

2016 - 2017



Southern African - Netherlands Chamber of Commerce

# **BUSINESS DIRECTORY** **20<sup>th</sup> EDITION**

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**Explore - Connect - do Business**



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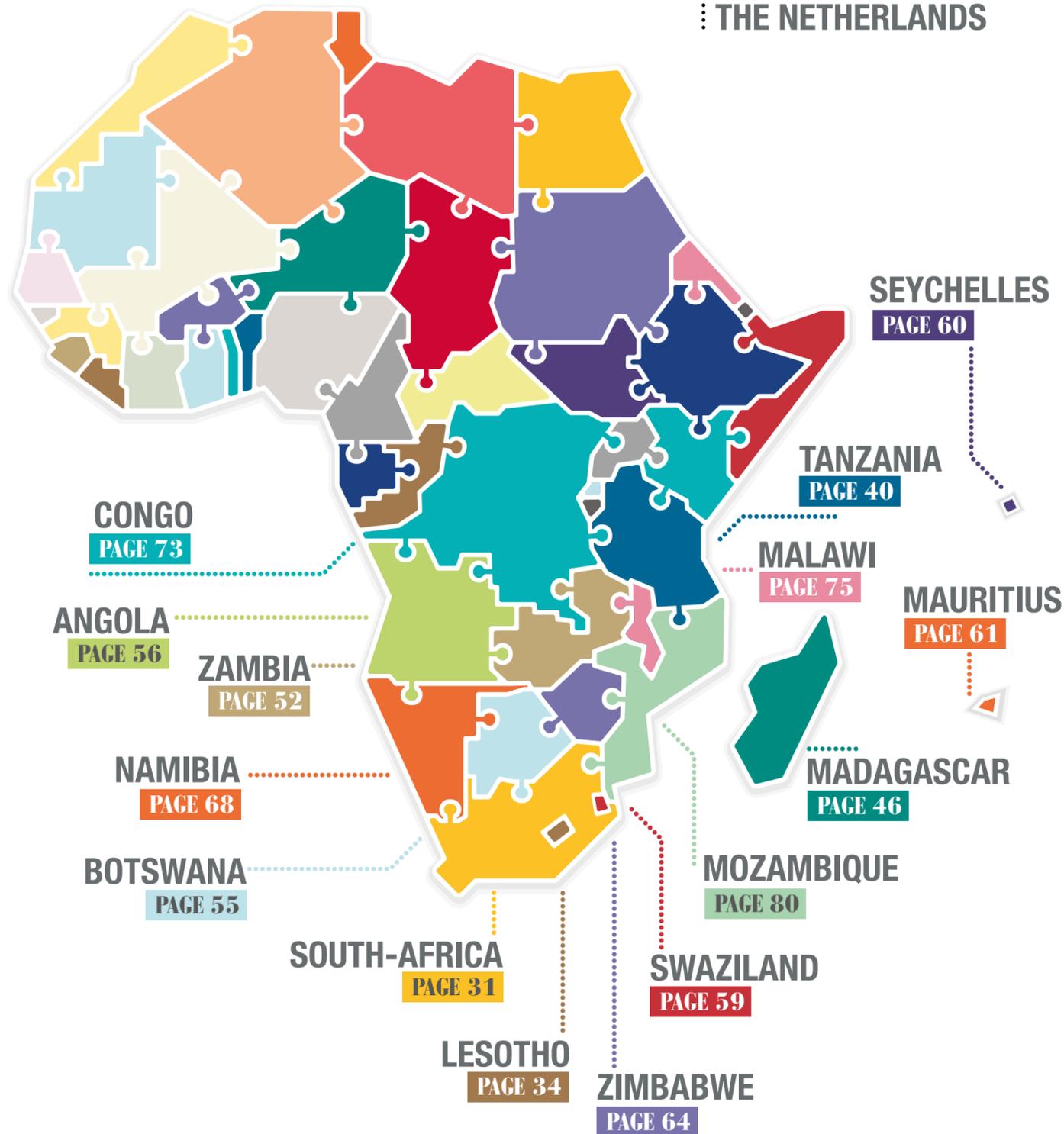


# COUNTRY INDEX



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**THE NETHERLANDS**



# SANEC FOREWORD

Congratulations on choosing South Africa as a business destination. South Africa is an exciting place to do business. Companies continuously grow their businesses and find new opportunities, regardless of the challenges that occur at times. We have more than 350 Dutch companies active in the country, all committed to the South African growth story. They are actively investing capital and creating as many as 100 000 jobs.

With a population of over 54 million people and a strong emerging middle class, South Africa offers interesting trade and investment prospects, especially in sectors in which the Netherlands has significant expertise. This includes sustainable agriculture, logistics, water management, renewable energy and healthcare. Through combined knowledge and experiences, South Africa and the Netherlands find innovative and sustainable solutions for local challenges. Jointly we #cocreateSA!

As the most sophisticated economy in Africa, South Africa is also an ideal starting point to explore opportunities on the continent, which is seen as one of the last growth frontiers.

The Embassy and the Consulate-General, together with SANEC are eager to assist your business ventures into South Africa. You are welcome to contact us for any additional information.



Kind regards

**H.E. Marisa Gerards**  
Dutch Ambassador to South Africa, Namibia, Botswana, Lesotho, Swaziland (Pretoria)

The Netherlands is one of very few countries in the European Union with which South Africa enjoys a trade surplus. This also highlights the importance of the Netherlands as a major gateway to the European Union with its highly sophisticated and organized logistics systems and networks. This is of particular importance for South Africa's exports of fresh fruits to the Netherlands/EU as the sector is a key contributor to exports as well as job creation.

As a follow up of the successful visit of Prime Minister Rutte last year, a trade seminar was held in June 2016 on Operation Phakisa highlighting opportunities in the Blue Ocean Economy. During the trade seminar an MOU was signed by the South African Municipality of Ekurhuleni and Breda University on training 20 South African students on infrastructure, transport and logistics (4 years).

The Ocean Economy programme under Operation Phakisa focuses on: Marine Transport and Manufacturing, Offshore Oil and Gas, Aquaculture, Marine Protection Services and Ocean Governance, Small Harbour Development and Coastal and Marine Tourism. The oceans have the potential to contribute up to R177 billion to the GDP and create just over a million jobs by 2033. In 2010 the oceans economy contributed approximately R54 billion to South Africa's GDP and accounted for approximately 316,000 jobs created.

South African students who participated in the CoCreateMyCity initiative organized by the Netherlands

Embassy in South Africa, visited the Netherlands in July. This was made possible by the sponsorship of the National Research Foundation. CoCreateMyCity is a project in which multidisciplinary groups of students from NL and SA, work together to produce tangible solutions for urban challenges.

In the Art and Creative sector, the South African Embassy hosted a successful Art Exhibition to showcase South African talent. A young South African artist, Mr. Mongezi Ncapayi showcased his art pieces during the exhibition. He received the Thami Mnyele Foundation Residency in Amsterdam for three months.

We ensure that the 20<sup>th</sup> Edition of the SANEC Business Directory will proof the strong collaboration, trade and cultural relations between the two countries. We look forward to further expanding the regional collocation where SANEC plays bridging role for social economic development.



Kind regards

**H.E. Vusi Bruce Koloane**  
South Africa Ambassador to the Netherlands (The Hague)

# 20<sup>TH</sup> EDITION OF THE



**MR. BONANG MOHALE**

Chair SANEC



It is with great pleasure and pride that we present the 20<sup>th</sup> edition of the SANEC Business Directory. A reason to celebrate! After the celebration of more than 20 years of democracy in South Africa, this is an opportune time to publish the 20<sup>th</sup> edition of the Business Directory. **This Business Directory highlights business cooperation between the Netherlands, South Africa and the 14 countries in the Southern African Development Community (SADC).** Successful business starts with exploration, followed by the establishment of connections with local businesses, opportunities, work forces, and culture which result in effective business activity. The theme for this edition is therefore 'Explore, Connect, and Do Business'.

After 20 years the Southern African region is booming and growing economically with the private sector functioning as the driving force. **The economic relationship with the Southern African region is a strong one, encompassing politics, business, culture and social.** Over the last few years the region has been visited by Dutch Ministers (Minister of Foreign Trade and Minister of Agriculture) accompanied by large business delegations. In 2015, the Prime Minister of the Netherlands Premier Rutte visited South Africa and was joined by the Minister of Agriculture, Mr Martijn van Dam along with over 70 Dutch companies looking to explore, connect and do business in South(ern) Africa. **This was the largest Trade Mission to sub Saharan Africa in Dutch history.** The four sectors that were represented in this mission were Agri-Food & Horticulture, Water, Transport & Logistics, and Life Science & Health. The Economic Mission was hosted by the innovative concept House of the Future in Johannesburg and the Garden of the Future in Cape Town. These commendable efforts towards business corporation and development were initiated by the Netherlands Embassy in Pretoria and the Consulate General in Cape Town, who are unified and strategic partners of SANEC, as well as the South African Embassy in The Hague. **Overall, the trade mission was a huge success which resulted in the Dutch business delegation exploring new business opportunities in South Africa and beyond, which will ultimately stand to benefit all the countries involved from the SADC region.**

The global economy faced undeniable economic challenges in 2015. Similarly, to many of our member companies in every sector, SANEC has had to adjust to the implications of the global economy on businesses. **Presently, companies are gradually recovering from the economic crisis and are able to find new relationships and business opportunities. Africa is a continent that is still growing; in population and economically.** For many Dutch companies South Africa remains a major gateway to the rest of Africa. Included in this Business Directory is a piece about Peter Niekus from Rabobank, and the bank's experiences and opinions about operating a business in Africa, and the Southern African region in particular. There is also a piece about what Annelies van der Vorm, private investor, has to say about being the new chair of Kinderfonds Mamas, and her stunning eco lodge in North Mozambique.

# SANEC BUSINESS DIRECTORY

This edition of the SANEC Business Directory will **include a flashback section, which will commemorate and look back on more than 20 years of SANEC and its previous Business Directories.** Insight is given on how business was conducted back in the 90's. This includes an insightful interview with Maurice Staal, the first General Manager of SANEC in 1992. He recalls the moment when the then crown prince, Willem Alexander was key note speaker at the SANEC launch Gala in Sandton (Johannesburg).

**It is vital that the private sectors in both Southern Africa and the Netherlands can play a crucial role in driving economic growth in both regions.** It is also important that this takes place in a sustainable manner. With this in mind, there is more information regarding developments in innovation happening across Africa included in the Business Directory. Southern Africa possesses great potential in terms of sustainable development and innovation. Given the available arable land in Southern Africa, sectors such as agro-food or the smart industry through innovations, particularly in light and wind farming stand to create a better future. **The world is on the brink of a new era, of developments in every sector, and this applies to both the Netherlands and Southern Africa.**

The Netherlands, South Africa and the rest of the Southern African countries can still benefit from sharing and transfer of knowledge. This can be achieved through both Dutch and Southern African businesses taking a lead in exploring the available opportunities. This makes our future at SANEC a very exciting one, as our job is to assist and connect companies on both sides of the globe. **SANEC still play a major part in developing relationships between companies and is always at the forefront of giving you the opportunity to explore, connect and do business.**

We at SANEC have worked with devotion to create this 20<sup>th</sup> edition with all our advertisers, in a new economic world. Consequently, we hope that this Business Directory proves informative and beneficial to the readers at large. A list of all SANEC member companies is included at the back of the Business Directory.

The in depth articles, the facts and figures about the countries, the testimonials and lots more to read in this milestone 20<sup>th</sup> edition will make it a pleasure to browse through. **Make the information yours and benefit from experiences of our member companies. This could be you next year!**

Kind regards

Chairmen of the Southern African Netherlands Chamber of Commerce & Industry

**Mr. Bonang Mohale**  
Chair SANEC in South Africa

**Mr. Frans Engering**  
Chair SANEC in the Netherlands



**MR. FRANS ENGERING**

Chair SANEC



**'EXPLORE,  
CONNECT,  
AND DO  
BUSINESS'**



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Mixo Mayimele



Mark Agterdenbosch



## FOUNDERS 1992-1995

- ABEMIJ HOLDING
- ABN AMRO
- AKZO NOBEL
- BA/COMAIR BANK
- BOLS INTERNATIONAL
- BP NEDERLAND
- CHARGOLD
- DELOITTE
- DURA INTERNATIONAL
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- ING GROEP
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- KLM ROYAL DUTCH AIRLINES
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- ROYAL DUTCH SHELL
- ROYAL PHILIPS ELECTRONICS
- RUSSELL ADVOCATEN
- SOUTH AFRICAN AIRWAYS
- ZASM
- STORK
- UNILVER
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- MR. H. ROSKAM
- MR. W. RUSSELL
- MR. J.J. VAN STEENBERGEN †
- MR. C. VAN VEEN †

# SANEC PROFILE

Partner in expanding and sustaining your business South Africa & the Netherlands and Southern African & BeNeLux



SANEC assists your business expansion and ventures between the Netherlands, Benelux, South Africa and Southern Africa (SADC). SANEC is the key facilitator when it comes to a wide range of professional services that enables members and partners to successfully import, export, and invest. With offices in The Hague, Johannesburg and Cape Town, SANEC assists their 450 members with a wide range of benefits that will help start your new or accelerate your current business on an international level and locally successful business ventures to be to assist companies, entrepreneurs, ngo's, local and national Government and knowledge institutions.

Joining SANEC will give you access to expertise, knowledge, (potential) new trustable business partners, business opportunities, product/service promotion, life style & travel service and a wide range of tailor made business support services. We keep your business connected to new opportunities and with specific knowledge and expertise.

## IN 2017: 25 YEARS OF BUSINESS EXPERIENCE & LARGE TRACK RECORD.

As a private, non-profit, member-based organisation, SANEC has been facilitating imports, exports, foreign direct investment, business tourism and public-private partnerships between the two regions (Benelux-southern Africa) to the benefit of our members and thus contributing to (local) economic development. Our activities are taking place in close partnerships with the 7 local Dutch Embassies, Consul Generals in countries of Southern Africa and the 15 Southern African Embassies in the Hague and Brussels, as well as with government institutions, local Chambers and Export Councils in both regions.

## SANEC SERVICES

We offer additional business development services for members and other non-member clients. *These include:*

### MARKET ENTRY

There are a variety of ways in which a company can enter the Dutch, European and/or South(ern) African market. There is no one-size fits-all market entry strategy for these markets. Whether you already have identified your market entry strategy or it is still a

blank page. *SANEC is able to provide you with important answers, advice and assistance. SANEC finds that the best chances of success are achieved by understanding your business and markets.* The SANEC team assists and provides you with the relevant information. To assist you with a smooth

and successful market entry, SANEC offers the following services.

- Quick-scan
- Market Research
- Matchmaking (tailor made approach in finding a trustable business partner)
- Advice on markets and sector/market approach
- Trade Missions
- Export Desk

### BUSINESS SUPPORT

The SANEC Business Support service is aimed at supporting you and accelerate your business. We have partnerships with experts in several business areas which will contribute to successfully local operations.

- Immigration (visa) Desk
- Project Finance Desk
- BBBEE Desk
- Sustainability Desk
- Starting up your branch company locally Desk
- Recruitment Desk
- Tax, Legal, Finance, BPO

### MARKETING AND SALES SUPPORT SOLUTIONS

*Increase your footprint in Southern Africa with less resources.* Marketing support; SANEC is able to communicate your relevant press releases, promotion of your products, services, organizations or special business deals within the SANEC Business Community. SANEC is your ideal partner for temporary International Business Development & Project Management needs between the Netherlands / Brussels / South Africa the 14 countries in the SADC region.

### NETWORKING & CORPORATE FUNCTIONS

*Throughout the year, SANEC provides members with ample opportunity to*

*meet and network, exchange ideas and learn about new experiences and business concepts.* Through the networking opportunities that SANEC offer, like-minded members and associates are being introduced to each other and mutually beneficial business relationships can be developed and strengthened. Informative seminars and workshops give members the opportunity to learn more about many relevant topics.

- Seminars & Workshops
- Investment Forums
- Members in Business Networking
- Business Lunches & Dinner
- Knowledge Round Tables
- Annual SADC Ambassadors lunch
- Wine Tastings & Golf Business Networking

### TRADE & INVESTMENT PROMOTION

*To increase trade and investment, SANEC assists companies to navigate the Dutch and SADC markets.* SANEC provides information on how to tailor the activities to the specific market with respect to the dynamics of the sector targeted. SANEC stands ready to promote your business, region or product in a foreign country and guide on how to find future clients or investors? Representing companies or local regions (cities, municipalities) for business development or attracting investments. Project Initiation & Project Development is the core of this service.

### PROGRAMME CLUSTER MANAGEMENT

The whole is greater than the sum of its parts. This is SANEC's reason to bundle strengths in certain sectors to enable its network to increase the likeliness of success. Based on valuable information from the SANEC network with regards to

challenges and opportunities in certain sectors, SANEC developed several sector clusters over the past years. The aim is to position a group of companies and/or organisations in a way that these companies and/or organisations have a bigger chance in obtaining projects. Therefore they are better positioned to deliver the added value they are supposed to deliver. This approach involves executing market research, public-private lobbying and partnerships, liaising possible (international) project partners and coordinating the working relationship in this sector.

