training initiative. We also a proud sponsor of the Lawhill Maritime Centre, a secondary level educational institution based in Cape Town. **We're proud to be making a difference where it is needed!**



Agriculture

The Netherlands belongs to the world's top three of main producers of vegetables and fruit together, with the USA and France. The country supplies 25% of the vegetables that are exported from Europe elsewhere. The agricultural sector contributes approximately 10% of the Dutch economy and provides work and income for more than 660.000 people. In other words, the sector is one of the drivers of the Dutch economy.

In the last decades, farms have started to operate on a larger scale and production has become more intensive; more than half of the Netherlands' total land surface of 4.15 million hectares is used as farmland. This in combination with increased fertilizers and manure poses challenges to the environment. Therefore, the Dutch agri-business has been focusing strongly on increasing its sustainability, which includes a healthy, safe food production with respect for the landscape and the environment.

Agriculture & South(ern) Africa

South Africa is the major producer of maize, wheat, sorghum, millet, beef, poultry, dairy, sugar, and horticultural products, and has the potential to grow virtually all its basic products and services into a highly developed food processing sector. Indeed, while agriculture in South Africa accounts for 4.5% of GDP, agriculture and food processing combined account for 15% of GDP.

With South Africa as the dominant agricultural producer, neighbouring countries have found important niches for their own agricultural production. In Botswana, the agriculture sector (2% of

GDP) is dominated by beef production. For instance, 90% of commercialised beef production in Botswana is exported to the EU. The country uses a variety of trade tools to regulate imports of maize, wheat, poultry, beef, fresh milk and vegetables, with a view to sustaining some level of local production.

“SANEC has facilitated two trade missions in 2012 focussing on food processing, security and horticulture.”

In Namibia, where the agricultural sector contributes 12% to GDP, a similar situation prevails. Where beef production dominates and the regulation of imports in a context of significant import dependence is also a characteristic: over half of all cereals consumed in Namibia are imported. Here, agricultural trade policy tools are actively used to sustain and promote commercial production of maize, wheat and horticultural products,

as well as millet and sorghum. Angola and Mozambique, where the agriculture sector contributes 20% and 27% to GDP respectively, have enormous agricultural potential, which has been suppressed by decades of civil war. In Angola, currently only 3% of arable land is under production. In both countries, as across the whole of the SADC region, agricultural production is divided between large-scale commercial production and small-scale/subsistence farming. This constitutes a major challenge to agriculture and agricultural trade policy development at the national level.

SANEC & Agriculture

As agriculture and agro-related business are amongst SANEC's focus sectors, SANEC has facilitated two trade missions in 2012 focused on food security, food processing and horticulture in April and November respectively, from the Netherlands to South Africa. Both missions were attended by approximately fifteen Dutch companies each and a number of direct business deals were generated during these missions (see also page 22 & 23). In 2013 SANEC has started an export promotion desk, offering a trade match programme with the objective of stimulating the export of agro products.



POTATO Dynamics

In this Business Directory you find seven stories about the SANEC focus sectors. Every left page provides a birdseye-view on the industry. On the right page, you will come across an interesting story about a successful SANEC member in this specific sector. First, Potato Dynamics Holdings kicks off!

Can you tell something about the history of the company and your core business?

The First Potato Dynamics Group specialises in the development and commercialisation of potato varieties that have Plant Breeders Protection (PBR Varieties) in terms of the international UPOV Convention. This means that the seed of the specific varieties can only be produced and sold in countries which are signatories to the UPOV Convention.

“We produce a healthier variety. Almera is suitable for people who are diabetic or striving to maintain a healthy weight.”

You have a strong Dutch connection, can you explain why and how?

We are the South African agent for two major Dutch breeding houses, namely Agrico and Meijer. Historically our focus was on the processing industry which is a very rapidly growing market in South Africa. Having established dominance in this market, we are now actively looking for varieties which can give the company a strong position in the table market.

Can you tell us about your import & export and which role does innovation play?

We do not breed any potato varieties, but import mini tubers for trials throughout South Africa. The successful varieties are selected from the trials and in-vitro

material is imported from the Netherlands. Only mini tubers and in-vitro material may be imported. That is for production of seed potatoes.

On normal table potatoes we export to neighbouring African countries of which Angola, Ghana and Zambia is the most important. As such, innovation on new varieties is important to enable us to grow potatoes that suits our SA climate and conditions and to supply potatoes according to consumer demands and needs.

Do you have a special variety in your assortment? We have heard something about a potato for the diabetic?

We have a few special varieties to fit specific customer demands, for example the Almera. Almera is a healthier variety of potato. Unlike most spuds, Almera is suitable for people who are diabetic or striving to maintain a healthy weight.

Lastly, can you tell us something about your CSI strategy?

Helping out those less fortunate is very important to the company. The First Potato Dynamics Group together with C.Meijer B.V (Netherlands) continuously support the Abalimi Bezekhaya (Farmers of Hope) project. We work in the underdeveloped townships of Cape Town. Abalimi's aim is to reduce poverty in these townships by supporting micro – agriculture in the local community allotments.

We assist individuals, groups and community based organisations to initiate and maintain permanent organic food growing and nature conservation projects as the basis for sustainable lifestyles, self-help job creation, poverty alleviation and environmental renewal.

For more information: www.abalimi.org.za.





Source: Marcel Wanders Studio / Moooi BV

Creative Industry

The Dutch creative industry is currently gaining considerable international acclaim and has particularly strong profiles in interior design, gaming, fashion, dance music and architecture. In fact, the creative industry is one of the fastest growing sectors of the Dutch economy. The industry, in size and importance, has built up an international reputation for excellence.

There is a positive effect of the presence of the creative industries in the business environment in Dutch regions. Clustering of creative businesses and institutions make regions more attractive for other companies and talent to establish themselves.

The added value of the Dutch creative industry is estimated at € 7.1 billion. That is approximately 1.9 % of the GDP. The annual approximate export amounts to 1.7 % of the total Dutch exports.

Creative Industry & South(ern) Africa
In southern Africa it is recognized that if effectively nurtured and exploited, creative industries could offer more economic, social and cultural benefits to South Africa and the sub-region at large.

The most dominant form of creative industries taking place in southern African are crafts and cultural tourism. However, with strong growth potential, indications suggest that a range of untapped opportunities exist.

It is not a coincidence that Cape Town has been named World Design Capital for 2014.

The title results in an exciting year-long programme of design-focused events that will see creative communities across the globe turning to Cape Town for social, economic and cultural solutions.

SANEC & Creative Industry

In 2013 and beyond SANEC, will include the Creative Industry as one of its focus sectors. We acknowledge that the creative industry can make an important contribution to the levels of competition and innovation in other sectors.

We recognize that it is becoming increasingly important for companies to distinguish themselves globally. Strong branding and creative positioning can be hugely beneficial! Companies that do not belong to the creative industry, which is the majority, would be able to take advantage of the products and services of the creative industry. We will work to encourage our members to engage more with the creative industry and to form partnership with this fast growing industry.



DESIGN Academy Eindhoven

The academy offers a four-year Bachelor course and a two-year Master course. It has an impressive, international team of tutors at its disposal and the quality of the students it educates is very high; all teachers hold their own design practice. The DNA of Design Academy Eindhoven can be described as conceptual, authentic, creative, flexible, free, passionate and curious.

“It is a huge honour for our alumni to enter the main stage to present their graduation projects.”

DAE maintains a large network and strong connection with the design field, industry and business partners. The academy noticed that practical experience through joint projects gives its students more insight into their choice of progression and further development as a designer.

DAE and Design Indaba South Africa

Design Academy Eindhoven maintains a strong relationship with Design Indaba. Design Indaba is a multifaceted platform committed to a better world through creativity. DAE alumni get selected as one of the speakers at the Design Indaba in South Africa, official design capital of 2014.

Design Academy Eindhoven (DAE) is an international renowned institute in higher education which specialises in industrial design. DAE is founded in the Netherlands in 1947 and educates around 700 designers from 50 nationalities.

It is a huge honour for DAE alumni to enter the main stage to present their graduation projects. Alumni, who recently entered the Design Indaba main stage, are:

August 2011 - Sonja Bäümel (graduated Cum Laude in 2009, IM Masters)

Sonja Baumel talked about growing clothes out of the bacteria on your skin. She asked what would happen if we combine the living micro-cosmos on our skin with a textile? Her (In)visible Membrane project considers using the knowledge of skin bacteria to grow and morph the structure on the skin.

October 2011 - Jonathan Stam (graduated Cum Laude in 2008, Man and Well Being)

Jon Stam shared six projects he created that all have the common theme of ‘designing for and from personal memory’. The projects are all classified under the six memory functions including personal identity, mood, relationships and problem solving.

April 2012 - Massoud Hassani (graduated in 2011, Man & Activity)

Massoud Hassani presented his Mine Kafon, a wind-blown landmine clearance. A device that is designed to clear some of the millions of landmines scattered around the world offers a lesson in thoughtful design and adaptation.

Selected for 2013: Pieter-Jan Pieters (graduated Cum Laude in 2011, Man & Mobility)

Sound on Intuition makes it happen to transform feelings and intuitive movements into music. Many people may be able to express what a piece of music should sound like to them, but taking that step towards composing it will often be too much. All you have to do is listen to your feelings.

Design Academy Eindhoven is looking forward to cooperating on Cape Town Design Capital 2014.

Photography below by Jonx Pillemer.



Food & Beverage

Smart and innovative production and processing solutions are needed to keep meeting the growing demand of the food & beverage industry. According to Deloitte, “it has never been tougher to build and sustain a successful food and beverage business than it is today.”

We should not forget that the food & beverage industry has a unique role in creating economic opportunity as the global population is rapidly growing, demanding more efficient food production allowing for higher food volumes. This is especially the case in the southern part of the African continent, where agriculture dominates all other economic sectors.

The southern African food and drink industry is a very fast growing industry with excellent growth prospects.

“Africa is going to become a much more important contributor to overall sales across a number of global food and drink companies over the next 10 to 15 years,” says Shonil Chande, a food and drink analyst at Business Monitor International (BMI).

Although there is a generous prospect for the food & beverage industry on the continent, southern African countries can still learn a lot from the Netherlands; one of the world’s largest exporters of agricultural and food products.

The Netherlands has a very innovative agrofood technologies sector, which leads to healthy food and beverage production with respect to nature and the environment. It is interesting to note that four of the worldwide top food and beverage companies are Dutch.

Food & Beverage in South(ern) Africa

Food production is one of southern Africa’s largest manufacturing sectors. Southern Africa produces a wide variety of crops and has a substantial number of secondary food processing industries. Fresh fruit is the largest export fol-

lowed by sugar, processed vegetables and fruit, fish products, alcoholic products, cereals and grain.

Developments in the food industry are also very evident in the region. In 2005 the FISP, aimed at improving smallholder food productivity and ensuring food security, was introduced. The programme is designed to increase investment in agriculture and to date has been successful in raising maize yields and improving food security.

SANEC & Food & Beverage

SANEC has a good network in the food & beverage industry for which it has facilitated several trade visits to South(ern) Africa. In 2012, a number of Dutch companies participated in the Food Security Trade Mission to South Africa. SANEC recognizes that food security is of great essence in these times where food sources are not equally divided.

To safeguard food security, SANEC signed a Memorandum of Understanding with NAFTC Southern African (Netherlands Agro & Food Technology), a private business platform which has booked results in a similar way in China and Israel.

By launching this initiative, both parties expressed their commitment towards the establishment of a NAFTC South(ern) Africa corporation based in Cape Town.



“Even in the most difficult trading times, the company has retained an uncanny ability to embrace change and to use it to its own benefit.”

Cool Fresh International is an international fresh produce specialist which is intensively involved in all facets of agrobusiness. The organisation embraces a marketing network which spans all world markets and has made broad-based investments in primary production and supply chain infrastructure on various continents.

Even in the most difficult trading times, the company has retained an uncanny ability to embrace change and to use it to its own benefit. This has enabled the AgroCap Group (holding company of Cool Fresh) to continuously create innovative fresh produce concepts such as Freedom Fruit, BonSweet and Stars in their Eyes, a project in South Africa which has embraced 275 villages and has trained more than 550 community coaches.

CSR Performance Ladder

Coupled with its positioning as a socially responsible organisation (it obtained a CSR Performance Ladder certification in 2011) the AgroCap Group’s focus on fair and honest business behaviour has resulted in a substantial and sustainable growth pattern.

The philosophy of the Group is to go beyond importing and exporting fruits and vegetables.

Over the past 9 years, Cool Fresh has developed and introduced the ‘Freedom Fruit’ brand to the world markets. Freedom Fruit was established in order to create better conditions for growers, generate extra turnover and profits for the retailer, and ideally to create brand loyalty at consumer level.

A focus is to allow each party in the supply chain to be rewarded for the value added (and not a disproportional amount).

Ultimately this system allows for extra savings in the logistics chain, part of which is re-invested in self sustainable rural development projects with a social communal character.

56 countries

The Group’s commercial activities are based in Ridderkerk, the Netherlands, from where the supply of fresh produce to clients in 56 countries is coordinated.



Renewable Energy

The Netherlands has a solid, advanced and innovative energy sector and the government is aiming to further strengthen its competitiveness. It is for this reason, the government has identified energy as one of the top sectors.

Policies are focused on grey and green energy. The renewable energy target set for the Netherlands is to generate 16% of the total Dutch energy consumption by 2020, four times the 2010 contribution of 4%, with the intention to become a low-carbon economy in the longer term (2050).

Renewable energy & SADC

South Africa and Mauritius are leading in renewable energy when it comes to the southern African region. In an attempt to catch up, the other SADC countries, in cooperation with South Africa and Mauritius, developed comprehensive strategies and action plans for enhancing the renewable energy sector. Already since 1996 SADC is working on the 'Protocol on Energy', aiming to support the SADC Region to develop national energy policies and matters of common interest for the balanced and equitable develop-

ment within the region. One of the major problems SADC is currently facing is the lack of access to electricity in many rural areas. 'The Regional Infrastructure Development Master Plan', released in 2012, outlines SADC's intentions for energy over the next 25 years, involving a strong renewable energy component.

SANEC & Renewable energy

The renewable energy sector is one of SANEC's priority sectors. The Netherlands has been one of the leading global players in this sector over the last decade and therefore receives major interest from our side. Besides the intra-company introductions that SANEC has been making, we have been facilitating renewable energy seminars focused on various sub-sectors, such as waste to energy, geothermal energy and wind energy. As a result, we have developed an extensive network in this sector.

SANEC member EcoMetrix Africa designed a Carbon Credit Programme to create a sustainable financial incentive scheme for solar technology in southern Africa.

Carbon Credits for you

Could you tell something about the development/initiative of the Elltrix Carbon Credit Programme?

The Elltrix Carbon Credit Programme has been launched by EcoMetrix Africa and Ellies. The two industry leaders in respectively carbon financing and manufacturing/wholesale of renewable energy products, have combined expertise to create a sustainable financial incentive scheme for solar technology in southern Africa.

The carbon credit programme will allow local businesses and households to access a financial incentive for solar water heaters, air-source heat pumps, solar panels, solar pool pumps and other green appliances under the Clean Development Mechanisms of the United Nations. The financial incentive is provided from revenue generated by the sales of carbon credits.

How did the project start?

Usually project developers, plumbers and electricians are aware of opportunities related to reducing greenhouse gas emissions. The problem however is how to claim these reductions. The main global carbon credit standard, the Clean Development Mechanism (CDM), is a robust internationally recognised credible standard, however it involves a lot of complex paper work. The Elltrix Carbon Credit Programme is geared towards taking away this complexity allowing both small and large green businesses to make use of the financial incentive provided by carbon credits under the CDM.

Why did EcoMetrix invest in this programme?

EcoMetrix has invested in this programme, together with Ellies as we

believe that it is of strategic importance to South Africa and the wider southern African region to receive financial support for the transition to a low carbon economy. The challenge for the region is substantial as the energy sector is largely dependent on cheap coal and the developing economies have a limited capacity to carry the cost that come along with low carbon energy solutions.

"A positive impulse is expected for carbon mitigation by means of the introduction of solar technologies."

How does it work and when will it be implemented?

When a household or a small business installs 'green' equipment (a Solar Water Heater or a heat pump for example) it does not only reduce its electricity bill but also contributes to a cleaner environment because less coal has to be burned to make electricity. This climate change benefit can be converted into carbon credits which can be sold onto the open market. The Elltrix Carbon Credit programme allows households and small businesses to receive money for the climate change benefit they have realised by installing the green equipment.

The programme will become fully operational in the second quarter of 2013 in the sense that emissions reduced due to green products installed under the programme can be converted into carbon

credits from that moment in time. However, green businesses can already join the programme now. It is recommendable to do so as green businesses need to address some requirements before installation if one wants to make use of the financial incentives offered.

What are the profits for the end-user?

The end-user will benefit from the revenues generated by the sale of carbon credits. Carbon credits will be sold by the African Sustainability Initiative (ASI), the entity responsible for the coordination of the programme. Buyers of carbon credits generally are compliance buyers in industrialised countries that have committed to carbon mitigation targets: for example Shell in the Netherlands has emitted more than its emission cap allows for. In order to avoid a penalty it can, among others, buy carbon credits generated by projects in developing countries.

However, a new local market is envisaged as the South African carbon tax (to be implemented at the end of 2013) will allow for offsetting this tax by buying local carbon credits. The tax starts at a rate of 120 ZAR per ton, equivalent to about 12 EUR per ton.