- Port Development & Transport Corridors (Port & Corridor)
- Airports Development Initiative Southern Africa (ADISA)
- Netherlands Agro Food & Technology Center Southern Africa (NAFTC)
- Manufacturing Acceleration Programme (MAP)
- Dutch Africa Renewable Energy (DARE)
- Rural Innovation Network (NIT)



**SANEC**  
“EMPOWERING PARTNERSHIPS”



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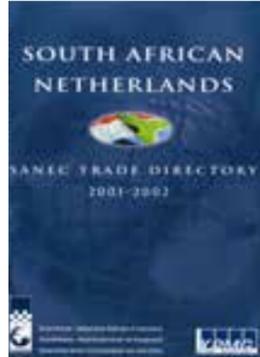
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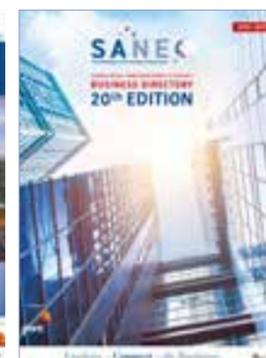
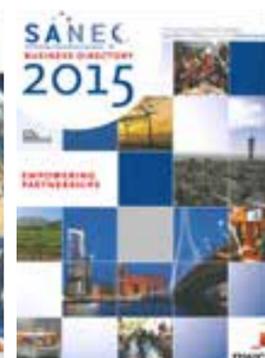
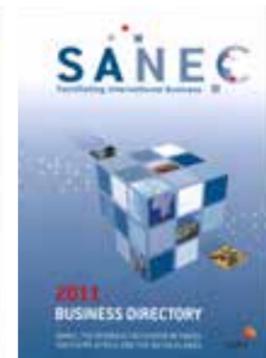
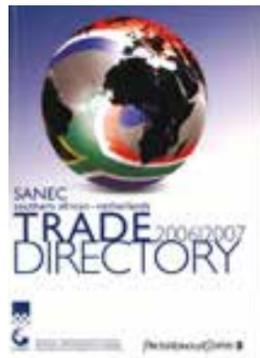
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2006 - 2016

# TWENTY YEARS SANEC TRADE DIRECTORY



# TESTIMONIALS

*“Through the SANEC network, I found business partners who want to help me with enlightening Africa with solar light and who shares my mission.”*

QUOTE ANNET VAN EGMOND, *new solar lighting concepts for Africa, [www.annetvanegmond.com](http://www.annetvanegmond.com)*

## SUCCESSFUL BUSINESS PARTNERS

*“By becoming a SANEC member through our educational dealings with South Africa, NHTV has since been connected to many more countries that take an active interest in Logistics, Transport/Mobility, Urban Planning/Design, Tourism/Leisure, Hotel/Facility and the Gaming industry. A win-win opportunity for all involved as knowledge is our business!”*

ELSKE VAN DER WAL, *International Business Developer*

*“In support of SANEC activities we have supplied information on the Southern African countries concerning a variety of regulations, standards and compliance matters. We strive to continue in our role as SANEC knowledge partner.”*

EDDY POSTMA, *Governments and Institutions Manager Strategic Accounts*

**"PwC has collaborated with SANEC as from its start. We have always been a big supporter of the promotion of business between South Africa and the Netherlands and have fulfilled positions in the executive committee for many years to show our commitment. We look back to many succesful events that we organised in co-operation with SANEC as well as to the trade missions that were attended by us and facilitated by SANEC. If you ask us for one event in the twenty years that the trade directory is published that is worth mentioning, we choose the world cup mission to South Africa in November 2008. This was SANEC's own mission that brought us a substantial widening of our network, but above all a lot of fun."**

ALBERT ELZINGA, *PwC | Senior Director - South Africa desk*

# A WIN-WIN OPPORTUNITY

# HIGHLIGHTS EVENTS 2015-2016 IN NETHERLANDS / BRUSSELS



SA NEC Operation Phakisa seminar



SA NEC Roundtable Walvis Baai Corridor



SA NEC Roundtable Eastern Cape



SA NEC - Incoming DRC Agro Mission

**6 June 2016**  
**OPERATION PHAKISA**  
**@ STC-GROUP HOLDING B.V.,**  
**ROTTERDAM**  
Operation Phakisa Seminar organized by SANEC under our Port & Corridor Cluster Programme in partnership with the south African Embassy in the Netherlands concerning the importance of foreign Dutch companies to partner up with local South African firms to be able to play a role in Operation Phakisa. Furthermore, an important and progressive Memorandum of Agreement was signed on the day between the Ekurhuleni Metropolitan Municipality and Breda University of Applied Science (NHTVH).

**20 May 2016**  
**SADC AMBASSADORS**  
**LUNCHEON**  
Our keynote speaker for this year, was the Chair of SADC Ambassadors and an Ambassador himself, H.E. Mr Samuel Outlule, who elaborated on the need for human capital development, localized partnerships and renewable energy & energy efficiency within Southern Africa, under the theme of the day, "The Importance of Knowledge Exchange and Capacity Building".

**11 May 2016**  
**KNOWLEDGE TOUR**  
**@ PWC, ROTTERDAM**  
The Theme of the event was, "Dealing with International Tax laws, regulations and policies when doing business in Southern Africa,"

**16 February 2016**  
**SA NEC AND NAG**  
**ROUNDTABLE AIRPORT**  
**DEVELOPMENT INITIATIVE**  
**SOUTHERN AFRICA**  
SA NEC & NAG (Netherlands Aerospace Group) organized a Roundtable on the Airport Development Initiative Southern Africa to discuss business opportunities in the aviation and airport sector.

**26 January 2016**  
**SA NEC AND NABC NEW YEAR'S**  
**RECEPTION, AMSTERDAM**  
A special occasion which was to host and celebrate the 2016 New Year's Reception, with members from SANEC and NABC, invited to an afternoon of drinks, festivities and brief networking at Heineken Experience in Amsterdam.

**9 December 2015**  
**SA NEC'S END OF YEAR**  
**WINE TASTING, SOEST**  
A wonderful evening where members could taste South African wine from Cape Dutch, het Wijnhuis Culinair, Aaldering Vineyards & Wines, Grande Provence and Wines of South Africa and made new connections.



SA NEC Business Reception (Queen mother Royal Bafokeng)



SA NEC Annual SADC Ambassadors lunch

**23 November 2015**  
**AGRI & FOOD MISSION FROM**  
**THE DEMOCRATIC REPUBLIC OF**  
**CONGO TO THE NETHERLANDS,**  
**THE HAGUE**  
The Agro-food sector Delegation had the opportunity to formalize partnerships, establish new contacts and to create sustainable investment opportunities.

**17 November 2015**  
**ECONOMIC MISSION TO**  
**SOUTH AFRICA HEADED BY**  
**PRIME MINISTER RUTTE,**  
**JOHANNESBURG AND CAPE**  
**TOWN, SOUTH AFRICA**  
The trip focused on a range of sectors including transport and logistics, water, agrifood, healthcare and energy – areas in which Dutch companies see opportunity in South Africa. SANEC hosted co-developing programmes for the Agro-Food and Transport & Logistics sector at House of the Future.

**6 October 2015**  
**WALVIS BAY CORRIDOR GROUP,**  
**THE HAGUE**  
Walvis Bay Corridor Group indicated several business opportunities in Namibian ports and corridors for Dutch businesses.

**30 September 2015**  
**NETHERLANDS-AFRICA**  
**BUSINESS MEET AMSTELVEEN**  
The theme of the event was for entrepreneurs and for business organizations to assimilate and master the manner through which

other successful Dutch organization have " Sustained their growth in Africa" and how they have optimized their supply chain within countries that they operate in the continent.

**17 September 2015**  
**SEMINAR AGRIBUSINESS**  
**OPPORTUNITIES IN ZIMBABWE,**  
**LEIDSCHENDAM**  
SA NEC and NABC assigned by the Embassy of the Royal Kingdom of the Netherlands and RVO, organized a seminar on agribusiness opportunities in Zimbabwe. Several entrepreneurs, organizations and institutions visited the seminar in Hotel Mercure Leidschendam to connect, exchange interests, and network.

**14 July 2015**  
**SA NEC EASTERN CAPE**  
**PROVINCE ROUNDTABLE,**  
**THE HAGUE**  
His Excellency Ambassador Mr. Vusi Bruce Koloane and the Honorable MEC Mr. Sakhumzi Somyo, both gave valuable insight into the opportunities that lie within the Eastern Cape Province for Dutch Businesses to venture into.

**15 June 2015**  
**BUSINESS NETWORKING**  
**RECEPTION WITH A SOUTH**  
**AFRICAN TWIST, THE HAGUE**  
The South African twist was provided by a wonderful performance from Her Majesty, The Queen Mother Semane Molotlegi of the Royal Bafokeng Nation together with a children's choir. The reception offered the

guests both networking and business opportunities.

**22 April 2015**  
**SA NEC SADC AMBASSADORS**  
**LUNCHEON 2015, WASSENAAR**  
SA NECs 6th Annual SADC Ambassadors Luncheon took place in Kasteel de Wittenburg in Wassenaar. Members and candidate members had the perfect opportunity to network and connect with new SA NEC contacts and discuss refreshing topics and business opportunities. SA NEC was pleased to welcome 13 of the 15 SADC Ambassadors and economic attachés.

**9 April 2015**  
**2<sup>ND</sup> SA NEC KNOWLEDGE TOUR**  
**2015: "HOW TO TAKE CARE**  
**OF YOUR STAFF PLACED IN**  
**SOUTHERN AFRICA", THE HAGUE**  
SA NEC organized an interesting afternoon about secondment of staff in Southern Africa together with AWWN, WerkinAfrika, IBN Business & Immigration Solutions and Vopak at the Malietoren in The Hague.

**26 March 2015**  
**BUSINESS DIRECTORY LAUNCH**  
**2015, ZAANDAM**  
SA NEC Business Directory 2015 was launched in the Netherlands at the Zaantheater in Zaandam, followed by the South African Road Trip show. SA NEC provided both culture and business a platform and in doing so intertwined them successfully.

# HIGHLIGHTS EVENTS 2015-2016 IN SOUTH AFRICA



11 March 2016 - Immigration Seminar



1 September 2015 - SANEC SADC-EU



17 November 2015: Prime minister Rutte

**08 June 2016**

**HOLLAND TRADE RECEPTION**

SANEC and the Dutch Embassy hosted a networking trade reception at the ambassador's residence. Over 200 guests, including SANEC members and associates, were welcomed by the Dutch Ambassador and the SANEC Chairman to an evening of networking. The theme was about a golden triangle where business, education and government collaborate.

**7 April 2016**

**SANEC MATCHMAKING AND NETWORKING RECEPTION @ RMB, CAPE TOWN, SOUTH AFRICA**

SANEC, fCN and RMB FNB joined forces to organize a successful SANEC matchmaking and networking event, in honour of the Dutch CEO delegation from the founders of the Carbon Network Trade Mission in South Africa.

**11 March 2016**

**EXPLORING SOUTHERN AFRICA'S IMMIGRATION LANDSCAPE (IBN)**

IBN Business & Immigration Solutions held a seminar zooming in on immigration legislations of Namibia, Zambia and Mozambique in comparison to those of the South African system. SANEC was a proud partner of the event as the topic is important to its members.

**31 May 2016**

**SANEC GOLF DAY**

SANEC together with Shell and the Royal HaskoningDHV hosted the SANEC Golf Day 2016 at the Royal Johannesburg & Kensington Golf Club. Guests enjoyed networking opportunities throughout the day and enthusiastic golfers enjoyed a round of golf on the beautiful golf course, followed by a networking cocktail.

**18 May 2016**

**B-BBEE SEMINAR: FRAMEWORK FOR IMPLEMENTATION ONE YEAR ON**

SANEC was delighted to host the last session in Durban and it sure was a successful event as the seminar generated more awareness based on qualifying small enterprise and generic score cards since this was the final leg of the series on B-BBEE.

**26 April 2016**

**B-BBEE SEMINAR: FRAMEWORK FOR IMPLEMENTATION ONE YEAR ON**

The session was very interactive with the participating members asking questions pertaining to qualifying small enterprise (QSE), generic school cards, employee share schemes and the shortage of skilled labour.



26 April 2016: B-BBEE Seminar



8 June 2016 - Holland Trade Reception, Dutch Embassy residency, Pretoria

**3 March 2016**

**THE SOUTHERN AFRICAN NETHERLANDS CHAMBER OF COMMERCE**

The event highlighted the benefits of a co-production film treaty which was signed by the Netherlands and South Africa in December 2015 in the Netherlands.

**17 November 2015 ECONOMIC MISSION TO SOUTH AFRICA HEADED BY PRIME MINISTER RUTTE**

The mission focused on a range of sectors including transport and logistics, water, agri-food, healthcare and energy – areas in which Dutch companies see opportunity in South Africa. SANEC hosted co-developing programmes for the Agro-Food and Transport & Logistics sector at House of the Future.

**8 October 2015**

**SEMINAR AGRIBUSINESS OPPORTUNITIES IN ZIMBABWE 2 CAPE TOWN**

SANEC and NABC hosted a seminar on agribusiness opportunities in Zimbabwe. Several entrepreneurs, organisations and institutions visited

the seminar at the WESGRO offices in Cape Town, South Africa, to connect, exchange interests, and network.

**1 September 2015**

**SANEC SADC-EU AMBASSADORS LUNCHEON**

SANEC held its second annual SADC-EU Ambassadors Luncheon at The Blades Hotel in Pretoria. The event included a business-ambassadors matchmaking session and seminar.

**26 June 2015**

**BREAKFAST SESSION ON THE 'FRAMEWORK FOR IMPLEMENTATION ON THE REVISED B-BBEE CODES OF GOOD PRACTICE', SANDTON**

The first B-BBEE Seminar on B-BBEE Implementation for the maximization of company resources was held.

**19 May 2015**

**CAPE TOWN NETWORKING COCKTAIL FUNCTION, CAPE TOWN**

SANEC organised a business networking function, hosted by

Webber Wentzel in Cape Town. A number of members and stakeholders attended and both expressed their intentions to continue and further improve the fruitful existing business relations.

**11 May 2015**

**SANEC BUSINESS DIRECTORY LAUNCH, JOHANNESBURG**

SANEC hosted its 19<sup>th</sup> edition of the Business Directory in Johannesburg on the 11<sup>th</sup> of May 2015. A special thank you goes out to our host, Nedbank, for welcoming us into their offices and celebrating this milestone.

**15 April 2015**

**SANEC LAUNCHES B-BBEE DESK: YOUR ONE-STOP-SHOP, PRETORIA**

SANEC announced the launch of the SANEC Broad-Based Black Economic Empowerment (B-BBEE) Desk. The B-BBEE Desk is set-up by SANEC and supported by the Netherlands Embassy in Pretoria to service local and international companies on B-BBEE services.

# A GRAND DAME IN BUSINESS ANNELIES VAN DER VORM

**CV**  
ANNELIES  
VAN DER VORM

It has been a great pleasure interviewing an exceptional woman with a tremendous heart for business in Southern Africa. An entrepreneur pur sang who truly believes in investing in charities in our region. Annelies is as charming and enchanting as her distinctive Dutch appearance and her unlimited devotion to the Southern African region is unwavering.

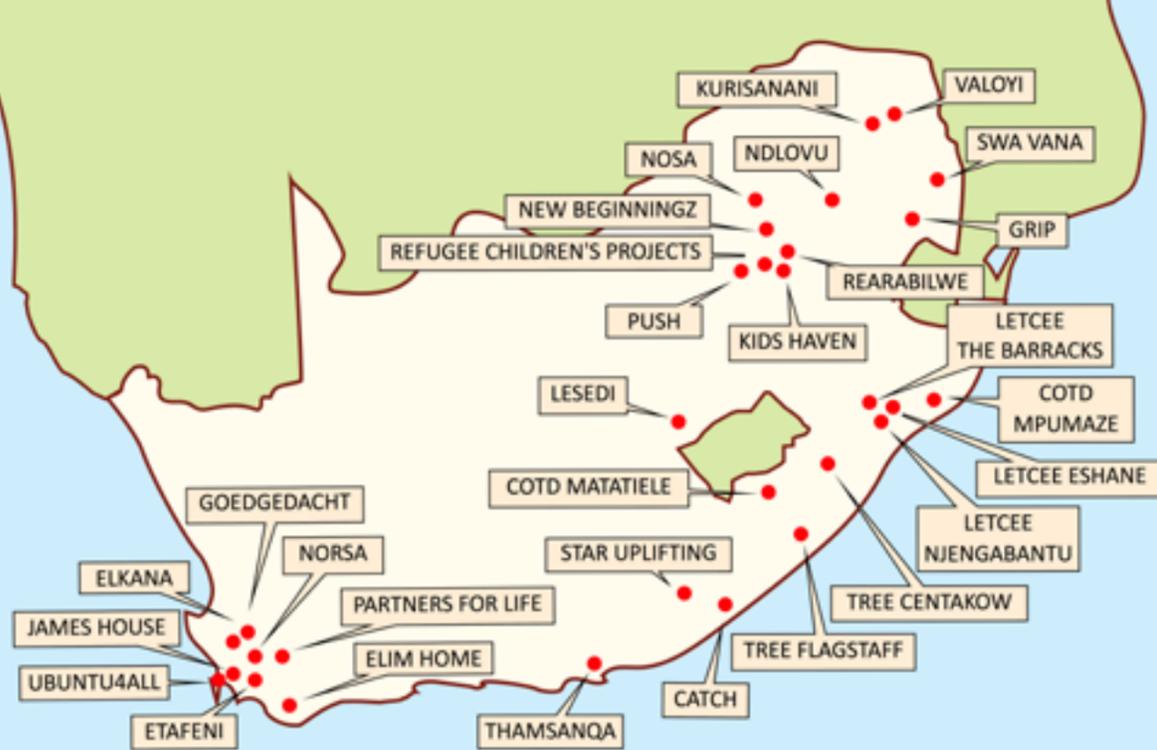
#### **WHO IS ANNELIES VAN DER VORM?**

Annelies van der Vorm was born in 1957 in a small village close to Rotterdam. Part of the third generation of the founding family of well-known construction company, established by her grandfather. She studied at the Hotel Management School in Maastricht, was one of the very first women to graduate and is a loving mother of six children.

#### **WHERE DOES YOUR LOVE FOR AND CLOSE INVOLVEMENT WITH SOUTHERN AFRICA AND ITS PEOPLE STEMS FROM?**

It was actually an incredible adventure when we started building the lodge in Mozambique. I had already been involved in the hospitality business before this idea came to life. Over time, my career and the several corporate management positions I've held made me question: 'Is this how I want to live the rest of my life, the way I want to invest my time and effort and how could I actually make this world a better place, in any way?'

In 2005 I came across a group of inspiring entrepreneurs who were all involved and interested in sustainable businesses. Paul Baan was the one to unite this amazing group of likeminded people and we called our collective Nijenroad.



## THE GROWING MOVEMENT OF MAMAS ALL ACROSS SOUTH AFRICA

### CHILDREN'S FUND MAMAS IN SHORT

MAMAS supports local South African women that provide daily care to the most vulnerable children and their communities. Today more than 30.000 children receive nutrition, education, medical care, social support, sports and skills development on a daily basis. These MAMAS give hope to those millions of children that will not make it without their assistance. See also [www.childrensfundmamas.com](http://www.childrensfundmamas.com) (or [www.kinderfondsmamas.nl](http://www.kinderfondsmamas.nl)). The Fund also develops concepts for funding, such as their CSI Initiative.

### MAMAS: YOUR PARTNER IN CSI / BEE

For companies there is a lot to gain from an effective Corporate Social Responsibility policy. But where to begin? MAMAS helps to make CSI easier and work for companies at no cost.