Are there consequences for the environment?

Most certainly, a positive impulse is expected for carbon mitigation in the region by means of the introduction of solar technologies. For example, the implementation of a 100,000 Solar Water Heaters on houses can result in an annual emission reduction of 468,000tCO₂.



Tourism

Tourism is one of the fastest growing sectors globally, especially in developing countries. In fact, tourism has been identified as one of the key economic sectors with excellent potential for growth. For countries in the Southern African Development Community, but also for the Netherlands, tourism is an important economic sector.

The Netherlands is South Africa's fifth most important market, which is maintained through effective promotion by South African Tourism. The new South Africa National Convention Bureau was launched in April of 2012 as part of South African Tourism and serves the business events community in South Africa.

Tourism & Botswana

Tourism plays a major role in the national economy and society of Botswana. The sector is more important to Botswana than it is to other well-known tourist destinations and has a great potential for further growth. It is one of the few destinations that offers the chance to experience nature in its pristine state. Furthermore, it has a well-known reputation as a safe destination that is intolerant to corruption. All this together makes Botswana a country to invest in, be it in the tourism sector directly, or indirectly through e.g. infrastructure projects or hospitality and education.

Botswana is known for its diverse and abundant wildlife and natural resources, among them the Okavango Delta and Chobe River Plains in the North and the Kalahari desert in the South. What gives Botswana its edge, however, is its

unique combination of true 'wilderness' experience due to its extensive conservation and park areas. The government has set aside more than 17% of all available land for National Parks and wildlife sanctuaries and a further 22% as wildlife management areas.

Although wildlife and wilderness are Botswana's major tourism products, the cultural experience could add substantial value to the wildlife experience. Cultural tourism is hardly developed in Botswana and could be further enhanced. Opportunities could lie in the development of cultural attractions and experiences in the proximity to major tourism zones such as Gaborone, Kasane and Maun.

SANEC & Tourism

SANEC has a number of members in the tourism & hospitality sector. Many recommended tourist hotels and lodges are highlighted in the section 'Great Places to Stay in southern Africa' at the back of the Business Directory and the Member Index. SANEC works with many tour operators and tourism bureaus that contribute to the vast investment potential in South Africa and its surrounding countries.

THE IMPRESSIVE STORY OF THE PEACE PARKS FOUNDATION

Early 1997, the late International Business Leader, Dr Anton Rupert, together with Dr Nelson Mandela, and the late HRH Prince Bernhard of the Netherlands, founded Peace Parks Foundation. Their dream was to create a network of protected areas across international borders in southern Africa to ensure the preservation of southern Africa's biological diversity, re-open ancient wildlife migration routes across man-made borders and promote regional peace and stability between mankind, wildlife and nature.

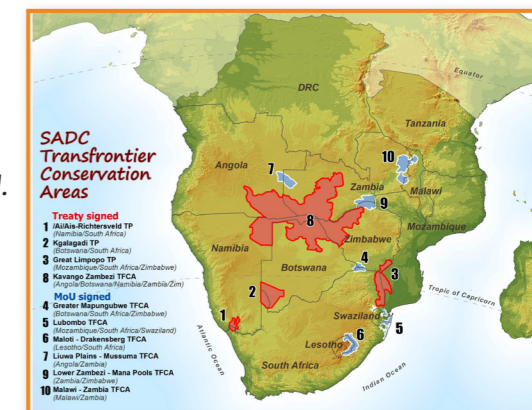
The concept of peace parks brings economic opportunities to rural areas in southern Africa, transforming ecotourism activities into revenue for the sustainable, self-sufficient maintenance of conservation areas beneficial both to wildlife and communities. Creating a favourable environment for public-private partnerships is one of the Foundation's key activities.

Sustainable use of natural resources, wildlife protection, reducing wildlife/human conflict, ecotourism, training and private investments work together to increase communities' access to better nutrition, health and education. It supports basic human rights and reduces poverty, which is in line with the United Nations Millennium Development Goals. PPF's interventions stand on four pillars: securing land, training wildlife managers, training tourism/hospitality professionals and trackers; and improving accessibility through infrastructure and policy development.

"A world where countries across boundaries work together and unite those countries, the boundaries becoming something unimportant, creating regional peace."

The approach is based on the principles of trust, consultation, respect and partnership – never moving beyond its supporting role as a preferred partner to more than ten governments of southern Africa. The Foundation facilitates each of the development phases, which boosts good governance and capacity building.

For more information, please contact:
John Loudon,
Director Peace Parks
Foundation, e-mail
loudon@peaceparks.nl.





Transport

The Netherlands plays a key role in the globalised economy by connecting producers and consumers worldwide via sophisticated logistical supply chains. The success of this sector is based on a combination of cutting-edge infrastructure, world-class service providers and a coastal location at the heart of Europe.

The Port of Rotterdam is Europe's largest and most important seaport, while Schiphol Airport is ranked as Europe's best airport for both cargo and passenger transport. Both are supported by top-notch logistics service providers and an extensive network of roads, railways, inland waterways and pipelines. This combination has made the Netherlands the 'Gateway to Europe' accounting for significant amounts of European transport by road and water.

Furthermore, the Netherlands has been categorised as one of the most 'wired' countries on the globe; strong in communications, outsourcing as well as electronic commerce. Investment in high-speed internet, cable and digital communication systems, as well as the rapid adoption of state-of-the-art computer and cell phone technology, have created perfect basis for businesses pursuing the benefits of contemporary technology.

Transport & South(ern) Africa

Nelson Mandela's vision for economic growth in sub-Saharan Africa was based on economic policies shared across regions, greater cooperation between the private and public sector and more efficient transportation and logistics between Africa's vast interior and maritime trading lanes of the sea. Transport and logistics are the heartbeat of southern Af-

rica's economic growth and development, supported by the National Infrastructure Bill 2012 presented by President Zuma of R845 billion to be invested in transport by 2015. Throughout southern Africa initiatives are taken and cooperation is sought to improve this sector, as an engine for growth. Emphasis has been put on transport and logistical innovation of port and corridor development by developing first-class roads and a large rail network, connecting economic hubs across borders as well as connecting specific hinterlands to economic hubs. For further improvement, southern African countries are partnering up with European countries amongst others to accelerate and exploit their trade corridor initiatives.

SANEC & Transport & Logistics

Over the past years SANEC has managed to facilitate multiple business interactions by activating the transport and infrastructure network in both regions of the world. Throughout the years we have built up an all-embracing network in the transport & logistics sector on both sides

of the globe. We have an extensive track record in organising and facilitating high level trade missions as well as individual matches.

Port & Corridor Cooperation

SANEC leads the 2g@there programme (a collective incentive from the Dutch government) of the Port and Corridor cluster, focusing on South(ern) Africa. This 2g@there programme supports a Dutch cluster of companies that would like to do business or to expand business in southern Africa.

In 2012, several activities took place. Highlights of the year were the two trade missions, one to South Africa and one to the Netherlands. 2013 will be the last year of the 2g@there programme. Due to the tremendous success of the trade missions last year, again several trade missions will be organised in 2013. Furthermore, in 2013 the port & corridor website has been made available. We invite you to have a look at www.portandcorridor.org.



SANEC member VOPAK is researching a storage facility in Lesedi to the south-east of Johannesburg, a distribution hub for diesel and gasoline. The company sees the need for an open and independent distribution facility, as well as a buffer and strategic storage facility in order to assist in preventing a shutdown of the economy in case of hiccups in the supply chain of petroleum products.

VOPAK hub in Gauteng

What is the exact purpose, scope and objectives of this terminal?

Security of energy supply remains one of the key concerns to the development of South Africa. In that respect it is very important to have a larger buffer of petroleum products in the country. One of the key issues at the moment is that filling stations go dry as soon as there is a hiccup in the supply.

Why have you chosen to build it at this specific location?

VOPAK sees a demand in the market to expand their terminal in Durban and the establishment of new storage capacity in Lesedi. Furthermore we receive requests for independent storage capacity in Richards Bay for chemicals as well as petroleum products and LPG.

The location we have chosen for our Lesedi terminal study is across the road from the Transnet facility in Jameson Park. A large part of the diesel and ULP for the Gauteng market will arrive at the

Transnet facility through the New Multi Product Pipeline, the NMPP.

"If you want to invest in a country, you need to have a good understanding and connection with the different stakeholders. With Reatile, we met these objectives."

The NMPP constructed by Transnet between Durban and Johannesburg, connects the facilities in Durban with the inland consumption market.

You have teamed up with a South African partner. Tell us some more about that?

If you want to invest in a country, you need to have a good understanding and connection with the different stakeholders. With Reatile, we met these objectives.

The fact that the Reatile Group was also well informed and well connected to our business was very important to us. We both bring value to the table into our discussions on future market developments.



VOPAK is studying a state-of-the-art terminal in Lesedi/Heidelberg, Gauteng.

The BEE scorecard is one thing, but connections with the people, authorities and businesses is the real added value.

Can you explain how VOPAK is dealing with local environmental issues?

Globally we make the difference with a strong, global brand based on safety and reliability, our worldwide operational standards and our global commercial network.

We would look at local environmental circumstances in the same way we look at those challenges everywhere in the world and we apply our best practices.





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Hoedspruit (Limpopo) Call of The Wild

South Africa is well known for many tourist attractions, from Beach to Bush, from cosmopolitan cities to remote small safari villages. In the Limpopo Province, close to the Kruger National Park and amidst countless highly expensive Private Game Reserves lies such a small safari village: Hoedspruit.

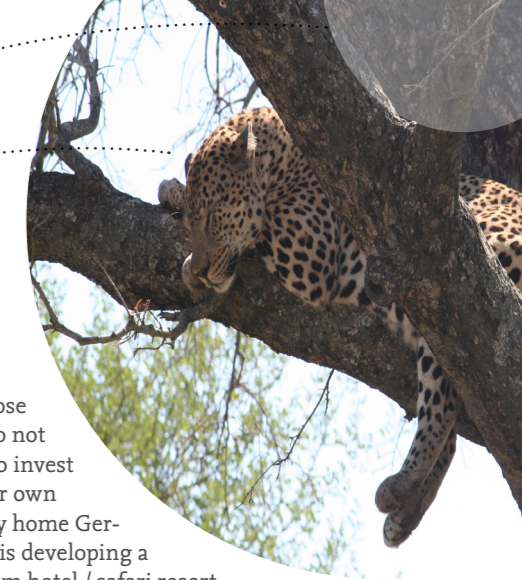
Hoedspruit has grown considerably over the past 8 years, mainly due to a constant growing demand in Big 5 holidays, says Dutch entrepreneur Gerrit Jan van der Grijn. "Hoedspruit is a remotely situated little town, basically "at the end of the road". Nevertheless our little town is easy accessible by road from Johannesburg (450 km). And there are twice daily flights direct from Johannesburg OR Tambo Airport 7 days a week. Since a little bit over a year there are three direct flights per week from Cape Town.

"Due to the high rates of the Private Game Reserves and lodges the demand for holiday homes is increasing. Spending your holiday in your own home within a private game reserve gives a whole new dimension to the safari experience". Gerrit Jan van der Grijn is the developer of the Zandspruit Bush & Aero Estate, a private game reserve of 1000 hectares that provides for 200 holiday homes, all situated on 10000 m2, guaranteeing privacy and living a nature lifestyle up close and personal. Hoedspruit is steadily growing due to tourism and is becoming a hub to the Lowveld.

For those who do not want to invest in their own holiday home Gerrit Jan is developing a 60-room hotel / safari resort as well. "To spend only two nights in an expensive lodge and flying out after having seen the Big Five is a waste."

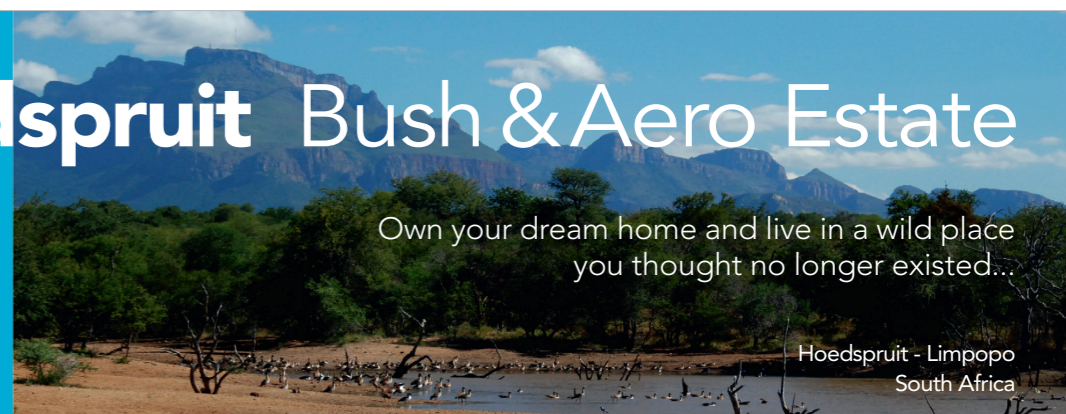
There is so much more to see and to do in the area, amongst them the Blyde River Canyon, the third largest canyon and largest green canyon in the world, that you can easily spend a week here". The resort will have a modern safari look and feel and will accommodate guests with a five star service at a reasonable price.

Because tourism numbers are increasing every year we are trying to put Hoedspruit on the map as THE safari destination of South Africa. Once you've made Hoedspruit your destination, you may check out any time you like, but you will never leave!



Zandspruit Bush & Aero Estate

Zandspruit Estate, an unspoilt hideaway in the African bushveld. A place for nature to flourish while future generations' minds become activated. Zandspruit Estate provides an environment in which both adults and children can live a carefree life, enjoying nature up close and personal, on a daily basis. The spectacular Drakensberg Mountains loom large, casting crag like shadows across the Lowveld bush and the Blyde River Canyon.



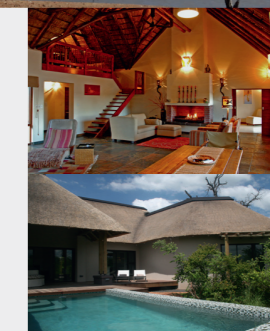
Own your dream home and live in a wild place you thought no longer existed...

Hoedspruit - Limpopo
 South Africa

The African dream personified

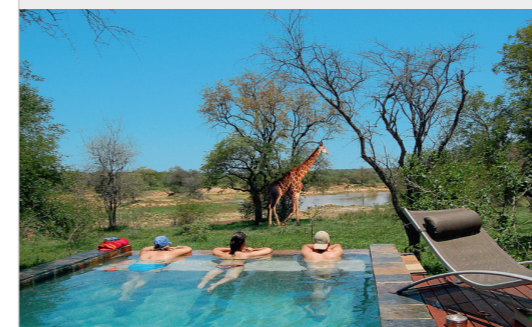
Zandspruit Estate offers a secure, wholesome, nature based environment with retailers, doctors and restaurants conveniently close. Bush stands offer pristine seasonal riverbed frontage, spectacular mountain views or that real, in-the-bush, feeling. The Aero Estate will appeal to Pilots and those with a passion for aviation. A unique feature here, and a first in the bush, is that you will be able to land and hangar your plane near your house. The development falls within the Kruger to Canyons Biosphere ensuring a nature experience par excellence. You are further only 70 km from the Kruger National Park (Orpen Gate) and can enjoy day trips as well as weekend trips to

view the big five. The 650ha undeveloped wilderness area is yours to explore recreationally either on foot, bicycle, horseback or by game drive. Zandspruit Estate provides 161 bush stands as well as 38 aero stands along the 1000 meters hard surfaced private runway. Architectural guidelines will apply to all houses, guaranteeing a home to suit every need and taste, whilst ensuring continuity and coherence. The allowed styles are thatch, farmhouse and modern pavilion, which caters for individual preferences, as well as optimizing each stand's unique features.



ZANDSPRUIT
 Bush & Aero Estate
 Contact: info@zandspruit.nl
 Cell: + 31 654 22 6762
 www.zandspruit.nl
MOVE TO A BETTER PLACE

Life does not get better than this



Features

- Estate size approximately 1000 hectares
- Stand sizes from 4000 to 15000 m², Full Title
- Own your Safari Lodge inclusive of swimming pool from € 245.000,-
- Main tar road access from Johannesburg, 4.5 hours drive
- Twice daily flights from Johannesburg and three times a week from Cape Town to Hoedspruit (Eastgate Airport)
- Close to all retailers, doctors, restaurants and recreational facilities of Hoedspruit (2 km)
- Free roaming African plain's game
- An untouched wilderness area of 650 ha for game viewing on old farm roads
- Sundowner locations and waterholes within the wilderness area
- Luxury Bush Camp for home owners to enjoy
- Safari Hotel / Resort (60 rooms) with large swimming pool, restaurant and wellness center
- Magnificent trees along the 4km riverfront
- Breathtaking mountain views
- Birdhides, view points and walking trails
- Full house management and valet service offered to overseas owners ensuring hassle free ownership
- 1 km hard surfaced private runway
- Zandspruit Equestrian Centre for all levels of equestrian adventures
- Tax incentives for Non-Residents

Water

Tackling water problems has become one of the most critical challenges of the 21st century. In 2002 the United Nations organisation has introduced the International Decade for Action: Water for Life 2005-2015, which aims at promoting efforts to fulfil international commitments made on water and water-related issues.

The Netherlands is one of the pioneer countries on managing water-related issues. Over centuries the Dutch people have been battling with water, making them an expert in the sector, especially in areas as treatment of industrial waste water, hydraulic engineering, flood control, flood protection, foundation technology and infrastructure.

Water & Mozambique

Other countries now turn to the Netherlands for guidance, inspiration and specific expertise that will allow them to solve their own problems with water. One of the countries is Mozambique, where Dutch experts have been involved for more than thirty years.

Mozambique's major challenge regarding water is ensuring access to clean drinking water for the whole population. Despite the fact that it has considerable water resources, the climatic variability and the increasing demands for water to support social and economic development limit the availability to safe drinking water.

Cooperation with the Dutch has had a strong emphasis on water supply and sanitation, drainage, rural water supply, irrigation ecology and river basin management.

Sanitation

Over the past five years Mozambique has made significant progress in the water

and sanitation sector, thereby increasing the number of people with access to safe drinking water from less than 50% to almost 64%. Although further action is absolutely necessary, investment and programme support are expanding, leaving Mozambique with the prospect of positive developments in the water sector.

Most water sector support in Mozambique has been in the form of budget support. Nonetheless, there is also private sector involvement in the water sector. Some of the SANEC members are currently or previously involved in Mozambique. In total, the Dutch Water sector has been running nine projects in Mozambique, which have achieved considerable results.

SANEC & Water

In cooperation with the Netherlands Water Partnership (NWP) and the Water Institute of South Africa (WISA), SANEC organises a yearly Water Mission to South Africa. WISA is a forum with over 1800 participants and is designed to exchange information to improve water resources management in southern Africa. WISA organizes major conferences and exhibitions in the field of water. NWP, in close cooperation with SANEC, ensures a Netherlands Water Pavilion, in addition to all the preparations for participation, matchmaking and Holland branding.

Connecting the South African and Dutch Water sector: that's what the Netherlands Water Partnership (NWP) wants to facilitate. Together with the Water Institute of Southern Africa (WISA), we are building on a solid

network, increased cooperation and knowledge exchange between the Dutch and South African Water sectors. We are convinced that big challenges require joint solutions, so *let's work together.*

Let's work together!

The NWP unites Dutch water expertise and actively brings together business, government, NGOs and knowledge institutes. It acts as a centre of information on water governance, water expertise and market opportunities. The Netherlands Water Partnership is the gateway to everything you need to know about the Dutch water sector and its solutions

“Big challenges, joint solutions... ‘Let's work together’. That is how the South African and Dutch Water sector connect.”

to global water related challenges. This is what we share with the rest of the world and South Africa in particular.

There has been a strong relationship between the Dutch and South African water sector for many years. Today, we join forces to further strengthen this relationship, generating more business between the two countries and solving water problems at the same time. The participation of a large Dutch delegation at the WISA2012 conference in Cape Town is exemplary.

SANEC facilitated matchmaking between the South African and Dutch delegations. Furthermore many Dutch innovations, which can be useful for the South African sector, were presented and discussed during workshops and excursions.

Sometimes it might seem that the step of bringing Dutch innovations to the African market is long or costly. However, when considering the total cost of ownership, the Dutch approach appears to be competitive.

This year, a Centre of Expertise (CoE) was established in Durban to bring and showcase such innovations and best practices to the South African market. The CoE, an initiative of eThekweni Water and Sanitation (ENS) together with several Dutch partners, is supported by the Dutch government and the Dutch Embassy.

Through the CoE, the Dutch water sector will help implementing and sharing best practices for solving (Durban) specific water problems. Local organisations and authorities learn how to work with the

“Sometimes it might seem that the step of bringing Dutch innovations to the African market is long or costly. However, when considering the total cost of ownership, the Dutch approach appears to be competitive.”



Connecting the South African and Dutch Water sector: that's what the Netherlands Water Partnership (NWP) wants to facilitate.

techniques demonstrated. Four innovative pilot projects have been showcased this year. Amongst them was the 'Trenchless Pilot Program' (replacing pipelines without digging).

The CoE proved to be successful in facilitating the launch of innovative trenchless technologies for the benefit of EWS and South Africa.

Please visit www.waternetwork.co.za for information about the South Africa – Netherlands Water Network and www.coe.org.za/ for information about the CoE.

A room with a view



There is a mystical place at the foot of the Waterberg Mountains on the ancient trade route through southern Africa, from the mighty tower of 'Great Zimbabwe', across

Within a dramatic landscape encompassing vast plains, dense bushveld, winding rivers, deep gorges and majestic mountains, Marataba, a Hunter Hotels Property, is an exclusive 23 000 hectare private concession in the heart of Limpopo's malaria-free Marakele National Park, a 'place of sanctuary' for Africa's Big Five.

Inspired by primeval remains and in harmony with the environment and the energy of nature, Marataba's dramatic main lodge, with curved decks and huge expanses of glass, take full advantage of the spectacular panoramic scenery. The plush lounges invite you to sit with a book from our library or for complete relaxation, sway harmoniously in one of the hammocks strung leisurely in the trees or sip on a cool cocktail at the cool clear pool.

15 exotic tented suites invite you to indulge in supreme luxury, an intriguing mix of canvas and stone, exquisitely furnished and decorated. The embodiment of bushveld opulence, the suites each have air-conditioning, under-floor heating, outdoor showers and their own private deck overlooking sweeping plains and meandering river below. Sumptuous gourmet cuisine with fresh African flavours

the raging Limpopo River and past sweeping plains teeming with game. In this hidden place, discover Marataba, epitomising all that is Africa.

can be savored while staying at Marataba. A breakfast in the bush, a picnic lunch by the river or an elegant dinner, accompanied by fine wine, under the stars, each memorable and each a genuine reflection of the art of dining, bush style.

Knowledgeable guides expertly illustrate the complexity and beauty of the fauna and flora and share their stories and adventures on safari as they navigate the concession, with its vivid scenery and abundance of animals. Fishing, walking, swimming in the rock pools and a unique visit to a local breeding farm add to the thrill of being out in the African bush.

Marataba embraces both the contemporary and the ancient in an exciting union of innovative architecture, design and technology, paying tribute to, and confirming, the concept of the African Renaissance. Lulled by the heartbeat of the bushveld, awed by towering mountains, enthralled by the abundance of wildlife, secure and sensually nurtured in the indulgent atmosphere, live your dreams of safari at Marataba, where the plains touch the mountains.



'Let's do it!'

'Let's start a travel magazine!'

This was the dream that made us – me, my wife Barbara and son Caesar – leave Amsterdam and move to Johannesburg two years ago.

Loads of fun

After two years in South Africa, we've embraced the local lifestyle. Like the rest of the country, we fire up the braai on Sunday afternoons to feast on tjoppies, mielies and boerewors. On Fridays, we bring the workweek to a close with some sundowners. Even little Caesar (4) spices up his Dutch with South Africanisms like sjoel, eish and sharp. Still, there are moments when we are painfully aware of our Dutch roots. South Africans shoot us funny looks when we leave the car at home and walk to a close with some sundowners. Even little Caesar (4) spices up his Dutch with South Africanisms like sjoel, eish and sharp. Still, there are moments when we are painfully aware of our Dutch roots. South Africans shoot us funny looks when we leave the car at home and walk to the store. When the conversation around the braai turns to the latest feats of the Springbokke, we quietly study our drinks.

Red tape

With our media production company Joburg Liaison we publish a travel magazine about South Africa for the Dutch and Belgian markets (*Mzanzi - Reismagazine over Zuid-Afrika*) and produce content for third parties, both in South Africa and the Netherlands. Starting and running a business in South Africa has been an exciting challenge. Of course, we had to deal with the red tape involved in starting up a company. Sometimes we were pleasantly surprised. The South African Revenue Service (SARS) is remarkably efficient and obliging, as is the Department of Trade and Industry. CIPC (the institution responsible for registering companies), on the other hand, drove us to despair. It took them a year to change our company address, a simple mutation in their administration. The backlogs and sheer incompetence at the Department of Home Affairs are the stuff

of legend. Only after a group of immigration companies teamed up and took the responsible minister to court, did the beleaguered Department start chipping away its gigantic backlog of visa applications. We hope that we can soon receive the much-coveted 'permanent resident' stamp in our passports.

'I'll be with you now-now'

Africans – and South Africans are no exception to this rule – are incorrigible optimists. This optimism, combined with a huge talent for improvisation, is one of the great strengths of the African continent. However, it is wise to keep this (generally positive) trait in mind when doing business with South Africans. Blinded by optimism and with the best possible intentions, people will make impossible promises, only to be genuinely surprised every time they can't meet the agreed deadline or target. The South African optimism is best expressed in the phrase 'I'll be with you now', which can refer to any stretch of time between 30 minutes and 5 hours. Possibly to accommodate impatient foreigners, South Africans invented the phrase 'I'll be with you now-now'. This at least expresses a sense of urgency, though you may still have to wait for a couple of hours.

South African careers are much more chequered and varied than is usual in The Netherlands. We received an application from a sales manager who moonlighted as a fashion designer and from a graphic designer who previously worked as a personal trainer. And these were the more conventional career paths.

In the Netherlands it pays to specialise, but in the more fickle South African economy it is sensible to be a generalist. Our South African art director is such a jack-of-all-trades. Besides being responsible for the look-and-feel of our publications, he also edits photos and lays out pages. If needed, he'll sell a couple of ads as well. You would be hard pressed to find the same combination of skills in the Netherlands.

Hard work

Publishing a magazine is loads of fun, but also hard work. The downturn in the European economy hasn't made it any easier. Advertisers in the Netherlands and Belgium are understandably reticent to spend their shrinking marketing budget on a new niche title. It means that our sales people have to make double the effort for every euro earned. The South African tourism industry also took some hard hits as a result of the European crisis, making them similarly conservative in their marketing spending.

So yes, sometimes starting a business is a stressful affair. Luckily, we live in South Africa. When we want to blow off steam, we just get in the car and head towards the Magaliesberg, an area of great natural beauty only a two-hour drive north of Johannesburg. Or we spend the weekend in Madikwe, an amazing game reserve near the Botswana border and one of the best places in the world to see the endangered African wild dogs in their natural habitat. One of the many perks of publishing a travel magazine is that all these things qualify as work. And if, at the close of another such day of hard labour, we watch the spectacular African sunset, gin-tonic in hand, we know that life in South Africa is good.

Rob Hartgers is a journalist, editor of *Mzanzi - Reismagazine over Zuid-Afrika*, and owner of the media production company Joburg Liaison CC. www.mzanzi.nl. Photo credits: Stu Shapiro.



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STC is the authority on (simulator assisted) training, consultancy and research for the maritime and transport (related) industries.

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Services are provided to the following clusters:

- Sea transport and related industries,
- Port and terminals,
- Transport and logistics and
- Process industry and energy.

Centres of Excellence are operational in the Netherlands, Korea, Oman, Vietnam, the Philippines and Brazil already. STC is an experienced partner, having thorough experience in southern Africa, operating globally. For references and other questions, please do contact one of the offices mentioned below.

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MEMBERS on the Move



Businesses have to apply more creativity in order to survive

An apple is worth € 0.50. By dipping it in sweet red candy the value jumps to € 3.00. To think of something so original is hardly possible from a typical business administration mentality which is based on analysis (results achieved in the past).

The design management approach is visionary and starts with dreaming. Even though analysis is important, businesses have to apply more creativity in order to survive.

“SANEC member Toffee Apple helps its clients develop winning business strategies, effective design operations and compelling visual communication.”

With functional expertise and instruments developed and researched specifically for this purpose Toffee Apple helps her clients develop successful brands and visual communication. Our expertise is companies who want to launch a (new) South African brand in the Dutch market and visa versa.

Vakantiedoos.nl is a practical example of this design management approach and illustrates how the South African

Visual Cues Tool (Toffee Apple© 2010) can be used in order to create a new trademark for the Dutch market. Visual triggers embedded in the trademark vakantiedoos.nl are warm friendliness en social togetherness.

This way a South African feeling is provoked without stepping into the cliché pitfalls. For example using generic wild life images.

The vakantiedoos is a destination in a box. It tailors to the needs of dreamers, people who celebrate their vacation at home and of course, holiday makers.

Advantages for the travel agency:

- Secures market position in a rapidly changing and mature market segment
- Ensures client loyalty by binding them at an orientation phase
- Stimulates impulse purchases by lowering the barriers and offering an attractive window dressing solution
- Implementation possible without investing more time in R&D

- Connects the power of on-line and off-line media
- Unique campaign basis
- Generates alternative revenue within core business.

Advantages for the consumer

- Original Christmas box
- Ability to extend the thrill of a vacation by exploring the destination before departure
- Original idea to give to people that looked after your home while you were in South Africa
- Is an answer to the immersing trend of Dutch people spending their vacations at home or close to home.

We are still looking for suitable business partners such as travel agents or International airlines in order to launch this trademark fully. If you are intrigued by this concept please look at our website for the actual offer and stand a chance to win one of the lovely boxes we are giving away. For more information please contact Lynette de Vries (Creative Director). info@toffeeapple.net.



...think emotive



How brands with a heart win a place in ours

At the Brand Station, we have a deep passion for further unlocking the potential of South African brands.

With our boutique firm we specialize in emotive transformation. We assist organisations to (re)define purpose. With our social tools and scientific methods we connect brands and people with meaning. So that people live beautiful lives, and create a South Africa unlimited, together.

In South Africa's steadily growing economy, people more and more seek meaning. Although massive spend on advertising over the past decades has led to high brand awareness, brands are challenged to create true lasting connections with people.

The rise of mobile connectivity and the power of social media has a great impact on how we engage with brands. We increasingly share our feelings about and our experiences with brands, on platforms such as Mxit, WhatsApp, Facebook and Twitter.

In a world overloaded with information and choice, we emotionally connect with brands that stand for what we believe in; brands with emotive drives at the very core of their business. Such brands allow us to aspire to be happy human beings. Through 'emotive' transformation, we give your brand a heart. We make your brand relevant by helping people to understand why you do what you do. And we make your brand important by allowing people to emotionally connect. When people consider your brand relevant and important, they'll care, think, talk and do more for your brand.

Our scientific program 23plusone, developed by our associates BR-ND in Amsterdam, allows you to identify the emotive core of your organization. And that emotive core is always our starting point for your branding activities. With our social tools we involve your employees, your partners, your investors and the people who buy your brand; everyone vital to your business's success.

Our services include positioning, portfolio, architecture, symbolism, storytelling, visual and verbal design, engagement strategies and meaning governance. With our full suite of emotive branding activities we transform the way your brand reaches out to people, and how people respond back to your brand. Curious about emotive branding and how we can assist you?

the Brand Station

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Wine & Apples from Almenkerk

Almenkerk Wine Estate is a boutique wine & apple farm with a modern winery building in Elgin – about 70 kms from Cape Town. It is another great example of one of the SANEC members on the move. The estate is run by the Van Almenkerk family. "Our 15 hectares of grapes are vinified in a state-of-the art cellar that produces two brands; Lace by Almenkerk (lifestyle brand) and our top range Almenkerk Wine Estate wines."

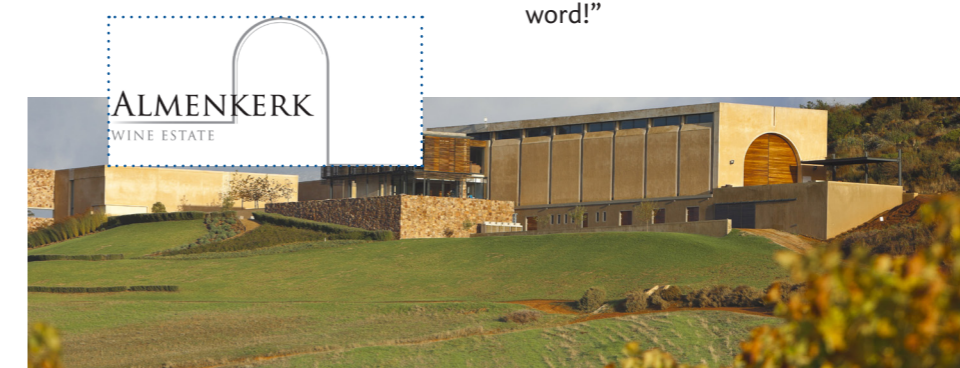
"We have three wines in each brand; Sauvignon Blanc, Rose Cabernet Sauvignon and a Red Blend under the Lace Label – and a Sauvignon Blanc, a Chardonnay and a Syrah under the Almenkerk flag. The apples we produce are grown for the export market – primarily UK – but packing, sales and marketing is done by a tertiary company as we are small scale.

A large portion of our business is contract winemaking; where we either rent out cellar space to external customers, or where Joris van Almenkerk is the winemaker for local wineries that do not have their own cellar. We currently are active in two markets; South Africa and Belgium.

Our first production year was 2009 and our volumes were too low to expand to other markets.

"With no background in agriculture, we went through a steep learning curve."

Today, production is at an optimum level and therefore we are looking for a distributor in Gauteng and KwaZulu-Natal within South Africa and The Netherlands and Germany in Europe. So spread the word!"



What kind of development did you go through? What challenges did you face and how did you tackle those?

We developed a dilapidated apple farm into a beautiful wine estate. With no background in agriculture, we went through a steep learning curve. Challenges were keeping costs down, cash-flow and staff management. Current challenges are stock control of the wines, local and international competition and we find it difficult to make projections into the future.