### A UNIQUE, NEW SERVICE FOR SOUTH AFRICA THAT UNBURDENS YOU AND PROVIDES:

- Over 400 high quality, pre-selected CSI-opportunities to choose from. All managed by reputable compliant NGOs with proven track records;
- Reduction of your administrative burden associated with CSI;
- Regular monitoring, field visits, assessment and reporting. See also [www.mamasalliance.com](http://www.mamasalliance.com) It formed an extremely inspiring environment for me to thrive in. Together with people like Ruud Koornstra (who still writes a column for The Telegraaf – a Dutch national newspaper) we discussed worldly politics, business and addressed our networks to amplify the magnitude of our actions.



Nuarro Lodge Mozambique ([www.nuarro.com](http://www.nuarro.com))

Those were also the days I acquired the Badhotel Bruin at Vlieland, an old grand hotel on one of the Northern Islands in the Netherlands and got involved in the business and concept development of the ecological supermarket chain Marqt. That was back in 2007 and since then, I've always tried to combine idealism with realism when investing in business projects.

The Nijenroad does no longer exist but sustainable business has been on our agendas ever since and we still get to see each other from time to time. My involvement in this African adventure has also been the direct result of my versatile network.

### HOW DID THE MOZAMBIQUE PROJECT COME ABOUT?

It was in that same period that I met a friend of a friend who had started the building of an Eco lodge in Mozambique. They were in need of new investors and inquired whether I might be interested in investing in Mozambique. I have to be honest, I was quite hesitant at first but we initiated a meeting in the Netherlands and that's when I felt a heartfelt connection with Trienke Lodewijk – one of the initiators of this Mozambican dream.

### WHAT CAN YOU TELL US ABOUT THIS NUARRO LODGE?

It is located in the North of Mozambique, in a very remote area of Nanatha and you will find the lodge on the tip of Memba Bay. My vision for an investment in an area like this is based on the idea of giving back to local community. The lodge has completely been build with local materials such as stones and wood and more importantly; it has entirely been created with the help of the local community. In this way, we have invested in that same local community in order to empower them.

We have a memorandum of understanding with the community which is quite unique in Mozambique. The area is a paradise for divers and we've prevented the Bay from being robbed of its ecosystem, from the fish to the coral and everything in between. The area was a remote area when we started this project and there were no amenities at all. By investing in and installing solar panels, we've provided the area with electricity.

Through the Anan Clinica foundation ([ananclinica.com](http://ananclinica.com)) and help of Dutch university interns we've built a school and developed local healthcare for the community. We always welcome talented students to provide us with their specific knowledge and time and are glad to offer them an inspiring environment to develop themselves and apply that knowledge while working on their thesis under our roof.

### DO YOU HAVE SOME CRUCIAL ADVICE FOR OUR READERS?

If I look back on it now and could give some advice to business who would like to enter the field of sustainable entrepreneurship, I can only emphasize the importance of maintaining a good relationship with the government(s) and foremost involving the local community. Also, always invest in proper juridical advice in order to adequately manage the legal aspects of business.

### WHAT DID SANEC DO FOR YOU?

SANEC has been a great help by putting me in touch with all sorts of inspiring people. I attend their networking events whenever I have the chance and it's a great starting point for companies to kick start their initiatives and to get to know the right people that fit their businesses or a specific phase of their business cycle.

On the first of January Annelies van der Vorm was appointed as the new Chairperson of Children's Fund MAMAS; a Dutch NGO supporting 30 leading NGOs all across South Africa. She took over from Bas Kardol, the founding and honorary chairman of SANEC.



Located on the shores of the warm and azure Indian Ocean in northern Mozambique, lies the remotely, but specifically chosen Nuarro Lodge. With direct access to the sea, the proximity of the continental shelf and pristine reefs, Nuarro is the perfect diving destination in Mozambique.

[www.nuarro.com](http://www.nuarro.com) | [trienke@nuarro.com](mailto:trienke@nuarro.com)



Free nitrox course (not included dives) with a 10 dive package!



OR



Free night dive for a pack of 4 dives!



**WHO WE ARE**

WE ARE YOUR PARTNER TO HELP YOU TURN YOUR SUSTAINABILITY CHALLENGES INTO OPPORTUNITIES! ALMOST 10 YEARS OF HANDS-ON, GLOBAL EXPERIENCE IN THE AGRICULTURE AND FOOD SECTOR HELPED US TO DEVELOP A PRAGMATIC AND GOAL-ORIENTED APPROACH. WE WOULD LIKE TO SUPPORT YOU IN MAKING YOUR BUSINESS FIT FOR A SUSTAINABLE FUTURE.

**COMPOST & SOIL FERTILITY SERVICES**

Soil fertility is the key for agricultural productivity. We help you develop and implement practical ways of utilizing your crop residues/biomass/manure to increase and maintain long-term soil fertility.

**CLIMATE CHANGE SERVICES**

Certain agricultural practices contribute significantly to climate change while at the same time being extremely vulnerable to its impacts. Our services help you reduce your impact and increase your resilience to a changing climate. Where possible, we can also help you to generate carbon credits from agriculture.

**SUSTAINABILITY ASSESSMENTS**

For us, the definition of 'Sustainability' is the ability to sustain your business. We believe that assessing, improving and communicating your sustainability performance is an essential management tool, which helps your business thrive.

Our unique Sustainability Flower assessment framework allows you to identify sustainability challenges and opportunities on a holistic level, which goes much deeper than comparable approaches.

**SUSTAINABILITY STRATEGY**

Following the road towards 'Sustainable Development' is an ongoing learning and improvement journey. Finding the unique approach that sets your organisation on the best possible path is essential. This often requires considerable amounts of time and resources. Our experienced staff help you cut through the complexities and find your own authentic strategy efficiently.



**Check out**  
[www.soilandmore.com](http://www.soilandmore.com)  
**or mail**  
[info@soilandmore.com](mailto:info@soilandmore.com)

# NO DIVIDEND WITHHOLDING TAX BETWEEN THE NETHERLANDS AND SOUTH AFRICA



Taxes have proven to be a very important cost for companies all over the world. The companies that are members of SANEC are no exception to this. However, sometimes, for a limited period of time, the tax obligations seem to be less than you would think at first glance.

At least in the view of dedicated advisors with a special focus on South Africa. This article is all about the withholding tax on dividends in the tax treaty between the Netherlands and South Africa. In a recent decision of the court of Zeeland-West Brabant this court has followed the views of PwC that under the current circumstances the Netherlands has no right to levy tax on dividend distributions to South Africa.

## DIVIDEND WITHHOLDING TAX IN THE NETHERLANDS

Under Netherlands tax law the main rule is that a dividend withholding tax of 15% is levied on distributions made by a Dutch BV or NV. Important exemptions exist for distributions to Dutch corporate tax payers and to corporate tax payers within the EU. Further, the dividend withholding tax rate is often reduced to nil if the Netherlands has concluded a tax treaty with another state. According to the official Dutch treaty policy, the aim is to reduce dividend withholding tax to nil for entities in a corporate group structure in treaty situations. However, whether this can be achieved depends on the treaty partner.

## DIVIDEND WITHHOLDING TAX UNDER THE DUTCH-SOUTH AFRICAN TAX TREATY

The Dutch-South African tax treaty is an example of a treaty where the Dutch main rule was not implemented. Both countries agreed initially a nil rate for dividend withholding tax in corporate situations in 2005. However, after the conclusion of this treaty, and before it was ratified by parliament, South Africa decided that it would introduce a withholding tax on dividends. In view thereof, South Africa decided not to ratify the new tax treaty, before the withholding tax on dividends was renegotiated. This resulted in an amendment of the 2005 tax treaty between South Africa via the 2008 protocol to that treaty. Both, the treaty and the protocol were ratified by the Netherlands and South Africa in 2008. The result is that corporate dividend distributions are subject to a dividend withholding tax of 5 percent under the condition that the beneficial owner is a company which holds at least 10 percent of the capital of the company paying the dividends.

## A MOST FAVOURED NATION CLAUSE WAS AGREED BY THE DUTCH AUTHORITIES

However, the Dutch authorities achieved that an additional paragraph was added to the dividend article in the tax treaty. In this paragraph it is stated that if under any new tax treaty, concluded by South Africa after the Dutch-South African tax treaty, South Africa limits its taxation on dividends to a rate lower than the rate in the dividend article of the treaty (5%), the same rate, the same exemption or the same reduced taxable base shall automatically apply in both

South Africa and The Netherlands. Such a clause is not uncommon and is called a Most Favoured Nation clause ("MFN clause").

## NEW TREATY SOUTH AFRICA-SWEDEN WITH MORE FAVOURABLE DIVIDEND ARTICLE

On 18 March 2012 the existing tax treaty between South Africa and Sweden (since 1995) was amended by way of a protocol, which qualifies as a new treaty. In the old treaty, a nil rate was applicable for dividends in corporate situations. In the protocol of 2012 this rate was increased to 5%. However, also in the new treaty that South Africa concluded with Sweden, an MFN-clause was introduced. Under this clause, the rate of 5% is reduced to a lower rate, as long as South Africa has tax treaties with other countries that provide for a more favourable dividend withholding tax rate in similar circumstances. As South Africa still has a few treaties that provide for a nil rate in corporate situations (e.g. the treaties with Kuwait, Cyprus) corporate residents of Sweden can benefit from the nil rate under the new treaty (since 2012). PwC has argued for one of its clients that this nil rate under the new Swedish-South African tax treaty should also apply to corporate entities that qualify for the Dutch-South African tax treaty, based on the MFN clause in that treaty.

## JUDGEMENT OF THE (LOWER) COURT ZEELAND-WEST BRABANT

The Dutch district court of Zeeland-West Brabant ruled in favour of the South African tax payer. It followed the reasoning of PwC that the protocol to the Swedish-South

African tax treaty was concluded after the Dutch-South African tax treaty, and that therefore the consequences of the MFN clause in the Swedish-South African tax treaty are relevant for the application of the MFN clause in the Dutch-South African tax treaty. The court decided that the 5% dividend tax that was withheld on the dividend payment to the South African tax payer, should be refunded to that company. The Dutch tax authorities do not agree with the view of the court Zeeland-West Brabant. They have decided to appeal against the decision and bring the case to the higher court of 's Hertogenbosch.

## IMPACT

The impact of this decision, if it survives up to the Supreme Court, is that as of 18 March 2012 the withholding tax on dividends distributed between the Netherlands and South Africa (either way) will be subject to nil percent dividend withholding tax. According to the treaty it is possible to start a refund procedure with respect to the dividend tax withheld in excess of the amount of tax chargeable. Applications for the refund of the excess amount of tax (in practice 5% of the dividend as the tax authorities use to give permission to apply that percentage) have to be lodged with competent authority of the relevant state within a period of three years after the expiration of the calendar year in which the tax has been levied. Consequently, for dividends paid in 2012, a refund of dividend withholding tax paid is not possible anymore. However, for any dividend paid after 1 January 2013, a refund of dividend tax withheld at source can be requested.

If you would like to discuss the impact of this case in your situation, feel free to contact us:

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# SADC AMBASSADORS TO THE NETHERLANDS



**ANGOLA**  
H.E. MR. ALBERTO  
DO CARMO  
BENTO RIBEIRO



**MALAWI**  
H.E. TEDSON  
AUBREY KALEBE



**BOTSWANA**  
H.E. MR. SAMUEL  
OUTLULE



**MAURITIUS**  
H.E. MR. DILLUM  
HAYMANDOYAL



**DRC**  
H.E. DOMINIQUE  
KILUFYA KAMFWA



**MOZAMBIQUE**  
H.E. MRS. ANA  
NEMBA UAIENE



**LESOTHO**  
H.E. MS MPEO  
MAHASE MOILOA



**NAMIBIA**  
H.E. MR. KAIRE  
MBUENDE



**MADAGASCAR**  
H.E. MRS. TIANA  
HARIVONY JEANNOT  
RAKOTOMALA



**SEYCHELLES**  
H.E. MR. PILLAY SELBY



**SWAZILAND**  
H.E. MR. J.M NHLEKO



**TANZANIA**  
H.E. MRS IRENE F.  
MKWAWA KASYANJU



**ZAMBIA**  
H.E. MS. GRACE  
MUTALE KABWE



**ZIMBABWE**  
TADEOUS TAFIRENYIKA  
CHIFAMBA



# DUTCH AMBASSADORS IN SOUTHERN AFRICA



**DUTCH  
AMBASSADOR  
TO ANGOLA  
(Luanda)**  
H.E. WILLEM AALMANS



**DUTCH  
AMBASSADOR  
TO DEMOCRATISCH  
REPUBLIC  
CONGO (Kinshasa)**  
H.E. GERARD MICHELS



**DUTCH  
AMBASSADOR  
TO TANZANIA  
(Dar es Salaam)**  
H.E. JAAP FREDERIKS



**DUTCH  
CONSUL-GENERAL  
WESTERN,  
EASTERN,  
NORTHERN CAPE**  
BONNIE HORBACH



**DUTCH  
AMBASSADOR  
TO ZIMBABWE,  
MALAWI, ZAMBIA  
(Harare)**  
H.E. GERA SNELLER



**DUTCH  
AMBASSADOR  
TO MOZAMBIQUE  
(Maputo)**  
H.E. PASCALLE  
GROTENHUIS

# NFIA

Assisting South African companies to set up operations in the Netherlands to enter the European market!



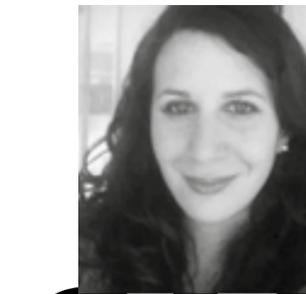
Source: Europe Container Terminal B.V. Rotterdam

The Netherlands Foreign Investment Agency – NFIA assists foreign companies in establishing in and expanding operations in the Netherlands to enter the European market. As an operational unit of the Dutch Ministry of Economic Affairs, the NFIA helps with:

- Customized investment information
- Setting up a local entity
- Fact finding missions
- Location scouting
- Network Introductions
- Government and permit procedures

Contact the NFIA representative office in South Africa:

- paul@nfia-southafrica.com
- www.investinholland.com



# CV

## EMILY KEYS

### ORGANISATION

The Talent Boom

### THE FIRM'S GLOBAL

CLIENTS INCLUDE AD AGENCIES SUCH AS JWT, OGILVY AND MCCANN



### THE TALENT BOOM

The Talent Boom, global recruitment search firm for elite creative, digital, tech and marketing talent has recently opened an office in Amsterdam.

Head quartered in South Africa, The Talent Boom was founded by global talent matchmaker Emily Keyes, originally from the UK.

### IN A NUTSHELL

The Talent Boom headhunts and represents game changing, best in their class, senior executive level talent, across the creative, digital, sports, marketing and tech industries. They partner with advertising agencies, global development houses, start-ups and corporates across the globe. Their services include headhunting, recruiting, talent mapping and consulting with organizations with regards to strategic innovation within recruitment, talent acquisition and the hiring process.

The firm's global clients include large ad agencies such as JWT, Ogilvy and McCann to more boutique agencies such as Factory Labs and Joe Public, to brands such as Burger King and Adidas.

Their global reach allows them to successfully match local talent across their core markets in UK, Europe, Asia, Africa and US as virtual neighbors to their clients as well as scouting expat talent looking to relocate. The expansion into Europe was a natural move due to continuous growth in conducting recruitment searches and projects for companies.

### EMILY KEYES

The Founder of The Talent Boom, commented: "We are excited to open our second office at The Talent Boom and for me, setting up in Amsterdam was an obvious move. The Talent Boom is very much based on global creative foundations and having worked in Amsterdam previously, I'm excited to be back in the forefront of such a solid creative international playground. Our talent network is constantly and rapidly expanding across Europe, with talent already based there as well as top executive creative talent in other continents who want to be working at some of the big players in Europe."

As a boutique global agency, The Talent Boom has a presence in over 20 countries. One of Emily's main focus areas over the next year is to continue to drive their global expansion with plans to open offices in other countries in the near future.

### FUTURE FORECAST SERVICE

"In order for us to further service the global markets, it's fundamental that we look to be closer to our clients in Asia, Europe and US. This will enable us to hire recruiters on the ground to continue to zone in on the right talent and make more successful candidate matches while keeping a tight rein on the process from every angle."

If you're interested in having a conversation with Emily and the team about a new career, or if you are hiring and need fresh talent, please contact [hello@thetalentboom.com](mailto:hello@thetalentboom.com) or check out the website at [www.thetalentboom.com](http://www.thetalentboom.com) or tweet @thetalentboom

**“HEAD QUARTERED IN SOUTH AFRICA”**

# AIRPORT DEVELOPMENT INITIATIVE SOUTHERN AFRICA (ADISA)

## AVIATION SECTOR IN AFRICA

Africa is home to seven of the world's top 10 growing economies in 2015. According to UN estimates, the region's GDP is expected to grow 30 percent in the next five years. And in the next 35 years, the continent will account for more than half of the world's population growth. It is obvious that the potential in Africa is substantial. However, African economies are still to unlock their potential. The aviation sector in Africa faces restrictive air traffic regimes preventing the continent from using its major economic benefits. Aviation is vital for the progress in Africa. It provides 6, 9 million jobs and US\$ 80 million in GDP with huge potential to increase. Many African governments have therefore, made infrastructure developments in general and airport related investments in particular as one of their priorities to facilitate future growth for their respective country and continent as a whole. Investment is underway

across a number of African airports, as the region works to provide the necessary infrastructure to support the continent's growth ambitions.

## AIRPORTS IN AFRICA

South Africa is home to most of the airports handling 1+ million passengers in Southern Africa. According to international data 4 out of 8 of those airports are within the South African territory. A rule of thumb is that airports handling at least 1 million passengers annually should be able to operate on a commercial basis. Smaller airports are generally not capable of existing without government support. The figures below show that, besides the South African airports, most of the larger airports are located towards the northern side of the continent.

## MRO IN AFRICA

The African Maintenance, Repair and Overhaul (MRO)

market is with 289 operators a very fragmented market. The African MRO market is valued at US\$ 2.2 billion, which is 4% of global demand. This is projected to grow to US\$ 4 billion by 2024. Leading African MRO's are expanding their maintenance facilities. The African MRO market is expected to grow by 6.1% per year whilst the average global growth is expected to increase by 3.8% per annum. Eight airlines account for 50% of the US\$ 2.2 billion MRO spend in Africa. They include Egypt Air (12%), SAA (11%) and Ethiopian (9%). By country South Africa 22%, Egypt 15%, Ethiopia 9% and Nigeria 9% were the main MRO spenders. The leading African MRO centres are SAA Technical, EgyptAir Maintenance and Ethiopian MRO.