What are your objectives? How will you achieve these objectives?

Objectives are to grow our business steadily but surely. Next step is moving into the less price conscious Gauteng market, growing our firm base in Belgium and extending our market to the Netherlands.

Last but not least, what is the best business advice you ever received?

Don't be afraid to fail. If you are afraid to fail, you will never even start. And, if you want to make money in wine; sell your farm ;)!



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Our steadfast commitment to delivering a world-class service to our clients and applicants has established us as a respected leader in the recruitment industry.

We work in all fields of recruitment throughout South Africa. In addition, we have also successfully placed financial staff in the Netherlands.

We increasingly work on the placement of candidates in the Agricultural, Logistics and Financial fields in the rest of Africa – 'een continent van kansen' according to Netherland minister of Foreign Trade and Development, Lilianne Plouman at a recent SANEC network event in Amsterdam.

Work ethics, trustworthiness and accountability lie at the very core of our day-to-day operations

Hanchen Korff, Managing Member

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MEMBERS on the Move



(Inter) liase with southern Africa

Dutch technological know-how and products are exported worldwide, but very little to Africa. SANEC member Interliase thinks differently. Their mission is to translate information and communication technologies (ICT) plans into demand driven sustainable strategies and facilitate the exchange information between organisations. Also in southern Africa.



Mrs. Nadia Gombra, Managing director of Interliase and expert in African ICT strategy, Corporate Social Responsibility (CSR) and sustainable development, shares her view:

"ICT's is a powerful tool for accelerating sustainable development and forming a great business opportunity in southern Africa! ICT's progress other sectors such as trade, productive capacities, environment, disaster risk reduction, education, health and agriculture. The Dutch ability to turn existing technologies into innovative products and services that sell well in vertical markets could add great value to southern Africa."

However, ICT solutions manage specific processes, therefore ICT companies are in often small and focussed on specific vertical markets. ICT business models depend on interdependent factors of policy, infrastructure, technology, innovation, people, content and applications within a country.

Southern African challenges for ICT companies are:

- Understanding how ICT could solve specific local issues
- Developing ICT business models for the southern African market
- Capacity to invest in market development.

Interliase addresses these challenges by applying 'partnership innovation' i.e. facilitating Dutch and African business partners to develop business models and strategies together. This enables both parties to acquire know-how on how to bring new services to the African market. An important aspect of this approach is to integrate CSR to ensure sustainable and fundable business cases.

It has proven that 'partnership innovation' in southern Africa can really add value. We will give you two great examples in the column on the right.

DEVELOPING DISASTER MANAGEMENT CAPACITY FOR ZAMBIA

As part of their emergency preparedness and response strategy, the Zambian government wanted to develop disaster management systems. Interliase, in consultation with different experts and stakeholders, further analysed the requirements. This resulted in a strategy focussed on control of river floods. Three Dutch flood expert organisations were invited to jointly assist a Zambian ICT company in consulting the Zambian government in flood mitigation.

FUNDING OF CLOUD SERVICES DEPLOYMENT IN ANGOLA

A Dutch IT company and Angolan partner developed a business plan to start a joint venture to introduce cloud services to the Angolan market. Interliase helped the partners to translate their vision and strategy into terms of sustainability, local context and impact and write a proposal in order to receive funding. Interliase continues to support the partners to develop and implement an international CSR policy for the joint venture.

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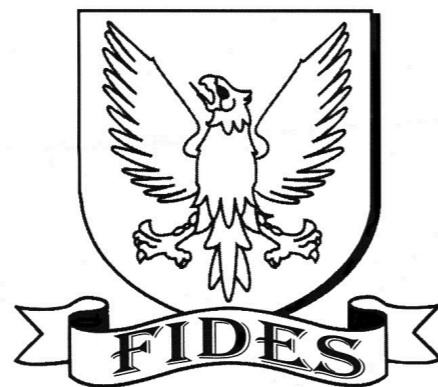


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20th Africa Oil Week

25th - 29th November 2013

Cape Town International Convention Centre - South Africa



20th Africa Oil Week

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Over 1,000 Delegates from Six Continents are attending this year, with 90 Presentations made during the Week, and with numerous Ministers/Government Delegations in attendance and many State Firms/National Oil Companies and State Officials on the Program, plus with a record number of Exhibitions.

The Global Pacific & Partners' famous **Africa Oil Week** is the landmark Conference occasion for Africa, a meeting with a global reputation, and one of the top world-class Conferences held annually in the international industry Calendar. For our 2013 Conference we recommend early bookings/confirmations for all Sponsors and Exhibition slots, and for your earliest registration/s as delegates to the different events held across the Africa Oil Week during next year's much expanded event, which will have a more intensive Program.

Our 2013 Conference will be hosted at the **Cape Town International Convention Centre**, with an Auditorium for 1500 delegates, and added space for Corporate Showcase/s and Exhibition opportunities.

For upcoming information and updates in due course, visit: www.petro21.com

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MEMBERS on the Move



One individual who has been using the Cellfood range of products for many years is Mrs. Winnie Mandela.

How oxygen can change lives!

Oxygen For Life SA started in 1996 as the founding directors, who are still involved today, were introduced to Cellfood®, and became aware of the incredible effect of oxygen on life. The company grew from very humble beginnings, with the directors all working on a part time basis, to an organisation that operates internationally today.

Our product Cellfood provides a significant benefit for people who are experiencing acute or chronic conditions, linked to diet, lifestyle and stress; or are HIV positive. As a result, in the workplace, the use of these products has reduced absenteeism, improved the overall health of the employees, improved productivity and reduced accidents in the workplace due to worker fatigue and illness.

Multi-Level-Marketing

As Cellfood is not a medicine – it is known as a complimentary medicine – pharmacies were not interested in listing the product. Consequently, the directors decided to distribute Cellfood through individual distributors, a system called Multi-Level-Marketing.

This system allows individuals to distribute the products amongst their networks through for instance churches and schools, in order to earn an income. By 2002 Oxygen For Life SA had grown to a network of some 3,500 distributors, which included individuals, doctors, health shops, etc.

How the wheel can turn

As the user base of Cellfood had grown tremendously, users started asking pharmacies for Cellfood. As a result, Oxygen For Life SA was approached to list the Cellfood range of products with the pharmacies! How the wheel had turned... We then negotiated an equitable exit package with each and every distributor, and today, the Cellfood range of products are available at all major pharmacies country-wide.

Oxygen For Life SA is the global partner for Africa but due to our close ties with a health product distributor in the Netherlands, we were granted the distribution rights there as well. Our partner in the Netherlands is Sensipharm in Eindhoven. See www.sensipharm.nl and www.cellfood.nl. We also export our products to Zimbabwe, Botswana, Namibia, Nigeria, Kenya, Zambia and Mauritius.

Prescribed by medical doctors

Cellfood is now being prescribed by medical doctors and recommended by pharmacists extensively. It is the only

nutritional supplement that has been endorsed by NAPWA (National Association of People Living with HIV and AIDS).

Since 2006, our company has been operating in the Corporate Wellness arena, and during this time, has received many endorsements from associations and corporate clients.

Improved the overall health

They have reported through the use of these Cellfood products, that they have reduced absenteeism, improved the overall health of the employees, improved productivity and reduced accidents in the workplace due to worker fatigue and illness. These benefits all add to an improvement in the bottom line of those organisations that care for their employees.

While Cellfood is for humans, we have products for house pets and large animals as well.

Want to know more? Visit www.oxygenforlife.co.za for more information.



hero,

strategic.
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integrated.

1. Introduction. As a full-service, through-the-line business solutions agency with expertise that ranges from traditional advertising to the latest trends in the digital world, we offer a depth and breadth of business, marketing and technology services which is arguably unmatched by even our largest competitors.

2. What We Offer

We uncover, drive and operationalise (as required) strategic new business opportunities, both from a B2B and B2C perspective through proven, value added and technology driven methodology. We also work closely with our clients to drive growth across existing brands, product lines and related services.

3. Key [Hero] Facts

- Founded in 1996: in operation for 16 years
- Founded full digital division in 1997: one of the most mature digital offerings in SA
- Conceived and spun off Rocketseed in 2000
- Level 2 BBBEE
- 52 people strong
 - Strategists (brand and marketing)
 - Designers & Developers
 - Copywriters
 - Account executives
- Offices in Cape Town and Johannesburg

4. Our Differentiator

Hero at its core is a business solutions agency. Unlike traditional TTL advertising agencies which typically throw creative solutions at business problems, we provide enterprise-level business solutions that ultimately win business and a greater share of the consumer wallet for our clients.

5. Key Insights [Proof]

Throughout our years of operation, we have never lost a client and more interestingly, we do not have any contracts in place with any of our clients; this is the result of two key factors:

- 1) We always deliver outstanding work
- 2) We have a proven track record of generating a ROI that far exceeds client expectations.

6. How Can A [Hero] Save The Day

We consider ourselves to be completely channel agnostic. Instead of limiting ourselves to certain media, we rather let the problem/opportunity/solution guide us in determining the best way to reach and engage with the audience you desire.

So it should be no surprise that we are not your typical agency. Rather, on the one hand we're a highly strategic marketing and communications outfit. On the other, we boast truly integrated in-house services which blur the lines between agency, digital/mobile marketing specialist, software developer and business consultant.

We partner with our clients to a degree where we become trusted authorities in their business and we understand as marketing specialists, what it takes to take your product and your message into the new economy. We build, tune, modify and drive the car, we don't just drive a car that we purchased from some arbitrary dealer.

Over the past 16 years, we have taken to market a plethora of large scale business, marketing and technology solutions and we have a proven track record of delivering consistent ROI.

7. Our Clients

"We consider Hero to be the "pocket battleship" of the SA marketing services landscape – they retain all the speed, maneuverability and economy of a relatively smaller, tightly run operation while packing as much firepower as an expensive, ponderous large marketing group."

- Comment from a Hero client

Our clients include the likes of Media 24, Comutanet, Old Mutual, Brandhouse, Groupon, Akacia Healthcare, Huge Telecom, Deloitte, NAM Breweries, Saint-Gobain, African Bank, Electrolux, EHL Holdings, Sony, SARU, Kyocera, iTec – and many others.

8. Conclusion

We look forward to working with you and developing a business relationship further to support a phenomenal 2013/2014.

Warm Regards,
Matt Brown

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Corridors Connect

SANEC believes that the development of key areas of economic development in the Southern African Development Community (SADC), such as agricultural development and water management, significantly depends on the quality of infrastructure and access to transportation in and out of the region.

Transport is a significant sector in the SADC, in that it reduces transactional costs in enhancing intraregional trade. To facilitate regional infrastructure development, governments in the SADC region promote the expansion and improvement of development corridors. Corridors are the focal point for regional development initiatives. Transport corridors have been around for centuries, but it is only in the last few decades that they have been recognized for what they are and, more importantly, what they can become as well as the value they can add to economic growth. They serve to open up markets and promote increased trade and investment.

Almost half of the SADC member states are landlocked and thus they require efficient regional transport links for access to the sea. Linking landlocked countries to their neighbours, and thus to the ocean, not only improves the operational and economic efficiency of these states, it also creates many new economic opportunities.

Port and Corridor Development has also become one of SANEC's major focus areas. In 2011 the Dutch government launched the multi-year investment programme 2g@there in which Dutch companies intertwine their knowledge and expertise to connect with their counterparts in southern Africa in order to create sustainable, impactful and value-adding projects in the field of transport and logistics. SANEC, as intermediary agency, aims to strengthen, implement and coordinate development in the field of port and corridor development. Tangible outcomes are currently being facilitated by SANEC.

In total there are twelve corridors in the SADC region, which have strengthened partnerships and increased the attractiveness of the region to the business sector. In keeping to the theme of Connections, the SANEC Business Directory highlights five of the most important corridors in SADC.

To confirm this statement, be inspired by the quote on the right by Armando Guebuza, Mozambican President, SADC Presidency August – December 2012.

“By facilitating the circulation of people and goods, we will be contributing to a better knowledge by our citizens of the geographical spaces that constitute SADC, and of the potential and opportunities opening in each of our countries.”



Corridors Connect

South Africa Corridor Cape Town to Gauteng & Gauteng to Durban



The Cape Town-Gauteng and the Durban-Gauteng trade routes connect South Africa's most industrialised ports to the economic heart of the country – Gauteng – and is part of the North-South corridor, running northwards and linking with the Dar Es Salaam corridor.

The North-South Corridor is the busiest in the region in terms of values and volumes of freight. The road network is already under pressure in relation to its design capacities and in terms of delays at strategic points, such as border posts.

Current traffic on the North-South Corridor is characterised by exports of mining and agricultural products and imports of manufactured goods. The road network is generally in fairly good condition although there are sections of road that are in urgent need of rehabilitation and improvement. There are also heavily trafficked sections that create bottlenecks in terms of structural capacity and cause closure of the whole network if blocked such as bridge crossings.

The main operating feature of the regional road transport routes which affects transport efficiency, costs and tariffs, is the imbalance of freight flows, leading to empty return hauls. An empty return haul by road effectively means that the transport cost almost doubles.

On average, the roads in the Republic of South Africa carry over 69% of the total number of daily vehicle-kilometres in North-South Corridor, followed by Zimbabwe with 8.5%.

Cape Town-Gauteng trade route

19 million tons is transported along this corridor annually, 85% of which is road freight, leaving 15% to be transported over rail. The Cape Town port is ideally suited to serve as a hub for cargoes between Europe and the Americas and Africa, Asia and Oceania and it plays a significant role in the growing number of transshipments between the far east and west African ports.

Regular inter-port feeder services benefit especially the great Container Terminal which is regarded as a gateway for African countries, ideally becoming a hub port for those on the west African coast.

The main cargoes along this trade route are processed foods, coal, chemicals and beverages and fruit produce. The Cape Town Container Terminal has the advantage that, in respect of the United Kingdom, European and American time-sensitive cargoes can be handled quicker to and from the Gauteng. This is made possible by the direct railgate of containers which eliminates the sailing time to other ports.

Durban-Gauteng trade route

The modern Port of Durban grew around trade from Johannesburg, as the South African industrial and mining capital is not located on any navigable body of water. Thus, products being shipped from Johannesburg outside of South Africa have been loaded onto trucks or railways and transported to Durban ever since.

“Durban is the busiest port in South Africa, as well as the third container port in the southern Hemisphere.”

Currently, the busiest freight corridor, Gauteng – Durban, carries 36 million tons of cargo per annum, of which 70% is transported by road. The primary road infrastructure is of very good quality.

The deregulation of freight transport in the 1980s, in combination with the short comings in the rail system caused a cargo migration from rail to road. 16% of the total cargo are import export products. The main goods transported over this corridor are stone quarrying, limestone, processed foods and fuel & petroleum products.

Durban is famous for being the busiest port in South Africa, as well as the third container port in the Southern Hemisphere.

Africa Transport & Infrastructure Show 2013



Africa Ports & Harbours Show 2013

roadtrans
Africa 2013

Aviation Outlook Africa

AfricaRail 2013

Huge investment is being placed in the development of Africa's road, rail, ports, terminals, cities and the aviation sector to stimulate economic reform and enable trade and growth.

The Africa Transport & Infrastructure Show will be looking at ways these projects and procurement plans can be optimised - finding solutions to assist transport operators and cargo owners with their goals.

We bring together Africa's transport and terminal operators, government, municipalities, airlines, investors and cargo owners (oil and gas, petrochemical, mining, manufacturing, automotive, retail etc.) to discuss investment and development in the African transport sector and provide a platform for buyers to meet solutions providers.

The Africa Transport & Infrastructure 2013 will include Africa Rail, Africa Ports & Harbours Show, Aviation Outlook and Road Trans. Packed with innovative content, across four conference and workshop days, dedicated on floor technical seminars and coupled with a 2 day trade exhibition and the Transport Africa Awards this is a show not to be missed. This is Africa's longest running and largest transport & infrastructure show.

This is an all African event. In 2012 just our Africa Ports & Harbours and Africa Rail Show together brought over 2500 participants, and over 80 exhibitors from across Africa. Now going into its 16th year, and together with

our Aviation Outlook and RoadTrans co-location we are expecting a substantial growth in participation. **The conference program/s will focus on strategic issues effecting Africa's Transport Operators and stakeholders including:**

- Developing more efficient and secure transport hubs and logistics corridors across Africa
- Meeting capacity ahead of demand
- Sourcing and implementing new solutions, equipment Y and technology
- Meeting sustainability targets
- Revenue generating methodologies
- Expansion planning, projects and maintenance
- Skills development and training
- City development and passenger growth
- Security, Customs and Excise
- Route development, safety & and more...

If you are looking to gain access to a wide range of buyers from the transport sector in Africa then this is a show that you cannot afford to miss. Contact Samantha Pickard now via email on samantha.pickard@terrapinn.com or +27 (0) 11 516 4033. We look forward to welcoming your team.

The Africa Transport & Infrastructure Team 2013



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Corridors Connect

Dar es Salaam Corridor
Strong on road,
rail coming soon



**“Leave it in our
capable hands”**

No one corridor can serve the needs of SADC. Dar es Salaam Corridor plays a key role of serving need of Malawi, Zambia and Democratic Republic of the Congo. Dar es Salaam Corridor Group Ltd (DCG) is investing 6 million dollars into dry port locating in Kisarawe, 30 km from Dar es Salaam. Dry port is connected both to TAZARA rail and to the main road along the corridor. The company believes that within five years it can move over one million tonnes of cargoes on TAZARA line. Currently, 95% of the cargo is moved by road. Total area of the development is 100,000 m².