## AIR CARGO IN AFRICA

According to IATA, air cargo in Africa is growing. The African carriers experienced a growth of almost 5% in the first half of 2015 even with underperformance of the largest economies on the continent Nigeria and South Africa. Regional trade proved to be robust. Apart from Ethiopian, Kenya Airways and South African Airways (SAA) as well as Egypt Air, which have established air cargo subsidiaries and significant belly freight. Kenya Airways, Ethiopian and SAA recently acquired dedicated air cargo aircrafts. Ethiopia is the leading air cargo operator in Africa and invested in ground infrastructure and training. Over several years Astral Aviation from Kenya has remained the leading dedicated air cargo operator in Africa. Other African air cargo airlines are

small and weak. Currently an estimated 80 percent of air cargo moves on foreign carriers and only 20 percent in Africa. However, Fastjet, a low cost carrier from Tanzania is considering to acquire cargo aircraft as well as ECAir, Bidvest AirCargo, Ponto Azul and Air Botswana.

## NAG AND SANEC AIRPORT DEVELOPMENT INITIATIVE SOUTHERN AFRICA (ADISA)

Between 2011 and 2013, the Port & Corridor Program was initiated and managed by SANEC, which resulted in many insights and newly established business contacts between Dutch and Southern African Development Community (SADC). One of the insights obtained was that several public and private Dutch and SADC stakeholders value airport developments in the SADC region as an important trigger for sustaining future growth.

In 2015, SANEC and NAG (Netherlands Aerospace Group) produced a fact-finding study, on behalf of the Dutch government, on airport development opportunities in the SADC region. The following step will be to launch a cluster of companies, who will be positioned in the SADC region by NAG and SANEC. Updates can be found on [www.sanec.org](http://www.sanec.org), [www.portandcorridor.org](http://www.portandcorridor.org) and [www.nag.aero](http://www.nag.aero).

The Southern Africa airports fact-finding study can be requested (at no cost) at the Netherlands Enterprise Agency ([RVO.nl](http://RVO.nl)).



Design for new terminal at Julius Nyerere International Airport; Dar es Salaam, Tanzania



Runway at King Shaka International Airport Durban, South Africa

# BUILDING A SUSTAINABLE ENERGY FUTURE

Advertorial



Bonang Mohale  
Country Chair of  
Shell South Africa

**The world's 7 billionth person was born in 2011. With five more people born every second, the planet is expected to be home to more than 9 billion by 2050. Asia's rapidly expanding cities will absorb much of this growth, with three in four people living in urban centres, up from two in four today. Many millions of people will rise out of energy poverty.**

Across our global business, we are producing more natural gas, the cleanest-burning and abundant fossil fuel that emits around 50% less CO<sub>2</sub> than coal when used to generate electricity. We are helping to develop carbon capture and storage, which could be significant in reducing global greenhouse gases. Through the Raizen joint venture in Brazil (Shell interest 50%) we are producing the lowest-carbon biofuel commercially available, ethanol from sugar cane. We are also working to improve the energy efficiency of our own operations.

## **NATURAL GAS: Innovation for a sustainable future and global growth**

The "natural gas revolution" is the most significant energy development in decades. The benefits of natural gas in meeting our future energy needs are well-documented. Its supply is increasingly abundant and diverse, which means greater energy security. It is a clean-burning ally to renewables like wind and solar. Generating electricity from gas also requires relatively low capital investment. And it's highly flexible. It can be converted to liquid fuels, transported easily, and used to make other products.

We believe that any shale gas exploration and production must only occur in a socially and environmentally responsible manner. We applied for shale gas exploration licenses in South Africa's Karoo Basin, in an area that covers just over 90,000 square kilometres in parts of the Western, Northern and Eastern Cape provinces.

Our aspiration is to have local communities, environmentalists, representatives of the tourism industry and the national government work together to develop the Karoo as a vital gas resource in a sustainable manner. We believe South Africa has a chance to show the world how it's best done.

**Gas is the fuel for development. Its supply is diverse, secure and abundant. Generating electricity from gas requires low capital investment and is flexible.**

According to South Africa's National Planning Commission report issued in November 2011, ten million South Africans still have no access to electricity. Instead they must rely on using paraffin to cook their food and warm their homes, while our children study in shacks illuminated by a single candle. The International Energy Agency (IEA) estimates that the world will need to invest some \$38 trillion in infrastructure to meet projected energy demand to 2035 alone. At the same time, climate change remains a global threat, while countries are facing mounting tensions over fresh water supplies and food prices.

### **What we are doing today?**

The IEA issued a stark warning in late 2011 that without a bold change of policy direction, the world could lock itself into an insecure, inefficient and high-carbon energy system as early as 2017. Failure to do this would lead to "irreversible and potentially catastrophic climate change", said the IEA.

Shell believes a realistic price on CO<sub>2</sub> emissions is essential to help spur greater energy efficiency and the development of cleaner technologies. But our response to the challenges of energy and climate change is not to wait for government policies or international coalitions to form. We are taking action today.

# SOUTH AFRICA



## **CAPITAL**

Pretoria

## **ECONOMIC GROWTH**

1.4%

## **POPULATION**

54.00 Million

## **UNEMPLOYMENT RATE**

25.1%

## **COUNTRY SIZE**

1,219,090 km<sup>2</sup>

## **PUM – CUCUMBERS IN SOUTH AFRICA**

PUM expert Robert Vink traveled to Pretoria, South Africa to advise Kobela Mokgohloa on harvesting his vegetables. Robert Vink states, 'Kobela Mokgohloa is an enthusiastic entrepreneur from a small business. Kobela's business model is based on harvesting cucumbers and peppers, but the basic knowledge on how to have a good harvest is missing, growing vegetables is a skill'. Advising on how to harvest was the first step, but eventually, Kobela has to implement it himself. He was open for criticism and guidance. At the moment, the business is growing 80 per cent cucumbers and 20 per cent peppers and Mr. Vink recommends to focus more on growing peppers. Kobela is planning to visit The Netherlands to introduce himself to fellow entrepreneurs which will be very enlightening for him. Kobela visits greenhouses regularly, he also purchases his seeds from The Netherlands, this ensures that his business will grow, creating job opportunities in his community.

## **PAKCO**

Pakco is a South African based company and market leader in the manufacture of spices, condiments, instant meals and complementary products. Pakco manufactures

nine brands and over 160 stock keeping units (SKU's) that appear in more than 10 categories in store. Decades of heritage and tradition in each of these brands have passed with strong roots deeply embedded in South African food culture. For over 60 years, the brands have been trusted to deliver unique tastes and flavors adding that 'special something' to mealtimes. From Indian curries to Traditional African sishebos, from English Sunday roasts to American style chicken, from starters to main meals to desserts. Through ongoing research and product development, Pakco ensures that the latest international technology and trends are combined with local insights to keep products relevant and on high demand. The group manufactures, packs and distributes, dry-packed, bottled and tinned foods, both branded and private label. The company boasts 100% penetration in South Africa and its products are stocked by all major retailers, wholesalers and independent stores nationwide. Connecting customers with product efficiently, timorously and cost-effectively is of utmost importance. Distribution is a vital component of the FMCG industry and is inseparable from Pakco's success. The organization has developed close partnerships to ensure that more than 20 000 cases reach SADC warehouse each week.



## Shell South Africa

### CONTACT DETAILS:

Call +27 11 996 7000 or visit our website [www.shell.co.za](http://www.shell.co.za)



# CONCERTGEBOUW ORKEST AND KZN ORCHESTRA COOPERATE

Cooperation Concertgebouw orkest - Photocredit: Anne Dokter



KZN Orkest

In November 2015 the Rijks Concertgebouw Orkest (RCO) signed a cooperative agreement with the KZNPO (Kwazulu-Natal Philharmonic): In the next five years the orchestra will help with the development of orchestral music in South Africa, particularly with regard to youth orchestras. Therefore the following education projects will be planned:

## FEEDBACK MASTERCLASSES HENK RUBINGH AND ARNDT AUHAGEN:

"Last November 19/20 we had 2 great days in Johannesburg working with a group of very enthusiastic and talented young musicians. In spite of the fact that our time was very limited we can say that the results of the work we did together was very successful. It would definitely be interesting to continue organizing workshops like this in the future. Talented people need full attention and for that reason we hope to see everyone again as soon as possible. The students' enthusiasm in combination with highest concentration during the masterclasses and the orchestra rehearsals was a fantastic experience, the very well-prepared SANYO's manner of playing and musically communicating appeared on a high professional level."

### 1. COACHING BY RCO MUSICIANS IN SOUTH AFRICA

Each year the RCO will send three musicians to South Africa to train and coach young talented South African musicians. The KZNPO will earmark SANYO's orchestra course for this program.

### 2. SOUTH AFRICAN YOUTH MUSICIANS' RESIDENCY WITH THE RCO IN AMSTERDAM

Every other year, over the next 5 years, 3 exceptionally talented young South African musicians will be chosen, by musicians of the RCO during their master classes given in South Africa, to go to Amsterdam for a week to receive intensive training and coaching by RCO musicians.

#### The program for the South African students includes:

- Lessons of different orchestra members
- attend orchestra rehearsals
- chamber music (with academisten)
- lessons Alexander Technique and Feldenkrais method.



**CAPITAL**  
Maseru

**ECONOMIC GROWTH**  
2.8%

**POPULATION**  
2.109 Million

**UNEMPLOYMENT RATE**  
26.2%

**COUNTRY SIZE**  
30,355 km<sup>2</sup>



# LESOTHO: TURNING CHALLENGES INTO OPPORTUNITIES

H.E. THE AMBASSADOR TO LESOTHO, *Mrs Mpeo MAHASE MOILOA in Brussels*

## “THE KINGDOM IN THE SKY”

They say there is nothing as **certain** as **change**. If there is one thing I am certain about; is that the unique geographical setting of Lesotho - “The Kingdom in the Sky” will not change. Like San Marino, Lesotho is an enclave; being completely landlocked by the Republic of South Africa. If this is a permanent feature, we have no option but to make a living out of it. In as much as it is an immense **challenge**, the only way out is turning it into an **opportunity!** Actually, the advantages of sitting in the ‘belly’ of a major economy of our region should have more advantages than disadvantages.

In accordance with the Central Bank of Lesotho Economic Forecast (May, 25, 2015), GDP was \$3 Billion in line with the IMF WEC (World Economic Outlook) which is 4.7% and GDP per capita is \$1.390. The Inflation rate was 5.9%.

Generally, economic activity is supported by large public investment projects, such as the second phase of Lesotho Highlands Water Projects-Polihali. This, in combination with the efforts of Lesotho Government to strengthen the role of the private sector and create enabling environment for businesses. Enactment of Laws and fast-tracking companies registration (**one-stop shop**), makes the Kingdom of Lesotho **an attractive destination for foreign investment**. Furthermore, business environment is becoming more investor-friendly and receptive with the favorable tax and financial incentives as well as successful entrepreneurship eco-system. **There are special incentives provided to investors who construct their own factories at designated sites.**

### THE PEOPLE

Despite its small economy, Lesotho heavily invests in the Education and Health of its people. As a result it is boastful of a young, literate, highly trainable, motivated and healthy labour force. Lesotho provides free ARVs and has developed robust policies and support systems at workplaces, both at public and private sectors. Its people are its valuable asset and therefore; at the very center of its development plan.

### LESOTHO GOVERNMENT IDENTIFIED THE PRIORITY INVESTMENT SECTORS, NAMELY,

- **Manufacturing**  
Textiles and Garments (projects on modernization of textile sector featuring Afro-culture and ethnics to the EU); Automotive Components; Consumer Electrical and Electronic Appliances; Plastic Products;
- **Mining**  
Sandstone Mining; Diamonds; Diamond Polishing and Cutting; Mining Supplier Park;
- **Energy Sector/Power Generation**  
Hydro, Wind and Solar Power; Bio (Renewable) Energy;
- **Construction – Sustainable Greening Projects**  
Lesotho Highlands Water Project; Industrial Infrastructure (factory shells);
- **ICT Infrastructure & Services**  
National Broadband Network; Innovation Hub; Call Centre Services (outbound and inbound); Shared Services Centers;
- **Creative Services**  
Fashion and Graphic design; Media Technologies;
- **Sustainable Development**  
Lesotho Private Sector;
- **Dynamic Eco and Cultural Tourism**  
Tourism Facilities (accommodation); Recreation Centers; Theme Parks and Lesotho ethnical hand-made products.

Lesotho-Brussels will continue deepening cooperation with SANEC and its outstanding members, in order to meet the respective objectives of Lesotho government as outlined in the National Strategic Development Plan (NSDP) and National Vision 2020.



# CV

## THOMAS DE WIJN ORGANISATION

SolarWorks!

## COUNTRIES ACTIVE

Netherlands, South Africa,  
Mozambique, Zimbabwe,  
Namibia, Angola, DRC

Additional information  
for the SANEC network  
**contact**

[www.solar-works.nl](http://www.solar-works.nl)  
[www.solar-works.co.za](http://www.solar-works.co.za)

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### South Africa

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[c.sikkema@solar-works.nl](mailto:c.sikkema@solar-works.nl)  
+27 8 238 584 17

### 1 - HOW COULD YOU BEST DESCRIBE YOUR ORGANIZATION?

We're passionate about bringing to the markets high quality, well-designed, yet affordable solar products that provide lighting and electrical power to consumers in emerging markets where electricity isn't available or reliable. We offer a range of products that work well in environments ranging from rural to urban, and from shacks to small homes.

### 2 - WHAT MAKES YOUR PRODUCTS DIFFERENT FROM OTHERS?

One of our key insights is that even people with limited purchasing power don't want to have a poor quality or ugly-looking product; they don't want a "poor man's lamp". This is why we make products that have an aspirational design that people are proud to own and put in their house. Another key aspect of our product range is that people can start small with just a few lights and phone charging in their home, and can keep building on and expanding the same modular system to eventually have enough energy to watch a widescreen TV.

### 3 - WHAT CUSTOMERS CAN EXPECT FROM SOLAR WORKS!?

They can expect beautiful products that are well-designed, do a great job at fulfilling their energy needs and that have a passionate team behind them to ensure customer satisfaction all throughout the products' life cycle. We pride ourselves in giving excellent after sales service and helping customers and store owners with commercial support and good warranties.

### 4 - WHAT WILL YOU BE FOCUSING ON IN THE COMING YEAR?

Our key focus will be the market introduction of our updated and larger Solar Home System, called the Power Vault, it will give people without a (reliable) grid connection enough power to watch regular LED TVs as big as 40" for up to 8 hours every day. The introduction will be supported by the roll-out of a system of spread payments (PAYGO) that ensures these systems are also affordable for people in the Bottom of the Pyramid (BoP).

### 5 - WHAT HAS BEEN YOUR BIGGEST OBSTACLES WHILE EXPANDING YOUR BUSINESS IN SOUTHERN AFRICA?

One of the biggest challenges has been attracting (working) capital. There is however an increasing realisation, also among professional investment firms, that Africa in general and our market in particular, is a huge opportunity. The future is bright, quite literally! Another challenge that we keep coming up against is finding good and loyal people to strengthen our organisation, especially in more senior positions.

### 6 - HOW CAN SANEC HELP WITH POSITIONING OF SOLARWORKS! IN SOUTH AFRICA?

SANEC offers a great opportunity for us to come into contact with other companies that operate in Southern Africa. We get a lot of benefits from sharing experiences, working together, and learning from these companies.



**BUSINESS CONSULTANCY  
WITH LOCAL IMPLEMENTATION  
CAPACITY IN EUROPE, SOUTH  
AMERICA AND AFRICA.**

Mazars is an integral player in auditing, accounting, tax and advisory services, and has a long history of professional excellence in South Africa.

Berenschot, founded in 1938, is an independent consultancy firm with 350 in-house consultants and direct access to 4,500 associates worldwide. Berenschot consistently ranks amongst the top-3 management consultancy companies in the Netherlands (MT-100). For over 15 years, Berenschot has implemented over 50 projects on the African continent and has associated partners in more than 25 countries.

Our clients like to work with us because we combine high level strategic consultancy with local implementation capacity and are sensitive to governance and stakeholder issues.

# MAZARS OUR VISION ON HEALTHCARE

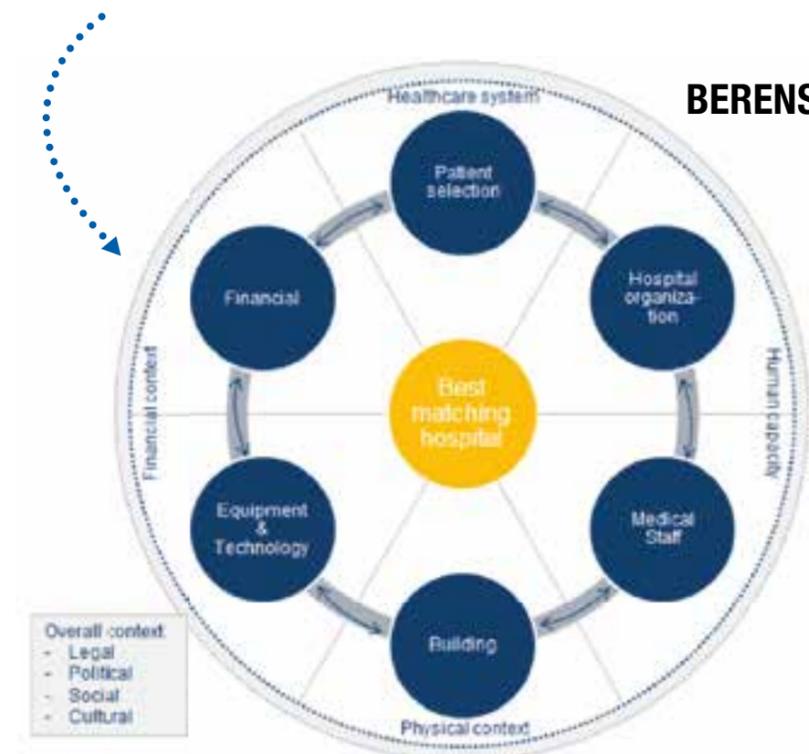
Rising demand for quality healthcare in emerging economies is driven by a growing middle class that demands access to better healthcare. This trend is pushing the public and private sector to develop quality healthcare facilities and improve access to treatment and medicines at a reasonable price.

Improving healthcare service delivery in emerging markets is driven by two elements that strictly function hand in hand. Firstly, the number and

quality of facilities need to increase, for more and higher quality infrastructure to become available. Secondly, a solid healthcare system is essential in order to deliver and organise healthcare services. Without a solid healthcare system it is pointless to simply increase the number of facilities.

**Tailor made solutions are needed.** As you can see in our Healthcare GPS model, the best matching hospital for a certain situation depends on a lot of different dimensions and contexts. This implies that there is no standard solution, thus for every situation, a tailor made solution which is geared towards the circumstances is needed.

# BERENSCHOT IN EMERGING MARKETS



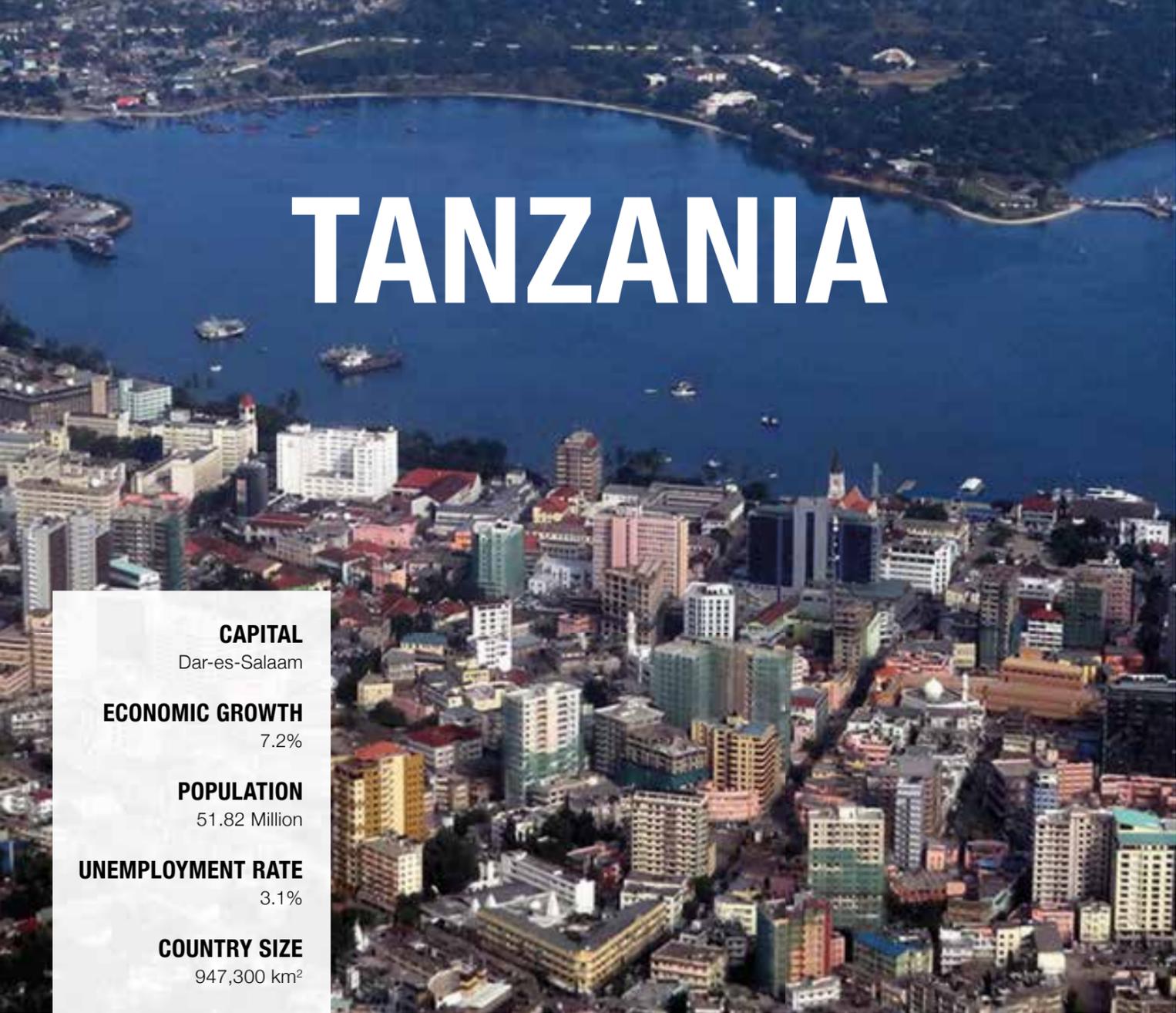
## BERENSCHOT HEALTHCARE GPS 2.0

**A selection of our track record:**

- Realisation of a new hospital on Curacao
- Strategic advice for a mental healthcare institution in South Africa
- Policy and strategic advice for local government (Indonesia) and hospitals (China)

**Learn more about Mazars Berenschot** visit: [www.mb-sa.co.za](http://www.mb-sa.co.za) or contact one of our consultants: [webmaster@mb-sa.co.za](mailto:webmaster@mb-sa.co.za)

# TANZANIA



**CAPITAL**  
Dar-es-Salaam

**ECONOMIC GROWTH**  
7.2%

**POPULATION**  
51.82 Million

**UNEMPLOYMENT RATE**  
3.1%

**COUNTRY SIZE**  
947,300 km<sup>2</sup>

Tanzania's main economic activity is agriculture and is the key earner of foreign revenue. Zanzibar produces a significant amount of the world's cloves and they supply 1/10 of coconuts. Other products that are exported are cashews, tea, tobacco, coffee, cotton and sisal.

The completion of the project is scheduled for 2017.

Kilimanjaro International Airport is one of the four international airports in Tanzania and is the second largest airport after Julius Nyerere International Airport in Dar es Salaam for which BAM has completed two rehabilitation projects already and is currently constructing the new Terminal 3 building.

**SGS – PRODUCT CONFORMITY ASSESSMENT PROGRAM**

SGS is the world's leading inspection, verification, testing and certification company. Our member establishes the Product Conformity Assessment program in Tanzania. A SGS Product Conformity Assessment prevents the importation of unsafe, substandard or counterfeit goods; it supports government authorities to enforce the implementation of obligatory legislations established for the protection of consumers' health and safety and the environment.

Under the PVoC program, all regulated products to be imported to Tanzania will undergo verification and testing in the country of supply and a Certificate of Conformity (CoC) will be issued to demonstrate that they meet the requirements of the applicable national standards or approved equivalents and technical regulations.

The CoC will be mandatory for Customs clearance. This program is introduced to protect the country, consumers and local manufacturers from substandard products that may endanger public health, safety or the environment, counterfeit or unsafe products, unfair competition from imported goods which do not comply with the approved standards.

With decades of experience managing conformity assessment programs around the world SGS offers exporters efficient and comprehensive solutions to ensure shipments conform to Tanzania's requirements.

**DSM CORRIDOR GROUP (DCG) – KISARAWE PROJECT**

DSM Corridor Group (DCG) offers full logistics solutions to a wide range of clients. As a cargo handler specialized in non-liquid dry bulk and general cargo, the company is involved in the handling for instance of fertilizer, cereals, sugar, coal and clinker. To perform at the highest standards, DCM has invested in its own port handling equipment, bulk terminal, import/export department and warehousing.

The purpose of the Kisarawe project is to be the main logistics and transport hub for all logistical needs for agricultural products ( inputs and outputs), in both ways of cargoes,

to inland as well as out (including import/export/transit) in Kisarawe, about 36 km from Dar es Salaam.

Impact of the business is wide and at many levels. Besides being the biggest port in Tanzania, port of Dar es Salaam has a pivotal role in regional trade. It is also export port for the rapidly expanding markets in the Middle East and Asia. Underprivileged people next to the project site in Kisarawe will get a working place opportunity in hub. SAGCOT is Southern Agricultural Growth Corridor of Tanzania, [www.sagcot.com](http://www.sagcot.com). SAGCOT is estimated to create 420 000 new employment opportunities and lift more than 2 million people out of poverty. Keeping the main logistical hub away from the city will decrease the storage cost and help to ease the congestion and at the same time, it is near the port. The project is implemented in two different phases so as to have enough time and resources for capacity building and sufficient practical experience for staff at different stages.



## BAM INTERNATIONAL – KILIMANJARO AIRPORT PROJECT

BAM International is one of Europe's largest contracting companies active in construction, property, civil engineering, public-private partnerships, mechanical and electrical contracting and engineering in 30 countries across the globe.

BAM International has several projects in Tanzania. One of the projects that the company

is currently working on is a rehabilitation and extension project at the International Kilimanjaro Airport, which is situated between Moshi and Arusha in Northern Tanzania. The project comprises refurbishment of the terminal, the construction of a new parallel taxiway, the extension of the existing apron and taxiways, including repairs on the runway, as well as the drainage and sewage works. Furthermore BAM will install new airfield ground lighting and floodlights along the apron.



H.E Mrs Irene F. Mkwawa Kasyanju

# MORUKURU FAMILY



Morukuru is a family of very special places, offering you a selection of the most exclusive experiences on the African continent.



**Morukuru is a family of very special places, offering you a selection of the most exclusive experiences on the African continent. The siblings comprise Owner's House, River House, Farm House, Ocean House, AtholPlace Hotel and Villa and Restaurant.** All luxurious yet unpretentious homes (and 1 hotel) that encourage barefoot relaxation, and are designed to help you rediscover who you are and the people you love, in pristine areas of natural beauty. No guests, other than those handpicked by you. No rules. No prearranged schedules or menus -simply an adequate quotient of well-trained staff, delicious ingredients and superlative wines. Whether you are tracking predators and facing off pachyderms in the vast 75000-ha Madikwe Game Reserve, or watching Southern Right whales nurse in the 33000-ha De Hoop Nature Reserve, or enjoy a nice City Break in Johannesburg, the principle is the same: immerse yourself in primal nature, in the pampering embrace of the Morukuru Family, and you feel yourself reconnect to the things that really matter, Family. Friends. Nature. And yes, You...

## MORUKURU GOODWILL FOUNDATION

We are blessed to have so much beauty and tranquillity surrounding us in South Africa, and also by the many wonderful communities with whom we interact on a daily basis. We believe in giving back to Africa – to her wildlife, in the form of preservation and conservation, and to her local communities, working with them to educate, mentor and empower. Together, we work for the benefit of the greater environment and community. [www.morukuruqwf.com](http://www.morukuruqwf.com)



**“RECONNECTING. FAMILY. FRIENDS. NATURE. YOU.”**

## CONTACT US

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# SANEC CONNECTS

*“CFO South Africa launched in September 2011. Since then, the network for finance professionals in South Africa has been growing at a rapid pace. CFO South Africa connects finance professionals online and off in order to share knowledge, exchange interests and open up business opportunities. Through building the community CFO South Africa contributes to the growth of the country. Over 3000 finance professionals have already joined CFO South Africa. [www.cfo.co.za](http://www.cfo.co.za)*

*SANEC opened up many doors for CFO SA. Thanks to SANEC the business grew faster. SANEC has been a big help, was very knowledgeable and well connected. Anyone who wants to play in SA: call SANEC first.*

*CFO South Africa organises round tables, breakfasts, conferences and dinners exclusively for CFOs and CFO Cafés for all finance professionals. Yearly in May CFO SA's landmark event "CFO Awards" is organised and yearly in October the Finance Indaba. CFO weekly publishes interviews with South African CFOs, finance professionals and thought leaders and every quarter the CFO SA Magazine.”*



The Netherlands have a prosperous and open economy, which depends heavily on foreign trade.

### ROTTERDAM BIGGEST PORT IN EUROPE

The Netherlands' economy is noted for its stable industrial relations, fairly low unemployment and inflation, a sizable current account surplus and an important role as a European transportation hub, with Rotterdam as the biggest port and Amsterdam as one of the biggest airports in Europe. Industrial activity is predominantly in food processing, chemicals, petroleum refining, hightech, financial services, creative sector and electrical machinery. A highly mechanised agricultural sector employs no more than 2% of the labour force but provides a large surplus for the food-processing industry and for exports.

According to preliminary data on GDP growth for the first quarter, the Dutch economy entered 2016 on a solid footing, expanding at the fastest pace in a year. Both private and government consumption accelerated over the previous quarter, while growth in fixed investment, albeit positive, dropped significantly. Positive momentum carried over into the second quarter: unemployment remained low in April and consumer confidence was positive in May. Moreover, as the housing market continues to recover, it will further support consumers' confidence and their propensity to spend. On the downside, the decline in the coverage ratio of pension funds and the chance that pension cuts may take place in the years to come could foster more prudent spending behaviour.

The Gross Domestic Product (GDP) in Netherlands was worth 869.51 billion US dollars in 2014. The GDP value of Netherlands represents 1.40 percent of the world economy. GDP in Netherlands averaged 322.57 USD Billion from 1960 until 2014, reaching an all time high of 931.29 USD Billion in 2008 and a record low of 12.28 USD Billion in 1960. GDP in Netherlands is reported by the World Bank Group.

#### CAPITAL

Amsterdam

#### ECONOMIC GROWTH

1.8%

#### POPULATION

16.85 Million

#### UNEMPLOYMENT RATE

6.9%

#### COUNTRY SIZE

41,543 km<sup>2</sup>

# THE NETHERLANDS

# MADAGASCAR



**M**adagascar is an island in the Western Indian Ocean, 425 km off the east coast of Southern Africa. Madagascar is to the East of Mozambique, across the Mozambique Channel. Madagascar became an independent state in 1960, after gaining its sovereignty from France.

on the other hand grow markets in Europe.

### HERI KIOSKS

HERi kiosks are stand-alone buildings designed to house a range of appliances, which are charged via rooftop solar panels. Given Madagascar's extreme weather conditions, which include both cyclones with wind speeds up to 250km/hour and severe flooding, HERi kiosks are designed to last. In addition to being durable, the kiosks are simple to assemble and maintain, so local labor can be used in their set-up. The solar system installed with each HERi kiosk is designed for affordability, security, and sustainability. The product includes only three main components, making maintenance and repair simple and expedient. Although the kiosks currently includes some imported components and materials, HERi Madagascar is in the process of designing a kiosk that is entirely made from locally available materials to ensure long-term maintenance and reduce costs.

### 23 MILLION INHABITANTS

With its 23 million inhabitants and the size of the Benelux, Madagascar is still in its exploring stage when it comes to doing business between SADC and Europe and in particular the Netherlands.

### “With a long term horizon in mind Madagascar offers real investment opportunities”

According to Junte Wasmann, Managing Director of HERi Madagascar. Heri is a company operating in the renewable energy sector. He has been able to invest in companies that could help in the development of the rural families and economies on the one hand and



**CAPITAL**  
Antananarivo

**ECONOMIC GROWTH**  
3.4%

**POPULATION**  
23.57 Million

**UNEMPLOYMENT RATE**  
3.6%

**COUNTRY SIZE**  
587,041 km<sup>2</sup>

# SANEC PEARL CARD

SANEC is proud to introduce the SANEC Pearl Card, including various special Services from SANEC members for SANEC members only. The card has been introduced in the Netherlands and is still in the start up phase. Second phase of the SANEC Pearl Card will be an introduction in South Africa in due time. The card is completely free of charge, for members and for their family. The Pearl Card presents a unique combination of exclusive services.



Hereby a brief introduction of the many possibilities:

### 1. LIFESTYLE SERVICE

The Lifestyle Service enables you to obtain a ticket for a sold-out concert or a reservation at a fully booked restaurant.

### 2. CONCIERGE SERVICE

For all your hospitality wishes, you can turn to the Concierge Service. This service arranges translators, tour guides and valet parking on business locations.

### 3. TRAVEL SERVICE

The Travel Service answers to all your travel wishes, whether it is a group, private or a business trip. It goes without saying that SANEC Pearl Card will also assist you with practical matters, such as booking flights and finding the best lodges from our network, safaris and estates for your trip.

### 4. HEALTHCARE SERVICE

SANEC's medical expert relations, are pleased to help you with obtaining quick access to a second opinion, emergency dental care or beating the queues. The best medical and dental specialists are at your service.

### 5. TRUSTED ADVISORS

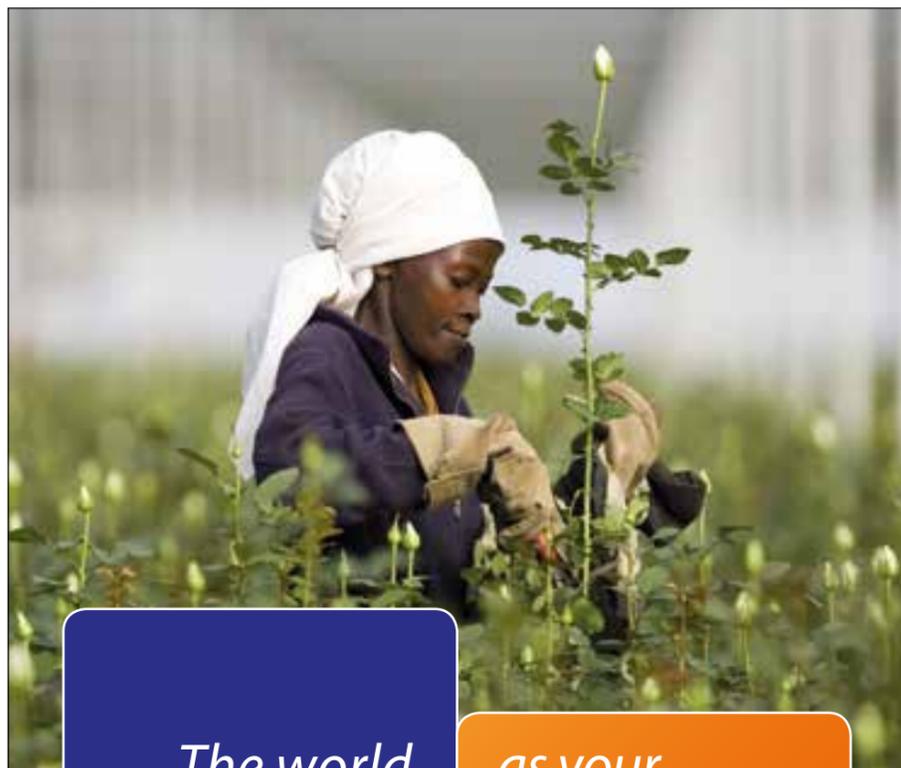
Our Trusted Advisors consist of a selected group of SANEC relations with expertise in diverse fields, such as lawyers, investment management, accountancy, finance, insurance and tax consultants. These specialists will offer you free advise on quick questions, a second opinion or be your sparring partner.