Terminals

DCG operates currently in various locations in Dar es Salaam. There is a separate terminal for containerised cargoes and bulk cargoes. Bulk terminal's intake is 25,000 cubic meters and annual capacity 400,000 metric tons. The DCG Bulk terminal was nominated for Africa Investor Agribusiness Investment Initiative of the Year 2010.

“The bulk terminal is an example of logistics innovation which helps our clients to save time and money”, says company CEO, Erik Kok.

Turnaround time

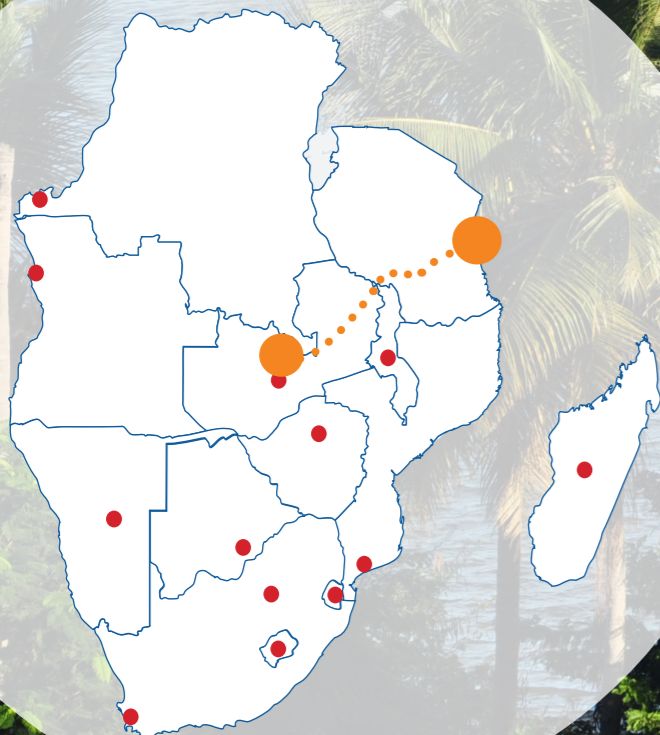
“The bulk terminal is an example of logistics innovation which helps our clients to save time and money”, says company CEO, Erik Kok. As ship turnaround time shortens, clients can use bigger vessels. Customer saves both in freight charges and port cost.

Ship discharging services

DCG is ISO 9001:2008 certified company providing ship discharging services, various loading services, lightering operations and bulk handling services. Company also handles ‘difficult’ and ‘hazardous’ cargoes and anything out of the ordinary. Range of products includes dry bulk, metals, ores, cereals, fertilizers and chemicals and annual involvement is over 1.5 million metric tons of cargo. “When it comes to move cargo through ports of Tanzania, leave it our capable hands!” says CEO Erik Kok.

Dar es Salaam
Tanzania

Ndola
Zambia



Corridors Connect

Trans-Kalahari Corridor
From east to west,
Walvis Bay to Maputo!

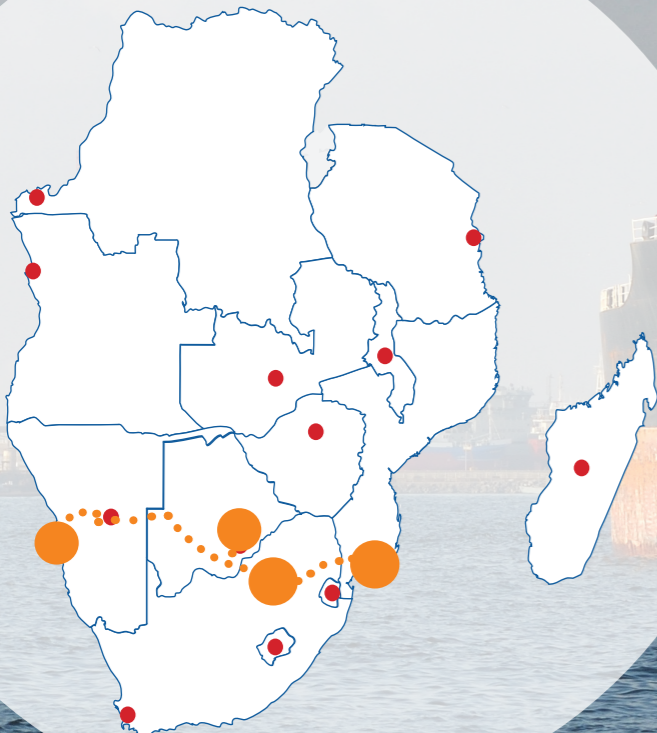


Walvis Bay
Namibia

Gaborone
Botswana

Maputo
Mozambique

Gauteng
South Africa



The Trans-Kalahari Corridor (TKC) was established with a political and economic vision to pursue or contribute towards deeper regional integration programs of SADC, SACU and NEPAD. The corridor connects the port of Walvis Bay (east coast) to the port of Maputo (west coast) and serves southern Africa.

Over the last five years, the TKC has grown with more than 150% in cross border trade via Angola, Botswana, Namibia and South Africa. This Corridor has also become the preferred trade route for

“The Trans-Kalahari Corridor has experienced a remarkable growth of a 115% increase in cargo volumes as at end August 2012.”

Namibia and South Africa as it cuts more than 400 kilometers compared to the traditional routes. Importers and exporters from Botswana have even selected the TKC as a real alternative for time critical cargo.

An information session was held in November 2012 to promote the TKC in Gaborone, Botswana. The high commissioner of Namibia to Botswana, His Excellency Mr. Hishongua said: “The corridors should never be unidirectional. Every country must be able to send and receive commodities through the most economical route. That is what Namibia wishes to achieve for the SADC region and beyond. It is an intra-African trade that will take our continent to the next level. The corridor will facilitate that.”

The Walvis Bay Corridor Group (WBCG) is a public-private partnership that

promotes the utilisation of the Walvis Bay Corridors, amongst which the TKC. Therefore we have asked Johny Smith, CEO of the WBCG a few questions. He explains their experience and knowledge about the Trans-Kalahari Corridor.

What are the main goods transported by cargo through this the corridor?

Significant growth has been experienced in terms of vehicles being transported to Botswana through the Port of Walvis Bay, including Project Cargo. Project Cargo along the TKC ex Gauteng/Namibia is on the increase - there is also increased interest from the motor industry on time sensitive cargoes as a result of the favourable transit times into Gauteng that is 48hours from Walvis Bay. The TKC has experienced a remarkable growth of 115% increase in cargo volumes as at end August 2012.

What are the challenges regarding border crossings? And how do you tackle those?

The WBCG is working closely with the Trans-Kalahari Corridor Secretariat who addresses issues that adversely affect the smooth flow of trade along this corridor. Comparatively speaking, there are no major challenges encountered in traversing the TKC borders. Border post dwell time is about 30 minutes minimum and 1 hour maximum on average.

Can you identify the main cargo handling hubs?

Walvis Bay cargo is mainly transported by road from the Port of Walvis Bay to Gaborone and Gauteng. Cargo can also be transported by rail from the port of Walvis Bay to Gobabis and then offloaded from the train onto a truck, which proceeds by road to Gaborone or Gauteng, due to the rail link ending in Gobabis. However, this intermodal system is hardly utilised. Windhoek has a dry port that is also utilised to a minimum. However, we are in the process of looking at facilitating the setup of a dry port in Gobabis in the near future.



Corridors Connect

Maputo Corridor

From vision to reality:
An interview with the CEO

Barbara Mommen, chief executive officer of the Maputo Corridor Logistics Initiative, talks about the development of this key strategic transit route.



The Maputo Development Corridor (MDC) was launched as a Spatial Development Initiative (SDI) in 1996 as the governments of South Africa and Mozambique sought to rebuild their economies and restore trade and investment ties. Both governments agreed on the enormous potential benefits of rehabilitating the key elements of this vital strategic transport corridor which links the Port of Maputo with Africa's most vibrant economic hub, the city of Johannesburg. SDI was the chosen means to maximise investment in the potential of the Corridor and fulfil the inherent promise of sustainable economic and social development along its length and hinterland.

"Our work consists entirely of bringing efficiencies to the Corridor and because we are an NGO we can draw in the widest possible range of stakeholders, not just those partners concerned with logistics, but also those who serve user interests."

Partnership approach

"All of [the MCLI] achievements have been the result of a partnership approach," Mommen states. "Our contribution has been to provide a platform for the public and private sector to develop a collaborative approach and then provide a linkage to take their concerns to the highest levels of government policy-making. We provide a route for the public and private sectors to build and achieve consensus and work towards common goals", says Mommen.

Maputo Corridor Logistics Initiative

The Maputo Corridor Logistics Initiative (MCLI) brings together infrastructure investors, service providers and stakeholders from Mozambique and Swaziland who have a common interest in the promotion and further development of the MDC as the region's primary logistics transportation route. The MCLI is a non-profit organisation which exists to translate this vision into reality.

Transit cargo efficiencies

"Our focus is to support the Initiative from a broad framework perspective by providing a platform for inward investment in the Corridor," explains Barbara Mommen, CEO of MCLI. "We know that the future of the Corridor lies in achieving transit cargo efficiencies and in growing general levels. Our contribution is to co-ordinate a stakeholder partnership that can remove barriers along the corridor, keep everyone involved and up-to-date with all relevant developments and to market the Corridor's strategic benefits and opportunities, so making the MDC the first choice for both the region's importers and exporters. "MCLI is in a unique position in that we are not profit-focused," she continues.

SADC region

"We want to raise the profile of the Corridor in the SADC region generally, but particularly with the government of Swaziland. Our priorities at present are to provide concrete information to stakeholders, map the supply chain more accurately and address transit cargo issues and markets from Maputo throughout the SADC region. At the moment, we face the challenge that transit movements along the Corridor tend to be one-directional from South Africa to Mozambique. We need to see much more growth in bi-directional cargo movements and general growth of the Corridor as a key route throughout the SADC region."

Regional integration a reality

As the Maputo Corridor matures, Mommen is seeing a renewed emphasis on growth, with many aspects of the Corridor witnessing investment in additional services, improvements in systems and processes and greater awareness of the need for collaboration and partnership. "As such, the MDC is playing a vital role in making regional integration a reality and in contributing to increased trade and investment in the region," she concludes. *More info: <http://www.mcli.co.za/>.*

Pretoria
South Africa

Maputo
Mozambique

Johannesburg
South Africa



Corridors Connect

Lobito Lusaka Corridor

The time is now!

Overview of main enterprises

Lobito
Angola

Lubumbashi
DRC

Lusaka
Zambia

The Corridor of Lobito is an important array of integrated infrastructure, formed by various enterprises and economic units, mainly in the sectors of transportation and communications. Its strategic location offers a big advantage, allowing it to play a key role as a platform in the regional and international network system of transports, particularly in southern Africa.

Three pillars of intermodal transport

Located in the central part of Angola, its development started in the year 1903, with the construction of a deep seawater port and the cross-country railway. The corridor is based on three main pillars of intermodal transport (land, air and sea), and the major industries are:

- the Port of Lobito
- the Benguela Railway
- the International Airport of Catumbela
- the Lobito Oil Refinery.

A vast program of infrastructure rehabilitation and development is underway, opening doors to the establishment of new projects, as part of the long-term development program of Angola. Both private and public projects and new developments are being implemented, as a result of the economic development that is taking place in the country and in the region.

New dynamics

With the new pace in terms of economic development, many other businesses are booming along the corridor. The results can be seen with the increased circulation of people and goods, intensification of trade between rural areas and the main cities and all new dynamics in the supply chain.

Among other ventures, the highlight goes to the expansion of cargo terminals at the airport, construction of a dry terminal for containers at the seaport, new units in the industrial park (cement factory, paper mills, breweries and food-factories), commercial farms, as well as many correlated businesses in trade and services.

Business opportunities

Despite various constraints faced by companies in the local market, the current rhythm of development opens a wide range of business opportunities, especially in heavy-duty transport, logistics, manufacturing and social services. Therefore companies and businesses looking for new avenues should consider the Angolan market and look for ways to participate in this new development and explore the enormous potential that the country offers. The time is now; ... tomorrow can be a bit too late!

“Both private and public projects and new developments are being implemented, as a result of the economic development in the country and in the continent.”

Overview over the main enterprises of the Lobito Corridor

Port of Lobito

The Port of Lobito, is one of the biggest deep-water seaport in the western coast of Africa. In the past few years, the port benefited from major improvements and upgrades and was extended and reequipped, to cater for heavy-duty cargo ships and streamline its operational according to international standards. New and modern equipment was installed, namely floating and loading cranes, container-handlers, cockerel locomotives and wagons, silos for bulk grain and a terminal for frigorific containers.

Benguela Railway

The Benguela Railway (Caminho de Ferro de Benguela), is another important component of the Lobito Corridor, running for approximately 1345 km, from the



coastal province of Benguela, through the central highlands of Huambo and Bié, all the way to the border with D.R.Congo, in the eastern province of Moxico. This railway links Angola to DRC and to the African interlocked countries of Zambia and Zimbabwe, facilitating the flow and exports of mineral products from these countries, to the European and American markets.

Upgrade of the Benguela Railway

During the past years, extensive works of rehabilitation and upgrade of the Benguela Railway have been done in its full extension, from Lobito to Luena. This program was carried out by the Angolan government and in August 2012, the first train reached the railway station of the far eastern city of Luena, after an interruption of more than 30 years, caused by the civil war.

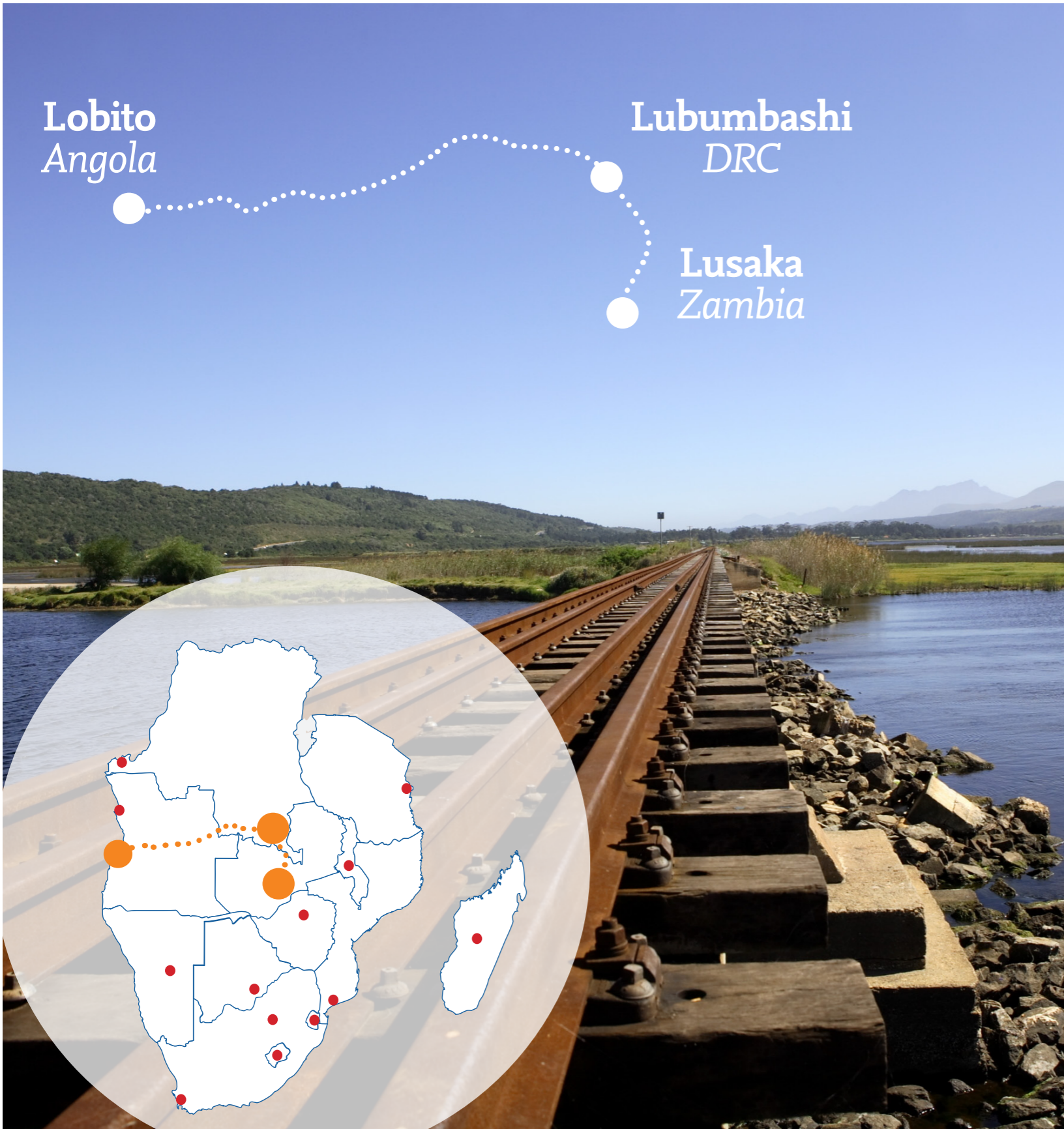
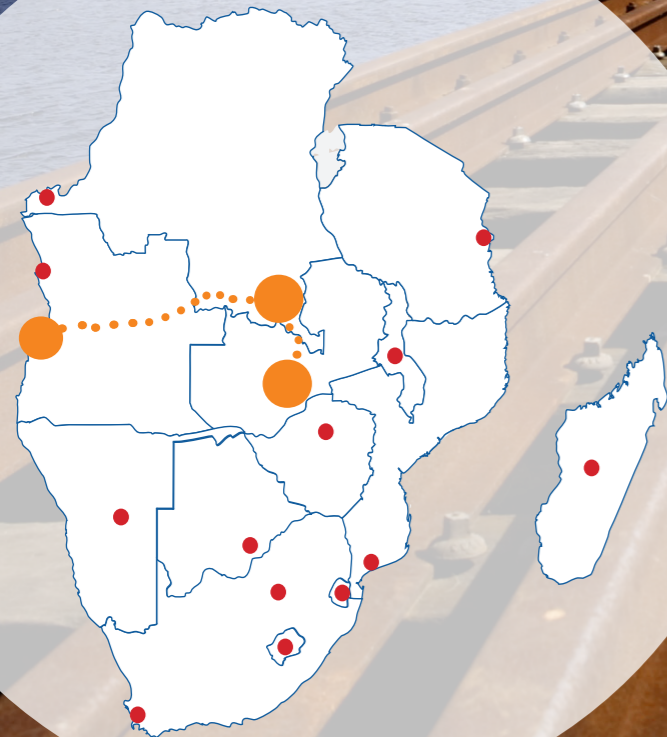
International Airport of Catumbela

The International Airport of Catumbela, was built to serve the central part of Angola and link it up with important foreign destinations. The runways and airport buildings were extended and upgraded to international standards and are now prepared to receive large airplanes and operate regional and long-haul commercial and cargo flights.