**Members can always count on attentive, trustworthy and quick service, tailor-made to your personal wishes.**



Mark Agterdenbosch en Merlin Melles, CEO FcN (Founders carbon Network)





The world

as your home market.

**Pioneering business.**

Doing business in Africa? Partner up with Rabobank as Rabobank operates in 120 countries with International Desks in the most important trade countries. Rabo International Desks are specifically set up for Dutch entrepreneurs, regardless of industry or company size. The Africa desk is familiar with local markets, laws, regulations and networks which can be unlocked for you. Rabobank understands where you come from, and where you are going.

[www.rabobank.nl/international](http://www.rabobank.nl/international)



**Rabobank**

*Invested in each other*



Peter Niekus

In 2007 Rabobank created 'International Desks' which sparked questions concerning Africa. When it came to finding finance, most of the questions in those days came from the horticulture industry.

International Desks extend to all sectors in which clients of Rabobank group are active. By 2011, the interest from Dutch entrepreneurs in Africa grew to such an extent that a specific Africa desk was warranted.

**STARTING UP IN AFRICA**

Peter Niekus advises companies that want to develop their business in Africa, to first have a look in the country of interest, write a solid business plan and then come and discuss this further. Make sure the business plan is financially sound. Only approx. 25% of the aspiring

# AFRICA IS THE FUTURE'S CONTINENT... THE QUESTION IS WHEN?

ACCORDING TO PETER NIEKUS, head of the Africa desk at Rabobank.

entrepreneurs actually go and invest. Another 25% will go and have a look and decide to wait for a few years. Bottlenecks in a lot of cases is local management. Who will be the inspiring leader who is 24/7 active on the continent? Just imagine that your boss is telling you to go and start setting up a new life in a strange country, it is a huge step. Numerous companies stop halfway due to a weak local network; they can't find the right people who have the local know-how as well as the right knowledge on your specific business.

**FROM AID TO TRADE TO INVESTMENT**

Dutch knowledge and technology are key for projects to produce the safe food for the local market. This is the same for creation of medical healthcare, infrastructure and roads as well as proper logistics. It is threefold, from aid to trade to investment. Just handing out money has no use, people need to find employment. Africa's population will double over the next coming years, so the urgency is clear. There is a need to produce a massive amount of food which needs to be transported and stored properly. An increase in food production can be partly realized by sharing our knowledge with the African continent. Rabobank and others work together to achieve this.

In the past years I found out that people start on the continent for

different reasons:

- 1) people with a charitable goal who wish to trade;
- 2) entrepreneurs who see business opportunities and who seek a certain business climate.

Currently solar energy is in high demand and has become commercially viable, but you do need the complete spectrum. Windfarms are emerging, particularly in Kenya, but how will this evolve? The Dutch are known for their expertise and they like to take initiative in a sector like this.

**NEW SECTORS**

Traditionally we see a lot of food and Agri companies entering the continent. In recent years we have seen an increase of construction companies. The demand for inexpensive housing has made the continent appealing for many companies. Competition is high. Good to mention is Healthcare as a sector on the rise.

SANEC was established as a networking organization which informs companies and brings organizations together. For the future, more emphasis need to be given to develop online platforms to link new entrepreneurs with existing members. Further cooperation with other organizations is also important. Rabobank is a founding member of SANEC with which Peter works closely together. Recently Peter

encountered SANEC at a meeting of inbound businessmen on a mission from Zimbabwe and Tanzania. It was a typical gathering with solid information and ample opportunity to network.

**GROWTH FOR AFRICA**

Currency fluctuations, unemployment, corruption and political instability are still challenges the continent of Africa will have to deal with. It also has to deal with issues as climate change and a less economic growth due to a shrinking demand from China.

**DUTCH TRADE AND INVESTMENT BOARD AFRICA**

Within the Dutch Trade and Investment Board (DTIB) Africa, Peter fulfils the role of chairman of the African work group. Their role is to advise the Ministry of Foreign Affairs on African issues. We listen to Dutch businesses and advise the minister of economic affairs, Mrs Ploumen, on issues such as Visa restrictions. The goal is to create at least a level playing field for doing business on the African continent. Despite the fact that the Ministry of foreign affairs has implemented budget cuts, embassies in Africa are still being opened, as is the case in the Ivory Coast. This is necessary otherwise Africa will not be able to take the many small steps it needs to move forward. Between now and five years, you will see tangible results of the tremendous potential of this continent.



# SADC VISION

The SADC Vision is to build a region in which there will be a high degree of harmonisation and rationalisation, to enable the pooling of resources to achieve collective self-reliance in order to improve the living standards of the people of the region. The objective of the region is to achieve economic development, peace and security, and growth, alleviate poverty, enhance the standard and quality of life of the people of Southern Africa, and support the socially disadvantaged through Regional Integration. These objectives are to be achieved through increased Regional Integration, built on democratic principles, and equitable and sustainable development.



SADC Office

## TWO KEY DEVELOPMENTS

SADC Industrialisation Strategy and Roadmap as well as the Revised Regional Indicative Strategic Development Plan (RISDP) were approved between 2014 and 2015. The strategy and roadmap are expected to unlock doors within and beyond the region, presenting opportunities for the socio-economic transformation of our countries and immensely contribute to growth and development. The development, and ultimate approval, of the industrialisation strategy and roadmap shows the wisdom of SADC leaders to ensure that the region benefits from its vast natural resources endowment.

Transport Infrastructure development is a strong theme for the SADC countries. There is an agreement by SADC members on priority infrastructure within two corridors

in June 2016. The feasibility studies for the projects were commissioned by these funding partners, The Development Bank of Southern Africa (DBSA), New Partnership for Africa's Development (NEPAD), Africa Development Bank and Infrastructure Project Preparation Facility.

In order to address Energy Supply sustainability issues in the SADC region, the organisation decided to commission 3000 megawatts (MW) of new power in 2016. Other interesting strategies adopted include the Economic Partnership Agreement (EPA) between the EU and seven of the fifteen SADC countries, that will also be signed in Botswana 2016, after years of cautious negotiations.

For this year, the region aims to better cooperation and exchanges are expected in the field of tourism

between country members such as, Seychelles and South Africa after a Memorandum of Understanding was signed in May 2016. Their respective tourism boards signed an agreement that promotes efforts and collaboration in developing the tourism in both countries.

SADC has adopted an industrialisation strategy and roadmap, which among other objectives promotes the creation of sustainable regional value chains.

## NEW CHAIR

As from August 2016 Swaziland has become the Chair of the Southern African Development Community. The took over from The Republic of Botswana who held this position from 2015-2016.

## HARMONISATION AND RATIONALISATION



# ZAMBIA

## ECONOMY

**CAPITAL**  
Lusaka

**ECONOMIC GROWTH**  
3.8%

**POPULATION**  
15.72 Million

**UNEMPLOYMENT RATE**  
13.3%

**COUNTRY SIZE**  
752,618 km<sup>2</sup>

‘The slowing economy temporarily reduces foreign investment into agriculture but now offers solid opportunities in the energy sector’.

Zambia’s economy grew at an average annual rate of 7% between 2010 and 2014. A stable and ‘ready’ economy, high commodity prices and successful Eurobond issues were major drivers for success. Higher consumption of the middle class, investments in infrastructure and housing (largely with Chinese support) and a commercializing agriculture supported impressive growth figures. However, global headwinds and domestic mismanagement and over spending by government have strained the Zambian economy. Consequently, growth in 2015 fell to an estimated 3% following reduced copper prices and El Nino-related lower rainfall.

Strong reduction in copper prices, exports and foreign direct investment (FDI) have weakened the economy. Copper prices declined by around 50% from their peak in February 2011 to \$4,900/mt in May 2016 (LME) and are forecast to remain soft until 2018. However, prices are now significantly higher than the low water mark of \$1,500/mt during the early 2000’s. The mine closures in 2015 led to the loss of over 7,700 jobs and has had a major impact in the upstream supply chain. Low fuel and power prices continue to soften this down turn.

Growth is expected to remain around 3% in 2016, subject to the mining industry’s reaction to softer copper prices and stabilization of the power situation. The benefits of gross domestic product (GDP) growth have accrued mainly to the richer segments of the population in urban areas of Lusaka and the Copperbelt. Zambia has a very unequal income distribution. Sixty percent of the population lives below the poverty line. (World Bank, 2016)

### AGRIBUSINESS

The softening of commodity prices and the slow down of the Zambian economy during the past 12 months have temporarily reduced the investment appetite. Zambia has however seen a major boost in the expansion and professionalizing of the agri value chain during the past 15 years. And although it faces challenges at the moment it will grow from strength to strength.

### SCALING INVESTMENTS

Since 2000 Zambia has seen 2 major inflows of FDI into agriculture. Especially tobacco leaf merchants facilitated farming development during the 2000 to 2005 period. The number of commercial farmers, say farmers with an annual revenue of over US\$ 500,000, grew from around 100 to well over 300 as displaced Zimbabwean farmers sought a new future in Zambia. The Zambian government welcomed new farmers and US\$ loan facilities were made available through Barclays Bank, Standard Chartered bank, Stanbic bank and Zanaco. Virginia or flue-cured tobacco is the main crop for these farmers, and use crops such as maize, soya and Rhodes grass in their crop rotation. Farmers with irrigated land produce wheat during the dry winter season. Other attractive activities such as the production of seed maize and ranching did expand. Well over US\$ 100 million was invested into the farms, operations and crops. During the past 15 years the tobacco crop has risen from less than 10 million kg (inclusive smallholder Burley tobacco) to close to 50 million kg in 2014. During 2015 and 2016 the volumes have come down mainly due to divestments from leaf merchants and reduced financing in the sector. Limited water availability and load shedding of electricity further reduced the cultivated acreage. China is the main destination for the Zambian tobacco crop.

Maize is the main staple crop generally trading at US\$ 180 to US\$ 220/mt. Each year the government spends hundreds of millions of dollars in fertilizers, price support, logistics and storage on a large portion of the smallholder maize crop. Annual production now ranges between 2 to 3 million mt, well over the local consumption of around 1.8 million mt. Besides the use for milling into mealy meal, the nations staple, vast volumes are used in the production of stock feed and beer. Due to the success of the commercial row crop farmers Zambia is now largely self sufficient in its requirement for wheat, soya and barley. Consumption of these commodities stands at around 400,000mt, 300,000mt and 20,000mt respectively.

Zambia is a major producer of sugar as Illovo subsidiary Zambia Sugar produces some 500,000mt of sugar, for a large part for exports into the region and into the EU.

### POULTRY AND OTHER PROTEIN SOURCES

The Zambian middle class grown significantly over the past 10 years and has created a strong demand for protein. Farmed fish but especially poultry meat and eggs are the main sources of growth in protein supply.

A large number of feed mills have been established during the past 10 years and stock feed continues to attract investors. Leading producer Novatek could be an acquisition target and Holland based Nutreco has just established a JV in a fish feed mil. A number of significant poultry investments have taken place since 2013. Some highlights are the US\$ 29m JV between Zambeef and South African based Rainbow chicken and the US\$ 25m investment of Phatissa managed African Agriculture Fund invested into egg producer Golden Lay.

The Embassy of the Netherlands in Zimbabwe, which oversees Dutch interests in Zambia, has commissioned a study of investment opportunities in the poultry. AgriProFocus, in collaboration with the Poultry Association of Zambia (PAZ), has been assigned to implement the study in Zambia. “The study will generate market intelligence on investment opportunities in the poultry sector to improve competitiveness of Zambian poultry in domestic and regional markets precursor to attract investment from Dutch businesses”.

Mark Terken has been based in Zambia for over 20 years and is a leading expert in agribusiness and renewables investments across Sub Sahara Africa (markterken@mac.com).

### SOLAR POWER

The government is now scrambling for other opportunities to bring the country into a power surplus situation. As the cost for large scale solar photo voltaic (PV) power development is coming down the country sees solar power as a key solution to swiftly solve its electricity shortfall problem. It has announced to develop 600 MW of solar power projects. This may not sound realistic. However Zambia’s Industrial Development Corporation (IDC) has joined hands with IFC and recently issued a Request For Proposal to 11 selected bidders to construct 100MW of solar power. The first project is to develop the first two 50MW solar power plants, budgeted at a total cost of around US\$ 150m.

### SMALL SCALE POWER

Small scale solar solutions have taken off in recent years and a number of parties supply 1 to 10 kWh systems for domestic and office use. In rural areas such systems may also power schools, clinics, water pumps and hammer mills. **The demand for new and second hand diesel generator sets has been explosive in the last 12 months; new market opportunities?**





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# BOTSWANA THE PERFECT GATEWAY



**CAPITAL**  
Gaborone

**ECONOMIC GROWTH**  
4.0%

**POPULATION**  
2.220 Million

**UNEMPLOYMENT RATE**  
18.2%

**COUNTRY SIZE**  
581,730 km<sup>2</sup>



# BOTSWANA

Centrally located in the heart of Southern Africa. Botswana Shares borders with Zambia, Namibia, Zimbabwe and South Africa. This makes it a country that has the possibility to access international markets through bilateral and multilateral agreements, these include the Southern African Customs Union (SACU), which gives access to other markets such as Lesotho and Swaziland. This makes Botswana the perfect gateway for reaching the whole of the Southern African Development Community region, and makes it an ideal investment and trade hub.

Potential trade partners besides South Africa, and other SADC countries include the EU, The United Kingdom, Belgium and Norway.

In the last few years, Botswana has been a hidden gem, regarding International Trade and Investment. It takes pride in the strength of its well-regulated, transparent and investor-friendly businesses environment. The country has characteristics, which makes it an ideal place for a business destination. It is sustainable, stable, peaceful and transparent; the quality of its workforce is well educated (82% literate and speak English); The country is committed to a sound fiscal policy, economic freedom and has a steady growth rate. Botswana is committed to continues growth (working on

establishing themselves as a center for innovation and R&D via its Botswana and innovation hub).

Botswana is on a mission to diversify its economy in key sectors such as agri-business, clean energy, services as well as infrastructure and manufacturing. The Embassy of Botswana in Brussels and the Botswana Trade and Investment center has decided to work together in order to organize a Botswana-Netherlands trade and Investment Forum in 2016, to introduce the Dutch business community to opportunities prevalent in various sectors in Botswana.

### IMPORTANT FACTORS TO NOTE ABOUT BOTSWANA

- Doing Business ranking: Ranks number 6 and number 3 within SADC region after Mauritius
- Second freest Economy after Mauritius
- Lowest crime rate in the continent
- Double taxation agreements in place with various countries
- No restrictions on foreign ownership
- Awaiting ratification on the status of Botswana Double Taxation Avoidance Treaty (DTA) Network with two countries (Belgium and Luxembourg) from the Benelux region
- The Botswana Trade and Investment center is willing to offer assistance to all international investors looking to enter the various sectors offering business opportunities in Botswana.



# ANGOLA

## DEPRESSED OIL PRICES LEAD TO A WAKE-UP CALL ON HIDDEN POTENTIAL



Located on the Atlantic coast in the southern part of Africa, Angola was ravaged by a 27 year civil war, following the withdrawal of the Portuguese colonial power in 1975. Recently it is known for its impressive economic growth rate since it obtained peace in 2002. Angola is Africa's second largest oil producer, making oil production and its supporting activities to contribute about 45 per cent of the nation's gross domestic product and over 95 per cent of exports.

**CAPITAL**

Luanda

**ECONOMIC GROWTH**

3.3%

**POPULATION**

24.3 Million

**UNEMPLOYMENT RATE**

6.8%

**COUNTRY SIZE**

1,247,000 km<sup>2</sup>

**NEW OPPORTUNITIES**

Unfortunately, the decreased oil price has hit the Angolan economy in a severe way, making the situation in the country more complicated on the one hand, but it also brings more opportunities to diversify its economy on the other. The country is now urged to invest in other sectors rather than primarily leaning on oil production income. The country is rich in hydrocarbons, minerals, fisheries and it also holds a significant potential in hydroelectricity. But besides these sectors, **Angola has probably even much more to offer when it comes to agriculture and tourism, due to its fertile arable land, favourable climate and breath-taking nature, landscapes, flora and fauna.**

**AGRICULTURAL POTENTIAL**

The agricultural and agro-industrial sector has gained a priority status from both the Angolan government and private investors over the last years. On the one hand because of the need to diversify its economy rapidly, and on the other hand because of the country's enormous potential in becoming the Southern African regions agro-food super power.

This makes it interesting for foreign investors to invest in Angola. Especially countries with long standing tradition and outstanding knowledge and expertise in agriculture, such as the Netherlands. **The food production in Angola is still underdeveloped and thus creates opportunities in exporting technology and knowledge from the Netherlands to Angola.**

In the recent years, several reports on business opportunities for Dutch agro-food companies have been published, and trade missions have been organised to explore the possibilities to invest in this particular sector. The outcomes of these reports and trade missions have been generally positive, urging Dutch companies to intensify their contacts with Angolan companies in order to create business opportunities.

**THE CHALLENGE AHEAD**

However, it has been a challenge for foreign investors to develop good business relations in Angola, due to a rather complicated business environment, the language barrier (Portuguese) and lack of an extensive network of reliable intermediates. The Angolan government has therefore invested in the implementation of a set of encouraging measures, to create a favourable investment environment to foreign investors.

One of those measures was the creation of the *Agency for Promotion of Investment and Export of Angola (APIEX)*. This institution is structured to be **the gateway to investors wishing to invest in Angola, by simplifying bureaucracy in investment processes and promoting the country's image.**

The yearly international fairs '*Feira Internacional de Luanda*' (FILDA) and the more specific agricultural fair '*Agroangola*', amongst other forums and conferences, are great opportunities for companies and investors to share and gain more insights in investing in Angola.

Vera Silva Salussinga is an independent business consultant, primarily in international trade and investments. She holds a degree in International Relations, and has extensive working experience in this field. Her knowledge of foreign languages and communication skills have led her to explore many countries and cultures. She is currently living and working in Angola, where she uses her skills to build a bridge between countries by matching supply and demand, transforming unique opportunities into successful projects.

For any further information on (investing in) Angola, please do not hesitate to contact Vera, as she is likely to be of any assistance.

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**WILLINGNESS LEADING TO ACTIONS**

Angola is thus well aware of the fact that it should focus on attracting direct foreign investments and has been creating the internal infrastructure and conditions to make this possible. The government's willingness to improve business conditions is present and has been fuelling the numerous initiatives to make market entry into Angola attractive and successful.



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# SWAZILAND

Swaziland is one of the smallest countries of Africa. It is classified as a lower middle income country, however it is a developing country. Swaziland is closely linked to South Africa, which accounts for about 85% of imports and about 60% of exports.

## SUGAR

Sugar production is Swaziland's biggest industry. Swaziland is Africa's fourth largest producer of sugar (after South Africa, Egypt and Sudan) and 25th largest in the world. Sugar production accounts for almost 60 percent of agricultural output, 35 percent of agricultural wage employment, and contributes about 18 percent to Swaziland's Gross Domestic Product. All sugar cane in Swaziland is grown under irrigation, achieving average yields of above 100 metric tons of cane per hectare. The recently successful Economic Partnership Agreement (EPA) negotiations between the European Union (EU) and Southern Africa Development Community (SADC) EPA States, means Swaziland can continue to sell sugar on a duty-free and quota-free basis to the EU. The Swaziland sugar industry sells about 50 percent of its production to the EU.

Swaziland produces other agriculture products such as cotton, maize, rice, citrus, pineapples and peanuts. Furthermore, coal and mining are very important industries, likewise textiles, wood pulp and soft drink concentrates. Many Swazis are employed in South Africa's mines and industries. The country's chief exports are soft drink concentrates, sugar, wood pulp, cotton yarn, refrigerators, citrus, and canned fruit. Imports include motor vehicles, machinery, transportation equipment, foodstuffs, petroleum products, and chemicals.

## GOVERNMENT'S PROGRAMME OF ACTION 2013-2018

The government of Swaziland has defined the Swaziland Development Index (SDI) which includes eight focus areas; economic prosperity, agriculture & environmental sustainability, education, health, government service delivery, infrastructure, governance, and corruption. The index will be used to assess the country's overall status, and will also set performance targets and action plans for ministries and agencies up to 2022.

The key is to achieve accelerated economic growth that will create jobs, raise incomes, reduce poverty and increase the amount of government resources for our work. Therefore, agriculture will receive an accelerated support in three key areas – broader access to water for irrigation purposes, assistance in the diversification of crop production and encouragement of adding value to primary crops through an increase in agro-processing activity. Furthermore, another key responsibilities for government is to provide infrastructure which benefits all Swazis and supports economic growth.

## CAPITAL

Mbabane

## ECONOMIC GROWTH

0.8%

## POPULATION

12.69 Million

## UNEMPLOYMENT RATE

22.3%

## COUNTRY SIZE

17,364 km<sup>2</sup>

# SEYCHELLES



**CAPITAL**

Victoria

**ECONOMIC GROWTH**

3.7%

**POPULATION**

96,860

**UNEMPLOYMENT RATE**

4.7%

**COUNTRY SIZE**

17,364 km<sup>2</sup>

Last year 2015 was generally a positive year for the Seychelles' economy, with growth of more than 4%, foreign exchange reserves at a seven-year high and the debt stock reduced to 62% of GNP.

**900.000 PEOPLE**

The Republic of Seychelles, as a population of 900,000 people. The country offers benefits for international investors and entrepreneurs looking to do business on the island, it has a stable political environment; government policies supporting foreign investments. It is an ideal location for trading and manufacturing as it offers a skilled labor force (96% adult literacy) who are fluent in English, French and their native Creole. Work permits are easily made available and accessible and includes a favorable tax regime for various potential sectors.

**INVESTMENT AREAS INCLUDE:**

- **Agriculture Investment Areas:** Agro-processing, crop rotation and the bearing of livestock (poultry, pigs, cattle and rabbits).
- **Energy Investment Areas:** Water solar heaters, renewable energy support and technical services, Oil support services and Oil exploration.
- **Financial service Investment Areas:** Viewed as a rapidly evolving sector in Seychelles. The Financial services sector is often referred to as the third pillar of the Seychelles' economy and offers a range of services and products that make it such an exciting destination for Investment. In the past 10 years, the country's financial service sector has grown from 650 international business companies to 140,000 presently\*.
- **Tourism Investment Areas:** The tourism industry contributes 20% of the country's GDP and 60% of foreign earnings. The sector also employs 15% of the countries workforce. Investment opportunities exist in Niche Hotels, Mini-cruises, and other opportunities include; sea based diving operations and specialized restaurants.
- **Fisheries Investment Areas:** It is the home Industrial fishing fleets from the European Union and the Far East. Seychelles lies at the center of the western Indian ocean tuna migratory routes. Opportunities include, cold storage (marine and aqua-culture potential) and processing and value adding. Highly value and appreciate local partnerships with local businessmen/women.



\*<http://www.bdlive.co.za/life/travell/2016/05/18/seychelles-a-haven-for-holidaying-south-africans>

# MAURITIUS



**CAPITAL**

Port Louis

**ECONOMIC GROWTH**

3.7%

**POPULATION**

1.261 Million

**UNEMPLOYMENT RATE**

7.7%

**COUNTRY SIZE**

2,040 km<sup>2</sup>



## ON ITS WAY TO BECOME AFRICA'S FIRST HIGH-INCOME COUNTRY!

Progressive economic and social policies make Mauritius top many rankings. The Indian Ocean island nation's open and diversified economy is competent, business-friendly and has low thresholds in terms of bureaucracy and regulations. Fair and regular elections ensure people- and business-orientated governance. Growing agrofood, tourism, ICT services and maritime sectors are interesting for foreign companies to have a closer look at.

Owing to long-standing political stability, good governance and an open and flexible regulatory system, Mauritius is Africa's most competitive economy. Once reliant on sugar exports, Mauritius has successfully

diversified into manufacturing, tourism, ICT and banking and business outsourcing. Mauritius has ambitions of achieving High Income Country status by 2025 by accelerating growth in the ICT, fisheries and marine industries.

Mauritius has the most favourable business environment in Africa, a position that the country has gone to great length to earn. Procedures for starting a business are efficient and supported by good ICT infrastructure. Mauritius is steadily becoming the region's premier international business and financial hub. A favourable tax regime, strong legal system, an educated and skilled workforce and good infrastructure are further draws to investors.

**KEY OPPORTUNITIES**

- New technologies like renewable energy, ICT and deep water exploration
- Growing tourism attracted by tropical island environment
- Textile industry expanding with trade access to foreign markets

**KEY CONCERNS**

- Remoteness from the African mainland and trade routes
- An island nation susceptible to rising sea levels from global warming
- All electricity must be locally generated, 97% of which is from fossil fuels



# THE INTRODUCTION OF THE DREAMLINER TO THE CAPE TOWN ROUTE IN 2016



Photo: Patrick Kop/Desril Santoso Teguh

Since 1919 KLM, has been the flag carrier airline of the Netherlands and on the 7<sup>th</sup> October 1938, the first KLM aircraft landed in South Africa with scheduled flights operating from 1947. Since then KLM has continued to play a key role in providing a gateway from South Africa into Europe and the rest of the world via Schiphol, Amsterdam.

Today, KLM Royal Dutch Airlines keeps investing to deliver an excellent customer experience and continues to focus on the South African routes. KLM operates 7 weekly flights from Johannesburg on the B777-200 and \*daily flights from Cape Town to Schiphol with the B777-200.

## INVESTING IN THE FUTURE:

### The introduction of the Dreamliner to the Cape Town route in 2016

KLM will operate a more economical, silent and customer-friendly aircraft with the arrival of the Boeing 787 Dreamliner on the KLM network in November 2015. The introduction of the Dreamliner will herald the dawn of a new age of air travel for customers as well as crew. KLM has opted for the very latest aircraft, ensuring that passenger experience an unforgettable journey. This is a new step in KLM's investment in fleet and product with the arrival of the Boeing 787 Dreamliner to Cape Town in **July 2016**.

## SOME HIGHLIGHTS:

Full flat World Business Class seats with direct aisle access, extra recline for Economy Class seats, a World Business Class cabin interior designed to create a 'feel-at-home' ambiance, the new Economy Class cabin interior providing a crisp and modern look, rich inflight entertainment with large touch screens plus more content and WiFi

on board. All in all, KLM's new Boeing 787 Dreamliner raises the bar when it comes to comfort in air travel. KLM continuously invests in a successful and sustainable future. In addition to adding 10 new Boeing 787 Dreamliner aircraft to its fleet over the next year, it is also looking forward to introducing the new Airbus A350. The selection of these planes was not just based on business requirements. KLM understands its responsibility for the impact the organization has on our planet. Therefore the company set a target to reduce the CO2 emissions of its fleet by at least 20% by 2020. The Boeing 787 Dreamliner's fuel efficiency is 20% lower because of its lightweight structure, advanced aerodynamics and very efficient engines, which contributes to reaching that target. The fact that, at the end of the airplane's service life, the materials used in the aircraft are better recyclable and more eco-friendly also adds to leaving a more modest ecological footprint. Just like Boeing's more responsible manufacturing process, which uses fewer hazardous materials. \*flights are subject to seasonal changes.

## ABOUT KLM

KLM Royal Dutch Airlines was founded in 1919, making it the world's oldest airline still operating under its original name. In 2004, Air France and KLM merged to form AIR FRANCE KLM. The merger produced the strongest European airline group based on two powerful brands and hubs – Amsterdam Airport Schiphol and Paris Charles de Gaulle. Retaining its own identity, the group focuses on three core businesses: passenger transport, cargo and aircraft maintenance. Air France and KLM carry more than 77 million passengers per year. They operate 573 aircraft enabling them to fly to 243 destinations in 103 countries. Members of the joint AIR FRANCE KLM frequent flyer programme Flying Blue earn Miles and claim rewards on both airlines' routes. In the Netherlands, KLM comprises the core of the KLM Group, which further includes KLM Cityhopper, transavia.com and Martinair. KLM serves all its destinations using a modern fleet and employs over 33,000 people around the world. KLM is a leader in the airline industry, offering reliable

operations and customer-oriented products resulting from its policy of enthusiasm and sustainable innovation.

KLM is a member of the global SkyTeam airline alliance, offering customers an extensive worldwide network. The KLM network connects the Netherlands to every important economic region in the world and, as such, serves as a powerful driver for the economy.

## ABOUT SKYTEAM

SkyTeam is a global airline alliance providing customers from member airlines access to an extensive worldwide network offering more destinations, more frequencies and more connectivity. Passengers can earn and redeem Frequent Flyer Miles throughout the SkyTeam network. SkyTeam member airlines offer customers access to over 490 lounges worldwide.

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## KLM WINS "BEST AIRLINE" AWARD FOR SECOND TIME AT REISGALA 2016

KLM Royal Dutch Airlines was pronounced "Best Airline" during last awards ceremony for Dutch leisure travel, the "Nederlandse Vakantie Awards". The awards are based on market research carried out among 10,000 Dutch consumers. There are 17 different award categories, including Best Airline. The "Nederlandse Vakantie Awards" are initiated by Travmedia, ANVR, SGR and Thuiswinkel.org.

"I am very proud that KLM has been voted Best Airline by Dutch consumers for the second year in a row. This award is a wonderful acknowledgement for KLM. It confirms not only customers' appreciation of the reliable service and quality we stand for, but motivates us to guard these core values even more carefully" stated Harm Kreulen, Managing Director KLM The Netherlands.



It is no secret that trade relations and investment relations between the Netherlands and Zimbabwe are weak due to Zimbabwe's economic problems of the past 15 years. In this respect, however, it seems that, slowly but surely, the tide is turning.

A contract between six Dutch farmers was signed to help horticultural growers to improve their produce and stamp out exporting hurdles. Dutch Ambassador in Zimbabwe, Ms. Sneller, is optimistic that the move will boost bilateral trade between Netherlands and Zimbabwe, which was presently at a low ebb and Dutch investors were watching economic policies in Zimbabwe with keen interest to invest in the country. "At the moment, I see growing interest from Dutch companies in Zimbabwe. For the past two years, all the companies who talked to me were focusing on Zambia because I am also the ambassador there. But these days, all the representatives of the companies all of a sudden wanted to talk to me about opportunities in Zimbabwe," Sneller said.

**CAPITAL**

Harare

**ECONOMIC GROWTH**

2.8%

**POPULATION**

15.25 Million

**UNEMPLOYMENT RATE**

5.4%

**COUNTRY SIZE**

390,757 km<sup>2</sup>



# ZIMBABWE

## OPPORTUNITIES ARE ARISING

**“FOR DUTCH INVESTORS, ZIMBABWE HAS POTENTIAL”**

“This shows that for Dutch investors, Zimbabwe still has potential. I feel they are still quite hesitant and are waiting for signals from the Zimbabwe government to prove that Zimbabwe is open for investment. The interest is there and we will continue to support government efforts through assisting Zimtrade.”

**VISIT ZIMBABWE**

After working for over 20 years in the tourism sector, Playtorn Musiwa started Afari Adventures (African Journey). He is Passionate about Africa wildlife, landscapes, rich cultural lifestyle and he has chosen

to share his devotion with all kinds of international travellers, but especially the Dutch ones. He shares some of his insights with us on this page. The Dutch like their securities. Regardless of the content and the price of the trip, the Dutch want their trip to be secured at all times. To assure this, it is important to be able to provide ANVR (Algemeen Nederlands Verbond van Reisondernemingen) and SRG (Stichting Garantiefonds Reisgelden) insurances.

In Zimbabwe it is useful to work with recognized partners and affiliated to Zimbabwe Tourism Authority. ZTA's main task is to manage and market Zimbabwe as a leading tourist destination in Africa and the world at large. They do a great job at promoting Zimbabwe internationally, and in the Netherlands via Aviareps, which is also a SANEC member. The Zimbabwean product has served as a sample for many Dutch tourist agencies and tour operators for two years in a row.

**“MEANINGFUL HOLIDAYS BECOME INCREASINGLY POPULAR”**

Meaningful holidays become increasingly popular these days. Therefore, Afari incorporates locally set up community projects, which are approved by the governments of Zimbabwe and the other countries Afari travels through. Examples of these are drop toilets for disabled families in Lukhosi Village, but Afari also stays at accommodations like African Bush Camps Foundation, that is committed to empowering rural communities, partner with those on the outskirts of wildlife areas to become economically sustainable whilst ensuring that natural resources are protected and cared for.

**Although Zimbabwe has had its political and economical hardships for the last few years, Zimbabwe still remains a fabulous country to visit with its great diversity in nature and landscapes.**

**Enthusiastic about visiting Zimbabwe?**

Do not hesitate to contact [afariadventures@gmail.com](mailto:afariadventures@gmail.com) [www.afariadventures.com](http://www.afariadventures.com)

# GOOD HOPE

## THE NETHERLANDS – SOUTH AFRICA



Above: Aernout Smit, *Kaap de Goede Hoop aan de Tafelbaai*, 1683  
 Below: Nelson Mandela at Leidseplein, Amsterdam, June 16 1990, photo: R. Rozenburg

## RIJKSMUSEUM - SPRING 2017 - THE NETHERLANDS

You could say that in a way South Africa would have never been the same without the arrival of the Dutch. Think about the language and traditions, Cape Dutch architecture, the infrastructure of the country, or the demographics resulting from the introduction of Islamic slaves by the Dutch East India Company (VOC). But, South Africa also had an impact on the Netherlands, not only by expediting the flow of wealth from the Far East, but later with the enthusiasm for the Boers around 1900, the fashion for South African street names and the fierce anti-Apartheid movement of the 1970s and 80s.

### WHAT IS THE EXHIBITION ABOUT?

The forgotten ties between South Africa and the Netherlands. **Each room shows how the Netherlands changed South Africa or vice versa.** At the moments when there was a strong Dutch interest in South Africa, during the Boer War, for example, or the struggle against Apartheid, the scene is set in the Netherlands. Elsewhere it charts how Dutchmen overseas marked the history of the Cape and then the country at large. A story that begins in 1652 and continues right to establishment of democratic government at the end of the twentieth century. **This is a strong story that can be illustrated visually through powerful objects and images, many of which have never**

**shown publicly. To those already selected we expect to add others from sources we are still busy exploring.**

### WHY NOW?

After twenty years of political freedom in South Africa, and the country's return to the international community, it is time to present **a new vision of the historical ties** between the Low Countries and the South African states. South Africa is increasingly turning its eyes to an outside world that has been taking a greater interest in it, as evidenced by Dutch tourists, nature lovers, investors and emigrants. The colonial history of South Africa has become a subject of research and debate that can usefully now be taken out of academe and **presented to the public at large** by such an all-embracing institution as the Rijksmuseum.