Lobito Oil Refinery

The Lobito Oil Refinery is the latest major project to be developed in this region, by the government oil company Sonangol, in an investment of approximately 7 billions US Dollars. The foundation stone for its construction was launched in December 2012. The project is expected to create 10.000 new jobs.

Source: Agency 'Angola at a Glance'.





Identifying and addressing Top 10 Risks in 2013 demands board oversight and management

Views from Daniel Schuurmans, Chief Financial and Operations Officer at Aon South Africa and Sub-Sahara Africa

Economic uncertainty remains the main concern of business, followed closely by regulatory changes. How companies manage capital and profits against a backdrop of deepening strategic risks arising from economic, political, competitive and regulatory factors will be a key focus for all boards during 2013 and the foreseeable future.

From Aon's Global Risk Management Survey, economic slowdown still tops the list of the top 10 risks facing business. In light of the current economic uncertainty and the ongoing Euro crisis, we believe this will remain a top 10 risk for the foreseeable future. We're also seeing for the first time two new risks entering the top 10 list - failure to innovate and meet customer needs and technology/system failure.

Aon's risk management survey (2011) reveals the interdependency between the impact of the economy and various additional key risks. The fallout from the credit crisis first identified in mid-2007 continues to impact on organisations around the world.

Throughout the economic recession, many organisations heavily curtailed spend on information technology and put a freeze on hiring, research and development projects. But business leaders are realising that this is not a sustainable strategy. As a result of the continued cautionary approach to spending on key strategic areas of the business even after the recession, organisations are now facing new risks in the form of failure to innovate and fulfil customer needs and failure to attract top talent.

Businesses must begin reinvesting in fundamental areas of the business if they are to survive and thrive. According to Aon's Global Risk Management Survey, the top 10 risks facing business are:

1. *Economic slowdown*
2. *Regulatory/legislative changes*
3. *Increasing competition*
4. *Damage to reputation/brand*
5. *Business interruption*
6. *Failure to innovate/meet customer needs*
7. *Failure to attract or retain top talent*
8. *Commodity price risk*
9. *Technology failure/system failure*
10. *Cash flow/liquidity risk*

Regulatory/legislative changes have also remained a top 10 global risk since the previous survey done in 2008. This risk revolves around the inability of an organisation to comply with current, changing or new regulations. Failure in compliance can result in severe consequences including direct financial penalties in the short term and the loss of markets, reputation and customers in the long term.

In the past, regulatory and legislative changes normally took shape in a gradual process, allowing companies some time to formulate responses or coping strategies. With the heavy reliance on technological infrastructure, businesses are also becoming more vulnerable to system failures, data breaches and social media exposure, causing business interruption, loss of customers and reputational damage. Aon also adds that 2013 could see the entry of a new risk into the top 10, that being climate change, ranked at #16 in the 2011 survey.

Recent weather catastrophes both globally and locally are impacting on insurers and reinsurers, resulting in deteriorating underwriting results. In terms of the political risk landscape, there continues to be a deteriorating political risk trend in a number of countries. The most volatile region still remains the African continent with a number of countries which have been downgraded.

Multinationals in the natural resources sector, such as oil and coal for example, are facing increased political and economic risks as governments readdress the balance of power by taking more control over their domestic product. These companies face potential problems such as confiscation, sovereign non-payment and political interference. These political risks could threaten global oil supplies and push oil prices even further. In addition, an increasing number of power crises on a world-wide scale have elevated the principal fuels for power stations, namely coal and to a lesser extent uranium, to the status of strategic assets likely to incur forms of state intervention in private enterprise.

On the upside, the uncertainty and an increased focus from regulators are important external drivers to strengthen risk management within organisations. Companies are working hard towards better understanding their range of unique risks, optimising their insurance programmes and lowering their total cost of risk. Risk remains firmly on the board agenda where the focus is on risk oversight and management.

It is crucial for businesses to understand the nature and extent of the kinds of risks and threats to their operations and to take appropriate action to mitigate these risks. One way of doing this is by reviewing and strengthening their specialist insurance cover under the guidance and advice of a professional risk advisor. While it is difficult to predict which risk will emerge in 2013 and demand attention, we can be certain that successful companies will not be the ones that adopt a 'wait and see' approach. Instead they will be the ones that prepare themselves thoroughly to anticipate future needs and undertake the difficult process of finding solutions to address them. They will not just fix what is broken, but view their new circumstances as a portal to the next generation of business opportunity.





dance4life: working with young people towards a world without AIDS.

dance4life gives young people the correct information about sex, HIV and AIDS, and provides them with the skills needed to be able to protect themselves and those around them. Furthermore, dance4life inspires young people to take action to stop the worldwide spread of HIV and AIDS. The (Dutch) initiative is active across 5 continents and in 25 countries, including South Africa.

Facts & Figures: HIV and AIDS in South Africa

- South Africa has the highest number of people living with HIV, with an estimated 5.6 million infected people
- The highest infection rate occurs in young people between the ages of 18 and 24 years
- HIV infections are highest among marginalized people in transition, such as those living in informal settlements on the edges of towns and urbanizing rural areas.
- Young women continue to remain the most vulnerable to infection

dance4life is convinced that a world without AIDS is a realistic goal. HIV and AIDS are still one of the biggest threats to the future of young people worldwide; something that dance4life wants to turn around.

So what does dance4life want to achieve in South Africa?

Embracing elements of youth culture, dance4life aims to empower young people with the knowledge, attitudes and skills they need to lead healthy, reproductive lives and futures. dance4life focuses specifically on the toughest issues young people face regarding

their sexual and reproductive health. In South Africa, these include sexual identity, teen pregnancies, poverty and HIV. dance4life addresses these issues through a four-step implementation approach: inspire, educate, activate and celebrate.

Who does dance4life work with in South Africa?

dance4life is implemented by the RedZebra Youth Empowerment Foundation based in Cape Town South Africa. dance4life also works on a national level with loveLife's national HIV prevention programme for teenagers.

What could the Dutch Business Community in South Africa mean to dance4life?

Every organisation or individual can support us on 3 levels. Firstly with expertise, for example in marketing and communication. Secondly, organisations can support us by opening up their networks. Thirdly, financial support is needed. It costs us on average 6 euros to ensure that one young person is educated about sex and HIV and can put this information into practice. *If you want to support dance4life, or find out more, please contact Margot Gerené E: margot@dance4life.com*

Get involved

Socially responsible investment. A hollow phrase or a new way of thinking? SANEC member Intervolve often receives the question: "Where do you start and how do you do it?" You will soon find out by reading their story.

Since 1996 the Dutch organisation Intervolve Foundation has been an active service provider in the field of urban (re)development programs in South(ern) Africa. Activities undertaken are sustainable aiming towards the structural improvement of the lives and living conditions of residents of the lower income groups.

Over the years Intervolve has developed and implemented social projects in collaboration with the Dutch corporate sector while at the same time, involving local parties.

Results over the past years have proven that the size of a project budget is not the key to success. Besides the development of, for example, low income housing projects or broad skills development programs, small social interventions often contribute equally towards a sustainable improvement of peoples' circumstances of residence.

"A large vegetable garden has been set up to the benefit of low income earners. Our residents have been trained and skilled in growing crops all year round."

Small but effective

A large vegetable garden has been set up to the benefit of low income earners. Our residents have been trained and skilled in growing crops all year round. Participants in turn take care of the safeguarding of the garden.

Over the past years we have ascertained that doing business in South(ern) Africa and showing social interest go well together. Even stronger, social investment repays itself.

Social programs and the improvement of living conditions of residents in your corporate backyard contribute directly to a better image of the local people, employees, business partners and political bodies.

Stimulated by the success and results achieved in the past years, SANEC and Intervolve decided to collaborate under the slogan of "Who does well means well". The aim of the collaboration is to stimulate the Dutch corporate sector active in South(ern) Africa, to develop and implement their Corporate Social Responsibility agendas. *For more information please contact us at t.grimmius@intervolve.org.*



Foundations

For a better world

SANEC is proud to have various foundations amongst its members. In different ways, they are all looking to contribute to a better world.



Abang Africa Travel & Trust

Abang Africa Trust is a specialised sustainable tourism company, based in Cape Town, operating in South Africa, Swaziland and Lesotho. Abang believes that tourism should benefit the destination. That is why they combine holidays with true local cultural experiences. This ensures that the people whose land and knowledge are used, benefit from tourism. Abang Africa Trust supports and initiates various projects and volunteer programmes as well as co-coordinating the sponsorship of township football teams. More information? Visit www.abangafrika.com.



BUILDING FLOURISHING COMMUNITIES

Cordaid Urban Matters

Cordaid Urban matters strives to improve the living environment of slum dwellers in various cities in Africa and Latin America. Together with our strong local network of stakeholders we aim to improve the infrastructure of slum neighborhoods and stimulate social cohesion and economic activities. We engage in partnerships with the profit and non-profit sector and build Base of the Pyramid (BoP) business models. Cordaid Urban Matters brings smart solutions to problems related to housing, water & sanitation, waste & energy and at the same time stimulate employment and local entrepreneurship. www.cordaidurbanmatters.com.



Dreamcatcher Foundation

The Dreamcatcher Foundation was founded to tackle poverty in South Africa. Growing from fledgling steps initiated in 1984, it transforms rural communities into safe travel destinations by creating a basic tourist infrastructure, and by providing local entrepreneurs with training and support. More details about our work can be found at www.dreamcatcherfoundation.com.



Eye for Others

Eye for Others is a Dutch foundation focusing on aid for children and women (mothers) who are victims of the AIDS epidemic in South Africa. Eye for Others does this by facilitating yearly project-journeys to South Africa, especially visiting the areas Rustenburg, Phokeng (North West province) and Douglas (Northern Cape). They are building reception centers for the most vulnerable children, they are facilitating sport and game-activities and are working on educational projects. For more information, visit www.eyeforothers.nl.



Holland Stellenbosch Medical Foundation

The Holland Stellenbosch Medical Foundation was founded in 2001 in partnership with the Medical Faculty of the University of Stellenbosch. Funds are awarded towards educational projects, rural-health projects, bursaries, equipment as well as the training of medical staff in general in order to sustain and improve the level of medical care in South-Africa. For more information, visit www.hollandstellenbosch.nl.



ICCO Investments

ICCO Investments is the Impact Investment Fund of the ICCO Cooperative. We invest with loans and equity in enterprises and initiatives that combine a positive impact on people and the environment with a profitable financial operation. We are active in Latin America, Asia and Africa. In Africa we operate from South Africa, Mali and Uganda. For more information contact Mark Joenje at mark.joenje@icco.nl.



Kinderfonds MAMAS – for children in Africa

The Dutch fund 'Kinderfonds MAMAS' offers help to thousands of children in southern Africa, by supporting local projects. The name says exactly what the essence of our work is: to sustain strong and courageous African women who devote their lives to those children, so that they have a new, fair and equal chance in life. For more information, visit www.kinderfondsmamas.nl.



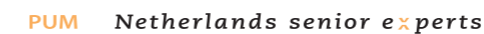
Medical Knowledge Institute (MKI)

Medical Knowledge Institute (MKI) is an international non-profit health organisation established in the Netherlands and dedicated to "Prevention through Education". MKI strongly believes that healthcare is a human right and has therefore developed several educational programs which are executed in developing countries. The objective is to improve the living conditions of the population by giving health related education and information to local aid workers and the local people. In their turn these local heroes pass on this knowledge to other local aid workers and trainers. More information can be found on www.mkifoundation.com.



Phaphama Initiatives

Phaphama Initiatives is a not-for-profit organisation that builds relationships between people. We offer organisational change interventions, leadership, diversity and emotional intelligence training, African language and culture learning, and community-based tourism initiatives. Our training programmes provide tools for building a healthy sense of community, through fostering the ability to transform conflicts non-violently. Please visit www.phaphama.org.



PUM

PUM wants to contribute to the growth of strong Small and Medium Sized Enterprises (SME's) in emerging markets and developing countries. By sending experienced specialists and managers to those countries, PUM offers knowledge and experience in order to assist them. We work with volunteers and in doing so we are able to operate at minimal costs for our customers. For more information, visit www.pum.nl.



Roundabout Water Solutions (RWS)

RWS is an independently run NGO that raises funds for the installation of the PlayPump® water pumping system (PlayPumps) to bring clean drinking water to the rural poor of southern Africa. The PlayPump is a patented South African invention that brings water to rural schools and communities by means of roundabout pump heads that are installed on top of boreholes, as the children play the roundabout's motion powers a pump that draws water into a Polyethelene overhead sealed water storage tank. The PlayPump is capable of pumping up to 1400 litres per hour at 16 pm from a depth of 40m, and is effective up to a depth of 100m.



SOS Children's Villages

SOS Children's Villages is an international organisation that works with children without parental care and families in difficult living conditions, making sure that children are able to grow up in a loving family. The organisation believes that every child needs a safe and loving home to develop to their full potential. Thanks to the unique family based care of SOS Children's Villages, children grow up in a stable family environment with individual support and guidance towards an independent life as adults. Please visit www.soskinderdorpen.nl.



Stars in their Eyes

Stars in their Eyes is an innovative and proud football project which uses the phenomenal impact of sport to deliver a sustainable contribution to the future of the disadvantaged communities of South Africa. Stars believes that if managed properly, sport has the potential to change the world which we live in. For more information, visit www.starsintheireyes.nl.



Yente

Yente promotes international female entrepreneurship by linking women entrepreneurs and their networks in the Netherlands and South Africa. Yente is committed to fostering improved access to networks, markets, financial resources and information. In 2009 Yente launched a partner programme between Holland and South Africa and has organised a trade mission in 2010. For more information, visit www.yente.org.

Export to the Netherlands

The geographical location of the Netherlands is ideal; close to the European regions that have high population density. SANEC's SA-NL trade match programme assists you to unleash export opportunities for your products and services.



The South African Embassy in The Hague, in cooperation with SANEC, conducted in 2010 an export and trade study that analysed South Africa's export potential to the Netherlands. The trade study generally implies that South Africa's export potential to the Netherlands is extensive and within certain products groups have a high potential for enormous growth in value.

The Netherlands is an important and interesting export market for South Africa. Also during the previous years the Netherlands remained stable as one of South Africa's largest export market for agricultural, forestry and fisheries products by value.

“The South African Embassy in the Hague and SANEC developed the SA-NL Trade Match Program.”

The Organisation for Economic Cooperation and Development (OECD) argues that the South African economy, is increasingly integrated into world markets (since end of 2010 part of the BRICS) with one third of agricultural production exported. It is among the world's leading exporters of agro-food products such as wine, fresh fruit and sugar. Next to agriculture, this also accounts for certain products in the following sectors:

chemicals, capital equipment and automotive industries. This implies a significant potential for growth of South African exports to the Netherlands both in terms of value and the number of products supplied.

It is for this reason that the South African Embassy in the Hague and SANEC developed the SA-NL Trade Match Program. This program aims to increase exports of South Africa by focusing on export promotion activities; to link the supply of South African products with demand in the Netherlands thus making the match between (new) sellers and buyers/exporters and importers. Information is key; exporters/sellers/suppliers need to get a clear overview of the demand from and opportunities in the Netherlands with relevant contact information of potential matches.

On the other hand Dutch importers/buyers need a clear overview of the offer from and opportunities in South Africa. SANEC in cooperation with the South African Embassy in the Netherlands, will make sure the relevant information reaches the companies in cooperation with partners and offer assistance for individual companies to get in contact with a suitable counterpart.

The Trade Match Program serves as a marketing tool to attract importers; increase awareness of South African products; create transparency for importers in the Netherlands and to provide awareness and a rationale to purchase products in South Africa.

“The Netherlands is an important export market for South Africa. Also during the previous years it remained stable as one of SA's largest export market for agricultural, forestry and fisheries products by value.”

For more information regarding the NL-SA Trade Match Program or to obtain the Export and Trade Study contact:

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One size does not fit all.

Africa is booming and not without reason. If you look at the growth rates and the demographic developments, there is no reason why an investor is not attracted and looking for investments in an area where economic growth has not come to a halt yet. Sure, the growth is partly because of the abundance of available resources, however also other sectors are starting to play their role in the growth of Africa.

Just look at the demographic development in combination with the high levels of forecasted income growth, tells us that spending power of the middle class will increase significantly in the coming years.

Action in Africa

It therefore does not surprise us that we see a lot of increasing interest and action into Africa. This does not only apply to resource based industry, but also other industries like retail, food and infrastructure are looking for opportunities and finding their way well into Africa looking for opportunities.

How do you 'go' Africa?

How do you "go" into Africa? Which gateway to choose? There is not a single favored way of going into Africa. Every investment needs to be tailored to its specifics. Ideal intermediary holding company locations should offer

flexibility, an extensive treaty network, flexibility on exit and enhancement of a tax efficient offshore group structure.

Gateway country

In practice Mauritius, Netherlands, SA and UK are commonly used. Especially SA is attracting the attention as a gateway country. With their head quarter regime they are able to provide for similar beneficial features of Mauritius (low taxation, flexibility, easy repatriation outside of Africa, etc) and in practice it often better fits in the operational structure of the company.

'Tax haven'

The latter not in the last place since it is not seen as a so-called 'tax haven'. Moreover, the treaty network of SA with the other African countries is the most extensive, which may offer you savings, for example on the repatriation of

funds. And in some countries you really need this, in order to prevent rates going up to 40%!

Best in class

The PwC footprint in these countries is best in class, which means that we are capable in serving you wherever you may have initiatives or wish to operate on the African continent. The Africa Desk can add value for you in terms of cross-border structuring, coordinating with the African countries in order to provide you with a one-stop service and, because of its helicopter overview, indentifying other cross country alternatives.

To find out how we can be of assistance please contact us:

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Why invest in the Netherlands?

1. A strategic location in Europe

The Netherlands provides a strategic location to serve markets within Europe, the Middle East and Africa. The central geographical position of the Netherlands, combined with accessibility and an excellent infrastructure, are only some of the reasons why numerous European, American and Asian companies have established their facilities in the Netherlands.

7 Reasons to invest in Holland



2. A competitive fiscal climate

The Dutch tax system has a number of features that may be very beneficial in international tax planning. These include a corporate income tax rate of 20 percent on the first €200,000 and 25 percent for taxable profits exceeding €200,000. In addition, the Dutch ruling practice provides clarity and certainty in advance on future tax positions. Furthermore, in respect of R&D, companies can benefit from the innovation box resulting in an effective corporate tax rate of only 5 percent, as well as an R&D allowance (WBSO) taking the form of wage tax and social security contribution deductions.

Dutch tax law also provides the participation exemption, which states that all benefits related to a qualifying shareholding are exempt from Dutch corporate income tax, as well as the fiscal unity regime, designed to freely offset profits and losses among group members. There are also advantages in debt and loss structuring, and a wide tax treaty network, resulting in reduction of withholding taxes on dividends, interests and royalties.

Finally, there is the 30 percent ruling, which is a tax-free reimbursement of 30 percent of the employee's salary, provided that the employee has been recruited or assigned from abroad and has specific expertise scarce in the Dutch labor market.

3. A superior logistics and technology infrastructure

The Port of Rotterdam is Europe's largest and most important seaport, while Schiphol Airport is ranked as Europe's best airport for both cargo and passenger transport. The Netherlands is also classified as one of the most 'wired' countries in the world; a dynamic force in electronic commerce, communications and outsourcing. More than a decade of investment in high-speed internet, cable and digital communication systems, as well as the rapid adoption of state-of-the-art computer and cell phone technology, have created an ideal base for companies seeking to take advantage of modern technology.

4. A conducive innovation environment

Holland's open innovation approach and well organized public-private partnerships offer a favorable environment for companies looking for business acceleration. Together with a mind-set of creativity, collaboration and reliability - and a top scientific sector - Holland is able to guarantee the most important drivers in 'innovation location' choices for foreign investors.

5. An international business environment

The Netherlands, along Europe's trading crossroads, is an obvious choice to locate a pan-European operation - whether it's a European headquarters, a shared services center, a customer care center, a distribution and logistics operation, or an R&D facility. The country's pro-business

environment creates a gateway to Europe that helps international companies succeed throughout the continent. An international outlook and openness to foreign investment is firmly ingrained in the Dutch culture, and this has yielded a wealth of world-class business partners who know how to deal with global business challenges in today's economy.

6. A solid workforce

The Netherlands features one of the most highly educated, flexible and motivated workforces in Europe. Dutch professionals are also among the most multilingual in the world, enabling them to successfully operate in companies across any industry, serving customers throughout the continent. What's more, Dutch law offers employers a range of contract possibilities to flexibly procure employees.

7. An attractive quality of life

The Netherlands is proud to have a high standard of living, whilst maintaining an affordable life for its residents. The costs of living, housing, education and cultural activities are lower than in most Western European countries. Furthermore, all sorts of cultural and leisure activities are open to both Dutch citizens and visitors alike. Whether it's spending a leisurely afternoon on the beach, enjoying culinary delights or going to one of the cities' acclaimed theaters or opera houses, the new expatriate is soon made to feel that the Netherlands is a most welcoming and entertaining country. *Source: Netherlands Foreign Investment Agency.*

Why invest in South Africa?

Strategically located at the tip of the African continent, South Africa is a key investment location, both for market opportunities that lie within its borders and for the opportunity that exists to use the country as a gateway to the rest of the continent. South Africa has enormous potential as an investment destination, offering a unique combination of highly developed first-world economic infrastructure with a vibrant emerging market economy.

7 Reasons to invest in South Africa

1. Ease and reasonable cost of doing business

The World Bank Group's report; Doing Business 2012, ranked South Africa 35th out of 183 economies, in terms of the ease of doing business. Other BRICS countries such as Brazil, Russia, India and China were ranked 126th, 120th, 132nd and 91st, respectively. South Africa's exchange rate makes it one of the least expensive countries for foreigners to live and do business in – with a first-world infrastructure and high living standards ensuring good value for money. South Africa's energy costs have increased in recent years, but the government is determined to meet its growing energy needs through renewable and efficient sources. The country compares favourably for petroleum prices, with private sector and multinational oil companies refining and marketing nearly all imported petroleum products in southern Africa.

2. Political and macro-economic stability

The South African government has achieved significant successes in ensuring macro-economic stability, via the implementation of policies directed at promoting domestic competitiveness, growth and employment. More democratic political processes and better macro-economic management has resulted in strong economic performance and works towards increased attraction of foreign investment in the private sector.

3. High business sophistication, promising investment climate

Attributes such as the quality of its intellectual property protection, property rights, the accountability of its private institutions, and its goods market efficiency make South Africa the most competitive economy in the region. Particularly impressive in South Africa's financial market development, indicating high confidence in the country's financial markets at a time when trust is returning only slowly in many other parts of the world. The Johannesburg Stock Exchange rates among the top 20 stock exchanges in the world by market capitalisation.

4. Strategic geographic location, access to markets

Located at the southernmost tip of the African continent, South Africa is ideally positioned for access to the 14 countries comprising the Southern African Development Community (SADC) – a combined market of over 250-million people – as well as the islands off Africa's east coast, and even the Gulf States and India.

5. Competitive labour costs

South Africa possesses a large resource base of skilled, semi-skilled and unskilled labour. The South African government has introduced wide-ranging legislation to promote training and skills development and fast-track the building of

world-class skills and competences. For professional jobs, labour costs are less than half of the cost of Europe. For manufacturing jobs, labour costs are around one third of the cost of Europe.

6. Favourable legal and business environment

South African law is founded on the Roman-Dutch law, although aspects of our law (particularly the company laws and the law of evidence) have been heavily influenced by English law. General commercial legal practices relating to transactions and the drafting of commercial agreements are generally globally applicable and in line with international norms and conventions. There is a world-class and modern Constitution (including a Bill of Rights) in place that regulates human rights and all legislation. It guarantees the independence of the judiciary.

7. First class infrastructure

South Africa has a modern and well-developed transport infrastructure. The air and rail networks are the largest on the continent, and the roads are in good condition. The country's ports provide a natural stopover for shipping to and from Europe, the Americas, Asia, Australia and both coasts of Africa and ports. The transport sector has been highlighted by the government as a key contributor to South Africa's competitiveness in global markets. Billions of ZAR will be spent on the country's roads, railways and ports.



Invest in the Southern Africa Development Community (SADC)



The business environment in the Southern Africa Development Community (SADC) has witnessed impressive economic growth and improvements in the ease of doing business. Southern Africa has taken a significant step forward in its quest for an improved business climate for its private sector.



“SANEC continues to develop its services in the SADC region, these include matchmaking programmes, business orientation and trade missions, business development, project management and networking.”

The Summit of SADC Heads of State and Government held in Maputo, Mozambique in August 2012 endorsed a number of measures on the way forward for the region with regards to economic integration and economic growth.

The highlight of the Summit was the adoption of the Regional Infrastructure Development Master Plan Vision 2027, a 15 year blueprint that will guide the implementation of cross-border infrastructure projects from 2013 to 2027.

The SADC Secretariat communicated, “The plan will serve as a key strategic framework to guide the implementation of efficient, seamless and cost effective trans-boundary infrastructure networks in an integrated and coordinated manner in all six sectors, namely, Energy, Trans-

port, Tourism, ICT and Postal, Meteorology and Water.”

In the energy sector, for example, the plan addresses four key areas of energy security, improving access to modern energy services, tapping the abundant energy resources and up scaling financial investment while enhance environmental sustainability. Additional fastest growing sectors in southern Africa are mining, construction and agriculture.

For more information on how SANEC can service you in the SADC region please contact Caroline de Bruin Project Manager, caroline.debruin@sanec.nl, or visit the SANEC website, www.sanec.org. For more information about the SADC region, please visit the website www.sadc.it.

Facts & Figures

Mission

The Southern Africa Development Community (SADC) is a trade and development bloc, whose aim is economic integration following the independence of Southern Africa states.

15 countries

SADC is made up of fifteen countries – Angola, Botswana, Democratic Republic of Congo (DRC), Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Swaziland, Seychelles, South Africa, Tanzania, Zambia and Zimbabwe.

Total population 227 Million
GDP (2011) USD \$575.5 Billion
GDP Annual Growth Rate 5.14%
Total import USD \$91,608.15 (mill)
Total export USD \$89,151.33 (mill).

Business incentives

The Netherlands

Looking for incentives to boost business?

SANEC can assist your organisation to help navigate the world of incentives. We can facilitate and bring you into contact with the relevant organisations and programmes.



FMO

Facility Emerging Markets (FOM)

FOM provides medium- and long-term loans to a local subsidiary or a joint venture in which capital has been invested by a Dutch company. FOM can take the form of a loan, a guarantee, a subordinated loan, equity or a combination thereof.

Ministry of Economic Affairs

2g@there

A cluster of entrepreneurs and knowledge institutions that foresee huge chances in a foreign market can apply for partial funding via 2g@there. It needs to be obvious that the cluster cannot achieve a desired position in a foreign market without support from the Dutch government.

Matchmaking Facility (MMF)

Companies in emerging economies are often on the lookout for reliable business partners abroad. MMF can help put those companies in touch with companies in the Netherlands.

Transition Facility

By means of spreading Dutch knowledge and skills, the Transition Facility aims to transform the development aid focused relationships with South Africa, Colombia and Vietnam into economic relationships. In undertaking projects that improve the business environment of the chosen transition countries and enlarge trade, investment and services by Dutch companies with these countries the Transition Facility offers you both the tools and subsidies to help make your project successful.

ORIO (Facility for Infrastructure Development)

The programme provides grants to infrastructural works in developing countries. These works include development, implementation (construction and/or renovation), and operation and maintenance of public works.

Private Sector Investing Programme (PSI)

The PSI programme provides 50 percent grant funding (subsidies) for investment projects together with a local partner that brings new economic development in targeted countries.

Partners for International Business (PIB)

PIB is a leading public-private venture which aims to position groups of companies, largely from the leading economic sectors, on promising foreign markets, and support the companies in gaining entry to these markets. The ultimate goal is to reinforce the international competitive strength of Dutch business. Groups of companies, possibly complemented by knowledge institutions, are selected to work with Government on a strategic action plan to access promising markets and remove barriers.

Public Private Partnership Facility (PPP)

The Public Private Partnership Facility (PPP) is a program of the Dutch Ministry of Foreign Affairs / Development Cooperation. The program is aimed at improving water security, water safety and food security and private sector development in developing countries.

Business incentives

Europe



CBI

The Centre for Promotion of Imports from developing countries undertakes four promotional activities: Export coaching programmes, BSO development programmes, training programmes and providing contact details from her company database.

PUM

PUM wants to contribute to the growth of strong Small and Medium Sized Enterprises (SME's) in emerging markets and developing countries. By sending experienced specialists and managers to those countries, PUM offers knowledge and experience in order to assist them. PUM works with volunteers and in doing so the organisation is able to operate at minimal costs for her customers.

NUFFIC

The Netherlands Programme for the Institutional Strengthening of Post-Secondary Education and Training Capacity (NPT) is a programme of South-North cooperation that helps developing countries to strengthen their institutional capacity for providing post-secondary education and training.

European Investment Bank (EIB)

The EIB supports viable public and private sector projects in economic infrastructure, industry, agro-industry, mining, energy, tourism and services of benefit to the productive sector. The EIB finances up to a maximum of 50 percent of the projects costs.

Seventh Framework Programme (FP7)

The €50 billion available for this programme until 2013 is being spent on objectives grouped in the following categories: cooperation, ideas, people and capacities. The programme supports a wide range of participants: from universities and public authorities to small enterprises and researchers in developing countries.

Energy Facility

This European programme offers project assistance with regards to renewable, durable and affordable energy projects. Co-financing and setting up partnerships are possible within the Energy Facility programme.

TradeCom Facility

This programme provides subsidies for developing and formulating trade policies and trade negotiations and for the execution of trade politics and international trade agreements. European organisations that would like to start projects around these themes are welcome to apply.

EUREKA – EUREKA's Eurostars Programme

The programme is raising the productivity and competitiveness of European businesses through technology. The goal is to boost national economies on the international market and strengthen the basis for sustainable prosperity and employment.

Horizon 2020

This programme is the follow-up of the Seventh Framework Programme (FP7) that runs from 2014 until 2020 with a €80 billion budget. The programme supports research and innovation to strengthen Europe's global competitiveness. Horizon 2020 will be open to participation from entities from across the world. In complementation to the general opening, targeted activities will be developed where cooperation will be sought on particular topics and with well-identified countries and/or regions.

Gauteng Growth & Development Agency on the move

Acting CEO of Gauteng Growth & Development Agency outlines his vision for the agency

The Acting CEO of the Gauteng Growth & Development Agency, Siphwe Ngwenya, plans to expand meaningful partnerships with both the public and private sector to ensure that his agency delivers on its mandate.

Ngwenya explains that the Gauteng Growth & Development Agency is the implementation agency of the Gauteng Department of Economic Development and was formed through the merger of the former agencies of GEDA and Blue IQ.

“Our projects fall within the Gauteng economic priority sectors and have objectives that can act as economic enablers in stimulating the economy – in other words, filling the gaps that are not currently exploited by the private sector due to the lack of infrastructure or commercial viability, but which have the potential - through government intervention - to attract participation and growth,” explains Ngwenya. “These projects are initially solely funded by us and then exited once they become commercially viable. In some cases, we

partner with the Private Sector on projects that have a sustainable commercial and economic benefit and we use the typical Private and Public Partnerships (PPP) platform to achieve this.”

The Gauteng Growth & Development Agency has a number of subsidiaries in the innovation, heritage and advanced manufacturing sectors. “But we do not limit our focus to these sectors,” says Ngwenya. “Some of Gauteng’s most pioneering projects started out at Blue IQ and GEDA and have added tremendous value to the province,” he adds.

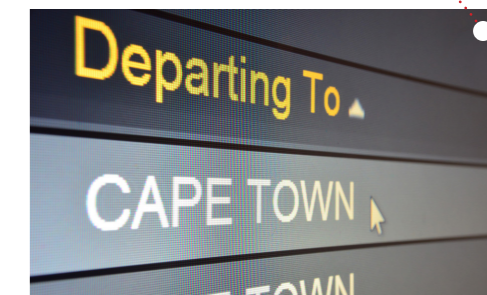
Gauteng Growth & Development Agency is currently working on a number of projects which Ngwenya described as “carefully researched, viable projects that will improve our people, our planet and our province”. The agency also plays a trade and investment facilitation role and recently opened the Gauteng Investor Centre, which was conceived to serve as a business services centre and a ‘one-stop’ shop for potential investors.



Leading, facilitating and managing sustainable job creation and inclusive economic growth and development.



Business incentives South Africa



Department of Trade and Industry

Manufacturing Investment Programme

The IIP MIP is a cash grant for locally based manufacturers who wish to establish a new production facility, expand an existing facility, or upgrade an existing facility in manufacturing industries.

Tourism Support Programme (TSP)

The IIP TSP is an investment incentive grant payable over a period of two to three years to support the development of tourism enterprises and in so doing stimulate job creation and encourage the geographical spread of tourism investment countrywide.

Section 12i Tax Allowance Incentive (12i TAI)

The 12i TAI is designed to support greenfield investments, i.e. new industrial projects that utilise only new and unused manufacturing assets, as well as brownfield investments, i.e. expansions or upgrades of existing industrial projects. The incentive offers a tax deduction to a maximum of R900 million.

Critical Infrastructure Programme (CIP)

The Critical Infrastructure Fund (CIF) is a cash grant for projects designed to improve critical infrastructure in South Africa. The CIP is a scheme that covers between 10% - 30% of the total development costs of the qualifying infrastructure.

Industrial Development Zones (IDZs)

IDZs are purpose-built industrial estates linked to international ports that leverage fixed direct investment in value-added and export-oriented industries.

Clothing and Textile Competitiveness

The purpose of the CTCP is to grow South African-based clothing, textiles, footwear, and leather goods manufacturers to be globally competitive. Such competitiveness encompasses issues of cost, quality, flexibility, reliability, adaptability and the capability to innovate.

Production Incentive (PI)

The PI is aimed at structurally changing the clothing, textiles, footwear, leather and leather goods manufacturing industries by providing funding assistance for these sectors to invest in competitiveness improvement intervention.

Incentive possibilities in South Africa

The South African government offers a wide range of incentive schemes to encourage the growth of competitive new enterprises and the creation of sustainable employment. Government departments offer a variety of incentive schemes seek to support the development or growth of commercially viable and sustainable enterprises through the provision of either funding or tax relief, thereby ensuring the creation of new and sustainable jobs.

The intention is to increase participation in various areas of development. Most of the incentives are housed within the Department of Trade and Industry together with other government departments. You can find these on the following pages. *For more information, please visit: www.investmentincentives.co.za.*



DAMEN CUTTER SUCTION DREDGER 500



DAMEN SHIPYARDS CAPE TOWN

BUILDING IN AFRICA FOR AFRICA

PRODUCT RANGE (10-80M)

- DREDGERS
- TUGS
- WORKBOATS
- OFFSHORE PATROL VESSELS
- INSHORE PATROL VESSELS
- HIGH SPEED CRAFT

“ Two main policies form the basis of delivery of high-quality, reliable vessels by our shipyard in Cape Town: long term growth of our operation in South Africa through investments in facilities & equipment, and forming an integral part of the local community through skills development programmes & social responsibility. ”

FRANK REBEL DIRECTOR DAMEN SHIPYARDS CAPE TOWN
www.damen.com | africa@damen.nl | www.damen.co.za | fr@damen.co.za

DAMEN

Business incentives

South Africa

Department of Trade and Industry

Film and Television Production Incentive

This incentive provides financial assistance for South African feature films, television drama series, documentaries and animation. The objective is to contribute to the local film industry.

Export Marketing and Investment

The EMIA scheme partially compensates exporters in respect of activities aimed at developing export markets for South African products and services, and to recruit new foreign direct investment (FDI) into South Africa.

Business Process Outsourcing

The BPO&O Investment Incentive comprises an investment grant and a training and skills support grant towards the costs of company-specific training. The incentive is offered to local and foreign investors, primarily to serve offshore clients.

Automotive Investment Scheme (AIS)

The AIS is intended to grow and develop the automotive sector through investment in new and replacement automotive models, as well as the manufacturing of automotive components.

Industrial Innovation (SPII)

The SPII is designed to promote technology development in South Africa's industry through the provision of financial assistance for the development of innovative products and/or processes. SPII is focused specifically on the development phase.

Co-Operative Incentive Scheme (CIS)

The CIS is a 90:10 matching cash grant for registered primary co-operatives (a primary co-operative consists of five or more members). The CIS is an incentive for co-operative enterprises in the emerging economy.

Black Business Supplier Development Programme (BBSDP)

The BBSDP is a cost-sharing grant offered to black-owned small enterprises to assist them to improve their competitiveness and sustainability in order to become part of the mainstream economy and to create employment.

Industrial Development Corporation

Gro-E Scheme

The IDC is investing R10-billion over the next five years through its Gro-E Scheme. Under the scheme we offer financial support to start-up businesses, including funding for buildings, equipment and working capital. We also fund companies wanting to expand. The proviso here is that they must show an ability to create jobs.



Khula Enterprise Finance

Khula Credit Indemnity Scheme

The Khula Credit Indemnity Scheme was established to give access to finance to people who wish to start or expand small to medium sized businesses but do not have sufficient collateral / security to support facilities provided by participating banks. The scheme covers facilities from R10 000 to R3 million.

Anglo-Khula Mining Fund

Anglo-Khula Mining Fund is a joint venture between Anglo American plc and Khula Enterprise Finance to provide financial assistance to junior mining projects. Anglo American and Khula identified a gap in the mining sector where junior mining projects could not access funding for pre-mining feasibility studies as well as the acquisition of mining licences.

Izibulo SME Fund

The Izibulo SME (majority-owned by South-Africans) Fund is a partnership between Khula and Metropolitan Life Limited and The Median Fund (Pty) Ltd. The fund provides early-stage funding to SMEs (improve access to finance), and provides SMEs with necessary infrastructural support and resources. The SME fund offers working capital, expansion capital, the purchase of capital assets, and refinancing of existing debt obligations. The fund aims to foster entrepreneurship for men and women in the SME sector, to reach out to SMEs in far-flung areas of South Africa.

Business incentives

South Africa & Southern Africa

Southern African Incentives

Africa Enterprise Challenge Fund

The Africa Enterprise Challenge Fund (AECF) is a US\$120m private sector fund, backed by some of the biggest names in development finance and hosted by the Alliance for a Green Revolution in Africa (AGRA). Its aim is to encourage private sector companies to compete for investment support for their new and innovative business ideas.

GEF Small Grants Programme

The Global Environment Facility's Small Grants Programme aims to deliver global environmental benefits in the GEF Focal Areas of biodiversity conservation, climate change mitigation, protection of international waters, prevention of land degradation (primarily desertification and deforestation), and elimination of persistent organic pollutants through community-based approaches.

The Adaptation Fund

The Adaptation Fund was established to finance concrete adaptation projects and programmes in developing countries that are parties to the Kyoto Protocol and are particularly vulnerable to the adverse effects of climate change.

Business Partners Limited

Business Partners Limited is a specialist risk finance company for formal small and medium enterprises (SMEs) in South Africa, and selected African countries (Kenya, Rwanda and Madagascar). The company actively supports entrepreneurial growth by providing financing, specialist sectoral knowledge and added-value services for viable small and medium businesses.



Industrial Development Corporation (SA)

Support programme for Industrial Innovation

Developing new technologies is an important way of strengthening South Africa's global competitiveness. The Support Programme for Industrial Innovation is designed to help this sector by providing financial assistance to projects that create innovative products and processes.

Transformation and Entrepreneurship Scheme

The Transformation and Entrepreneurship Scheme has been set up to finance marginalised groups in South Africa. The aim with this scheme is to stimulate and develop largely small and medium enterprises, and make the mainstream economy accessible to marginalised groups - women, people with disabilities.

Green Energy Efficiency Fund

The Green Energy Efficiency Fund supports the introduction of self-use renewable energy technologies and will ultimately continue contributing to global climate protection while supporting South Africa's economic development and growth.

Distressed Fund

The economic downturn of the last few years has put a lot of local businesses under severe financial strain. The IDC has set a R6-billion fund to assist companies negatively affected by the recession.

Risk Capital Facility Programme

The primary focus is to provide risk finance to companies owned by historically disadvantaged people. There are three channels through which funding is provided: a direct channel operating alongside the IDC's mainstream business; a niche fund channel, and a third party channel, where funds co-invest with other financial institutions.

Manufacturing Competitiveness Enhancement Programme (MCEP)

MCEP offers a new suite of incentives for existing manufacturers that is designed not only to promote competitiveness in the manufacturing arena, but to ensure job retention in this sector. Manufacturers who qualify for MCEP may apply to the IDC for a working capital facility of R50-million, over a term of up to four years, at 4% interest.

Movers & Shakers

They are visual artists gathering in a parking bay downtown Lusaka. Writers from all over Africa meeting at the 4th floor of the African market in Long Street, Cape Town. Organisers of fairs and festivals in Maputo, Windhoek or Johannesburg launching the latest in design, fashion or literature.

Bloggers, photographers, performers and journalists. They are movers and shakers all part of Africa's emerging *creative class*. As anywhere in the world they are often not the wealthiest in society, moneypwise. But look at their lust for entrepreneurship, sense of trade and their ability to create!

I have never seen richer people than the hundreds of creatives connected in the African network of ZAM. A critical mind and a desire to find audiences all over the world characterises this unique collaboration between people in (southern) Africa and Europe. A brand called ZAM, a centre of publications online and in print, events, matchmaking and debate, coordinated from Amsterdam.

They are no *fringe*. They entertain the new middle classes in Durban, Mbabane or Harare and they seduce fellow country men and women to come home and build Africa. They inspire expats who have landed in a new world often confusing and misunderstood.

ZAM is the courier of its African network by taking their works and ideas to the audiences they deserve. It's because of the quality of what they produce, it's no matter of aid or false sentiments. This is the philosophy and it has the support of well known Dutch creatives like Marlene Dumas, Adriaan van Dis, Anton Corbijn and Berend Strik. For quite some time it has benefited those who seek beauty, insight, ideas or the walls of a Board room uplifted with the works of contemporary artists. ZAM is your source of inspiration.

More information:

www.zammagazine.com

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Barloworld Logistics, Sandton

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Bols, Zoetermeer

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Burger Support, Lelystad

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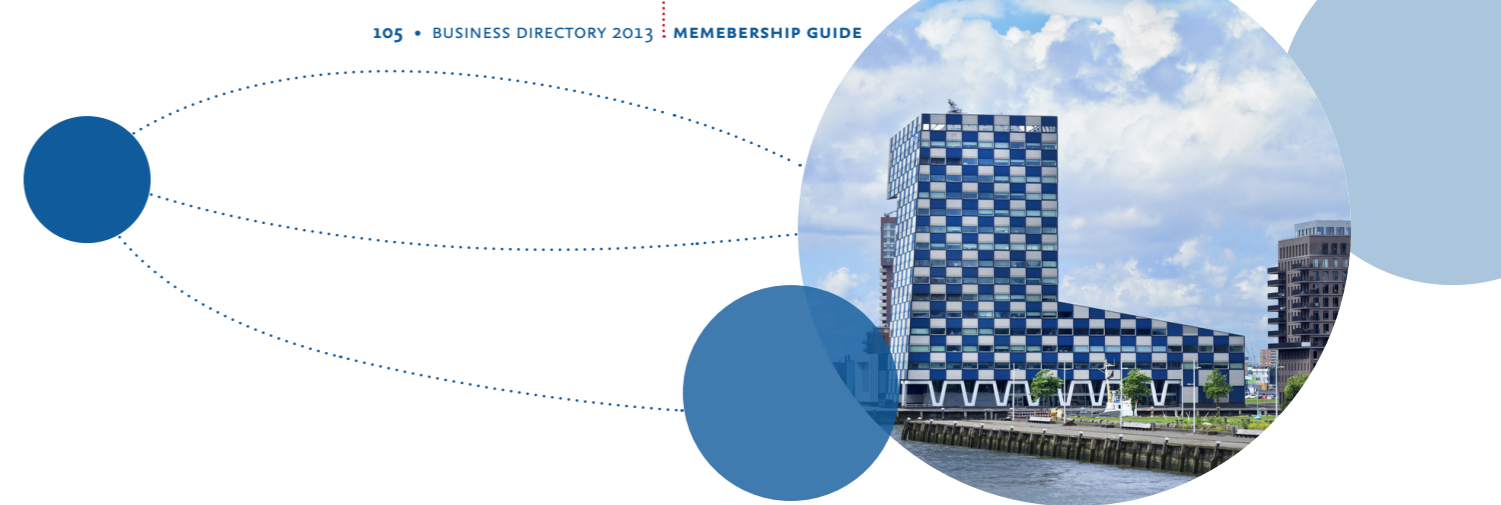
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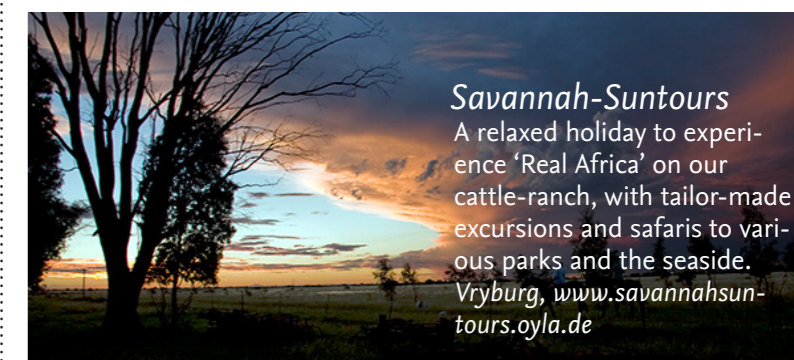


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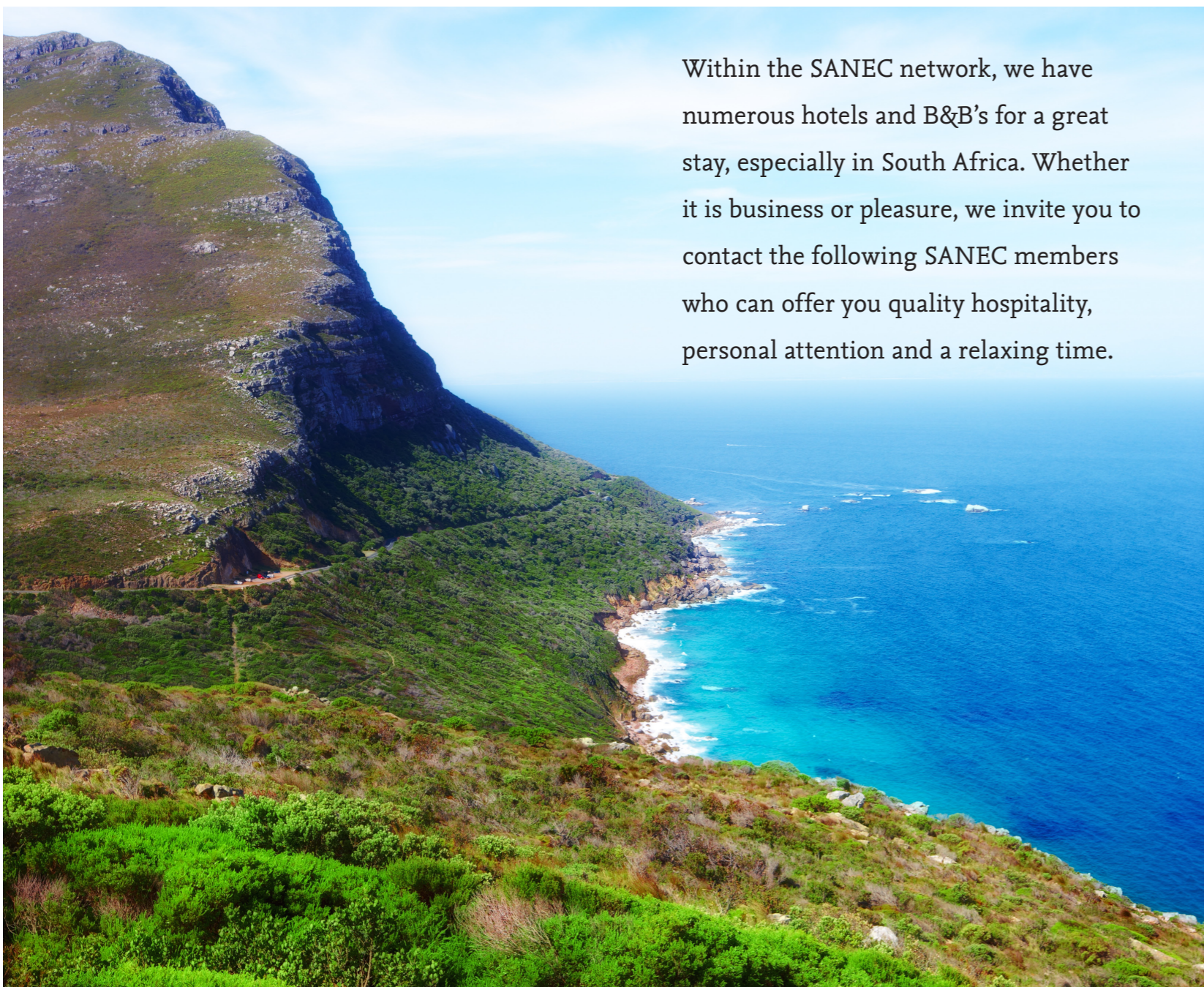
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Vopak Terminal Durban (Pty) Limited

105 Taiwan Road, Islandview

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Vopak Developments S.A. (Pty) Ltd

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Phone: 031-466 9233
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SADC Investment Business Promotion Agencies

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Swaziland Investment Promotion Authority
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Contact details

We kindly invite you to contact us for more information or assistance. In our three centrally located offices in The Hague, Johannesburg and Cape Town, we welcome you to drop in anytime to discuss your business needs with one of our experienced teams.

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