### WHAT WILL THE EXHIBITION LOOK LIKE?

Mutual influence is the key motor that will drive the display. We will make large visual statements, such as a wall filled with anti-apartheid posters or huge 19th-century flags hanging from the ceiling. **We will invite renown South African photographer Pieter Hugo to reflect on the history of South Africa and the Netherlands in a specially commissioned photo series.**

# RIJKS MUSEUM



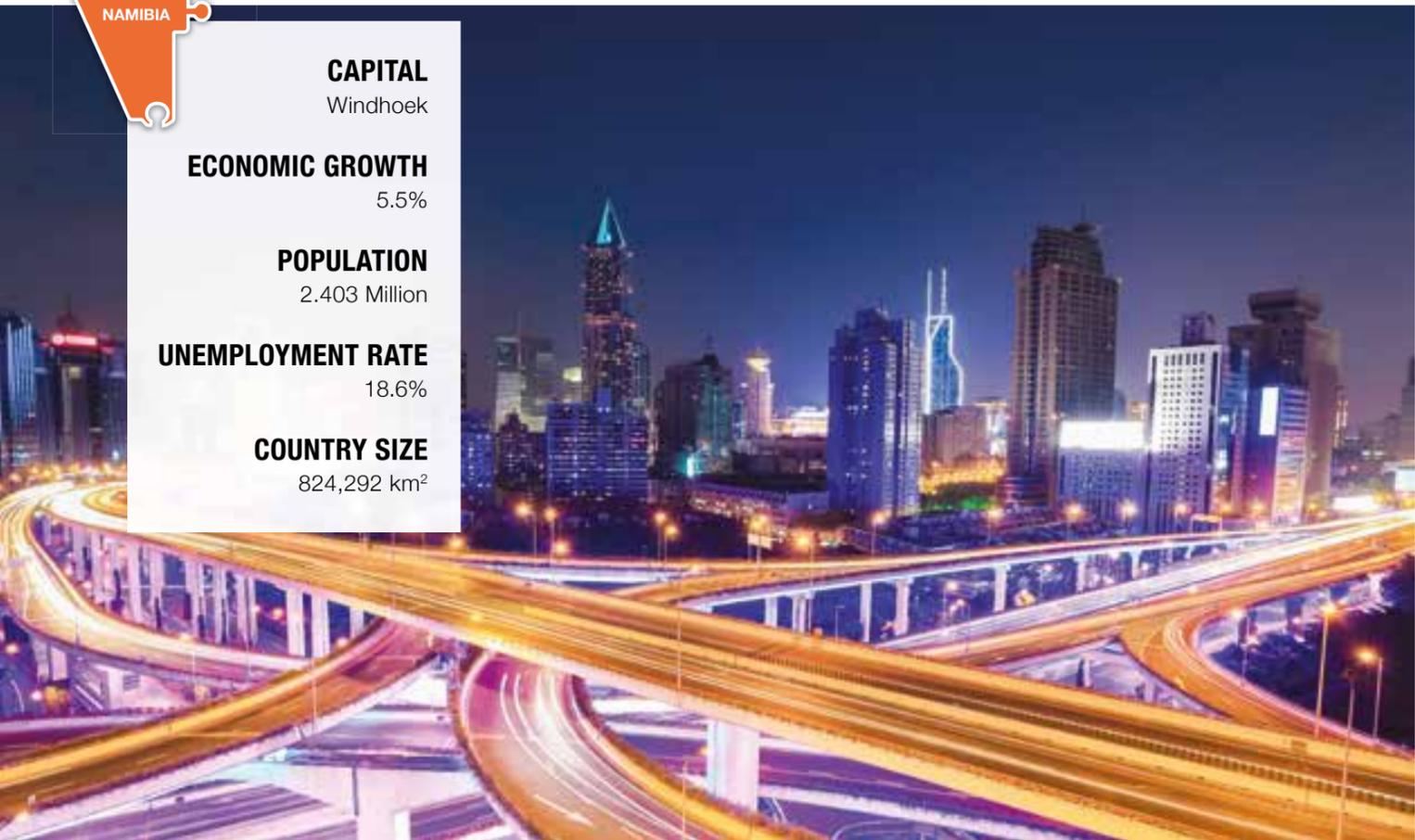
**CAPITAL**  
Windhoek

**ECONOMIC GROWTH**  
5.5%

**POPULATION**  
2.403 Million

**UNEMPLOYMENT RATE**  
18.6%

**COUNTRY SIZE**  
824,292 km<sup>2</sup>



With only 2.5 million inhabitants, the vast country of Namibia only has a small local market. This is one of the reasons why Namibia is a strong advocate of regional economic integration in Southern Africa. The Southern African markets of over 300 million people made Namibia develop a ‘Growth at Home’ strategy for industrialisation, to be integrated into regional value chains.

**EXPECTED GROWTH IN NAMIBIA**

Well-positioned and performing seaports, airports and road connections contribute to the expected growth successes in the following sectors in Namibia:

- 1) **Agro-processing**
- 2) **Fish processing**
- 3) **Mineral beneficiation**
- 4) **Steel manufacturing**
- 5) **Chemical industries**
- 6) **Automotive industry**

Domestic and foreign businesses are encouraged by the Namibian government to promote local value adding exports by securing markets at home and abroad for local firms (especially small and medium enterprises). The Namibian government is keen to provide assistance and incentives in order to stimulate and diversify local industries. Although Namibia still has a relatively small economy, various international companies are successfully active in the country. Especially the seaport of Walvis

Bay and Windhoek offer numerous business opportunities.

For specific examples of various international businesses that are active in Namibia, people can look at organizations like STC, YOH Invest, Young Africa, Investment Consulting Associates and Burgland. These businesses all have their roots in the Netherlands. Furthermore, the Namibian economy is very intertwined with the South African economy. This can be seen everywhere in Namibia. Numerous South African businesses

# GROWTH AT HOME

# NAMIBIA'S

## STRATEGY FOR INDUSTRIALISATION

are active in Namibia and are very visible in society.

**Namibia's Export Processing Zone (EPZ)**

In 1995, the Government of the Republic of Namibia adopted a policy for the establishment of an Export Processing Zone (EPZ) regime to serve as a tax haven for export-oriented manufacturing enterprises in the country, in exchange for technology transfer, capital inflow, skills development and job creation.

**As a policy instrument, the EPZ regime is designed to:**

- Facilitate imports of foreign productive capital and technology as well as the transfer of technical and industrial skills to the local workforce;
- Contribute towards an increased share contribution of the manufacturing (industrial) sector to job creation, the country's gross domestic product (GDP) and exports of manufactured goods; and
- Enhance the diversification of the local economy.

**Features of Namibia's EPZ regime**

Namibia's EPZ regime offers export-oriented manufacturers a range of internationally competitive advantages.

**Tax-free regime**

EPZ enterprises are exempted from corporate income tax, duties and value-added tax (VAT) on machinery, equipment and raw materials imported into Namibia for manufacturing purposes. The only taxes payable are personal income tax on employees' income as well as the 10% withholding tax (non-resident shareholders) on declared dividends. In addition, EPZ enterprises are allowed to hold foreign currency accounts at commercial banks as well as to repatriate their capital and profits.

**No time-bound incentives**

The incentives referred to above are for an indefinite period or apply for the life time of the approved project in Namibia.

**Equal treatment of investors**

Local and foreign investors who

meet the conditions for admission under the EPZ enjoy equal treatment and eligibility to the applicable EPZ incentives.

**Freedom of location**

EPZ enterprises are free to establish themselves anywhere in the country. An EPZ enterprise can set up as a single factory enterprise at any clearly demarcated location of choice. Where an industrial zone or park has been developed, interested investors may choose to locate in such industrial zone or park to take advantage of the affordable factory shells or warehouses that have been constructed and are on lease by the Offshore Development Company (ODC) or the Walvis Bay EPZ Management Company if the harbour town of Walvis Bay is the preferred location.

**Business and Industrial infrastructure**

The ODC develops and leases serviced industrial and business sites and factory shells. Four multi-purpose industrial parks have been developed at various locations in the country.

*"In 2015 YOH Invest was introduced to public and private parties in Otjiwarongo, Namibia. The positivity, openness and warmth was combined with a social entrepreneurial spirit, which resulted in YOH Invest starting its activities in Otjiwarongo from September 2016! See also [www.yoh-invest.org](http://www.yoh-invest.org)."*

**QUOTE MARC VISSERS, from YOH Invest**

**PIM DE WIT (1952)**  
 HAS VISITED EIGHTEEN AFRICAN COUNTRIES FOR WORK AND PLEASURE. HE IS THE CO-FOUNDER OF AFRICA INTERACTIVE LTD, THE AFRICA MEDIA VENTURES FUND LTD, THE VOICES OF AFRICA MEDIA FOUNDATION AND INVOLVED IN VARIOUS OTHER INITIATIVES THAT TAKE PLACE IN AFRICA. HIS BACKGROUND IS IN MEDIA AND COMMUNICATION AND HE HAS WITNESSED FROM UP CLOSE HOW GROWTH IN MANY AFRICAN COUNTRIES HAVE ACCELERATED OVER THE LAST DECADE.

## IT IS NOT FAR

During my first trip to Tanzania I asked the driver how far we were from my destination as I was running late for my appointment. Reassuring he said: "it is not far". Nervously I repeated the same question half an hour later and I got the same answer. Forty-five minutes thereafter I arrived at my destination. Much too late. "Not far" in this case has meant 1 hour and 45 minutes. This great difference between Africans and Western visitors in the perception of time has been a returning issue in the many years that I have worked with Africans, both in the profit and non-profit sector. When I wake up in the morning the first thing I do (and I assume many others as well) is to see what time it is. The rest of the day we have a constant dialogue (battle) with time. However, since long the African has made time his friend. We get upset if someone shows up late at an appointment. In Africa you improvise! In the example above I of course had my meeting although

I was much too late. My many meetings in the years thereafter always took place. Be it seldom at the agreed time. Of course, in many African capitals people in large companies work pretty efficiently these days. But be prepared, heavy traffic is a much-accepted excuse to justify one's late arrival.

Doing business or practising charity in Africa quite often comes with disappointment. In some cases this derives from having typical Western expectations. Our way of organising, structuring and planning is genuinely different from the way it is done in African countries. If both worlds want to work together successfully it is paramount to understand and to respect each other's principles. When I started projects in Africa I thought that taking responsibility to solve a problem, as soon as possible and in an efficient way, was accepted and endorsed by everyone. How wrong I was! Africans deal with problems in a quite different way. If you are not prepared for that you will have your cumbersome moments. The lesson I learned? You have to invest time to really understand the culture of the country that you want to do business with and to accept that your partners have different principles (and probably have no idea about what you are doing!).

My anecdote about the perception of time is only one example of the cultural differences that have impact on doing business. I could give you many more. Does that mean that one should be reluctant to enter into doing business with African countries? Of course not! There are so many opportunities out there. But...do accept that it takes time and occasional setbacks to discover the approach that works out best for both partners. Over time the cultures will come closer. When will that moment be? Let me give you an African answer: It is not far.

**PIM DE WIT**



TOGETHER WITH PASSION.



# How can we support your business?



The Dutch Embassy and Consulate General in South Africa facilitate economic and trade relations between South Africa and the Netherlands.

**Focus sectors include water, agriculture, renewable energy, transport & logistics, and healthcare.**

In all of these sectors we strive to stimulate cooperation between Dutch and South African parties to find innovative and sustainable solutions for our mutual challenges.

Some of our key service offerings are:

- Flagging business opportunities
- General trade requests
- Demonstration projects
- Feasibility studies
- Tailor-made information
- Business partner scans

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[www.dutchembassy.nl](http://www.dutchembassy.nl)



## DEMOCRATIC REPUBLIC OF CONGO

Despite its abundant natural resources and its existing hurdles, its economic growth is still evident. The renewed activities in the mining sector has been the source of most export income and has boosted the countries GD Growth in recent years.

### THE DGGF

The Dutch Goods Growth Fund (The DGGF) has decided to invest in the future of the DR Congo. The African Rivers Fund LLC (ARF), a fund created by XSML Capital, has been capitalized by the Dutch Good Growth Fund (DGGF) to an amount of EUR 7.2 million. The capitalization of the ARF by the DGGF is part of the DGGF mandate to invest in fragile states. This funding will serve to boost young and sustainable SME's in a number of selected countries in the Great Lakes area. XSML, the fund manager, currently oversees a EUR 17.3 million fund in the DRC and CAR. XSML distinguishes itself through its investment in SME's around Africa while focusing on mezzanine financing combined with a hands-on approach and a technical support line for the SME's it is funding. The ARF will invest up to EUR 4.5 million in the Great Lakes area through mezzanine investments including debt, a stake in profits or equity. It was understood that, approximately 30 small and medium sized enterprises had been financed by the ARF, which manifested positive impact on local communities through increased employment opportunities, better and transparent access to finance, services and education. The DGGF aims to provide technical support through its Seed Capital & Business Development programme in the future.

### THE DUTCH EMBASSY

The Democratic Republic of Congo's Embassy has been heavily involved in promoting the country as a destination for Dutch entrepreneurs/businesses looking to trade and do business in the country. On the 2nd March 2016, The Embassy of the Netherlands held a workshop on access to finance in the DRC. Representatives of 4 Dutch financial institutions (Oikocredit, Triodos, FMO, Rabobank) took part in the workshop. On the Congolese side, both banks and state parties participated (Central Bank of Congo, the Ministry of Finance, Economy and SMEs) as well as partners such as IFC, UNCDF, GIZ, FPM and Agri-Profocus (Promoting farmer entrepreneurship) were present on the day to solidify and manifest the business relationship that is slowly being built and maintained between both countries.

### CAPITAL

Kinshasa

### ECONOMIC GROWTH

8.6%

### POPULATION

74.88 Million

### UNEMPLOYMENT RATE

8.0%

### COUNTRY SIZE

2,344,858 km<sup>2</sup>

SANEC has worked closely with the Embassy of The Netherlands in the Democratic of Congo on two notable occasions, which aimed to promote trade, business and Investment opportunities between The Democratic Republic of Congo and the Netherlands.

**CAPITAL**

Lilongwe

**ECONOMIC GROWTH**

5%

**POPULATION**

16.70 Million

**UNEMPLOYMENT RATE**

7.5%

**COUNTRY SIZE**118,484 km<sup>2</sup>**INVESTMENT OPPORTUNITIES  
IN VARIOUS SECTORS**

**Livestock:** breeding of cattle and artificial insemination

**Soya Beans:** activities such as processing soya into yoghurt, cheese, tofu and meat substitutes for local and international markets.

**Cotton Development:** this includes large scale commercial farming, market development and contract farming, which could also include exporting processed cotton to Europe.

**Sugar Production:** sugar cane processing facilities for the export market.

**Infrastructure:** the government seeks investors under various private sector partnerships in various projects.

**Tourism:** Malawi is the ideal destination for families looking for an introduction to an African ecotourism adventure. Also known as "the warm heart of Africa," the safe and friendly country in the southeastern region of Africa, offers authentic wilderness and beach holidays without the crowds and hefty price tag usually associated with "regular" safari holidays. Malawi also includes excellent tourist infrastructure.

# MALAWI



Malawi has become the third country in sub-Saharan Africa after Ghana and Liberia to establish a modern online collateral registry system to enable businesses and individuals access loans using movable assets. As in many other countries, financial institutions in Malawi traditionally require fixed assets such as land or buildings as collateral for loans. The collateral registry, which is officially called Personal Property Security Registry was launched in February 2016, together with the Malawi Business Registration System (MBRS). The collateral registry is an online public database that allows financial institutions to register security interests in movable property such as livestock, machinery, and vehicles facilitating the use of such collateral for loans. Collateral registries also mitigate the risk of customers and lower transaction costs.

In 2015-2016, the large agricultural country is making efforts to overcome decades of underdevelopment, corruption and the impact of an HIV/AIDS problem, that has claimed the lives of thousands every year. The biggest development happening in Malawi in 2015, is the African Parks initiative, according to tour operators. The Majete Wildlife Reserve was transformed from a poached-out reserve into a thriving Big 5 park by African Parks, a nonprofit organization that partners with local communities and the government to rehabilitate and manage national parks. It now has also taken over the Nkhotakota and Liwonde reserves.

In 2016 The Chairperson of the African Union, Mrs. Nkosazana Dlamini Zuma stated in her speech on Africa day, that Malawi is seen as a recent example, having established a body whose sole responsibility is to ensure that all African Union protocols, charters and treaties are ratified and domesticated.

## BUILDING IN AFRICA FOR AFRICA

DAMEN OFFERS QUALITY VIA PROVEN TECHNOLOGY. OUR SPECIALITY LIES IN DELIVERING OUR VESSELS ON TIME, ON BUDGET AND WITH OUTSTANDING LEVELS OF SERVICE.

# PROJECT SOLARIS SOUTH AFRICA

Project Solaris in South Africa, has earned the Roundtable on Sustainable Biomaterials (RSB) certification for the production of the energy rich tobacco crop “Solaris” in the Limpopo region of South Africa. Solaris is a nicotine-free and GMO-free crop variety that yields significant amounts of sustainable oil that can be used as feedstock for bio jet fuel.

## THE PROJECT HAS BROUGHT ECONOMIC AND RURAL DEVELOPMENT

Project Solaris has involved the RSB from the start to ensure the incorporation of the RSB standards into the development and up-scaling protocols as well as getting the operations certified.

The project has brought economic and rural development to the Limpopo province in South Africa as well as a new regional bio jet fuel supply chain that is now RSB certified for environmental and social sustainability.

“Project Solaris has demonstrated that it can deliver sustainability on the ground in line with the RSBs global standard,” said RSB’s Executive Director, Rolf Hogan. “This is the result of a serious commitment to working with local stakeholders, rural development and reducing greenhouse gases while safeguarding the Limpopo’s unique natural environment.”

“The RSB certificate is a key factor for our company and development process,” said Sergio Tommasini, CEO of Sunchem Holding. “With RSB we proved our Solaris technology under different aspects respecting sustainability criteria. Thanks to all partner efforts, we earned this important certificate. RSB believed in our technology and gave us the right advice to improve it during our scale up program.”

## DEVELOPING A BIOFUEL CROP

“Developing a biofuel crop in South Africa’s ‘breadbasket’ province has of course drawn us into the centre of the food vs fuel debate,” said Joost van Lier, Managing Director of Sunchem South Africa. “Having to undergo a systematic process of evaluating the social and environmental ramifications of this development as prescribed by the RSB has allowed us to feel confident in promoting Solaris, not only as a financially viable crop for farmers in the region, but also one that will

not affect food security or lead to environmental degradation.”

“SkyNRG, as one of the main founders of Project Solaris, believes that the RSB standard should play a central role in the aviation sectors’ efforts to develop truly sustainable jet fuel supply, meeting environmental and social safeguards. By receiving RSB certification, Project Solaris is achieving an important milestone for itself and for the aviation industry as a whole,” says Maarten van Dijk, CEO of SkyNRG.

Boeing is a premium sponsor and promoter of the Solaris technology worldwide. J. Miguel Santos, Managing Director for Africa, Boeing International said, “We applaud South African Airways and the South African Government for ensuring the sustainability of their emerging aviation biofuel supply chain as it is being developed. This milestone marks a very significant step forward in ensuring positive economic, social,

and environmental outcomes for aviation and the planet.”

## SOUTH AFRICAN AIRWAYS

South African Airways (SAA) is a supporter of Project Solaris and the end user of the fuel. Ian Cruickshank, SAA’s Group Environmental Specialist, said “SAA is a proud member of the RSB and subscribes to the environmental and social sustainability principles enshrined in the RSB standard”. This certification ensures that future fuels contribute to reductions in CO<sub>2</sub> and are environmentally sustainable and contribute social and economic benefits to our rural economy where it is needed most.”

RSB is recognized by NGOs as the “most comprehensive and ambitious” biomaterials sustainability certification program in the world. RSB provides a holistic approach towards sustainability assurance, covering social, environmental, economic and operational aspects in its analysis.



photo: Mark Mansfield

# WHO IS JOP BLOM AND HOW IS HIS COMPANY INVOLVED IN THE AFRICAN CONTINENT?



# CV

**JOP BLOM**

**ORGANISATION**

Behold International

Jop Blom is a 41 years old social entrepreneur with a passion to tackle social challenges in an entrepreneurial way. Over the last decade he has been assisting many corporates, NGOs and governments on CSR & Social Entrepreneurship and bringing them together in Win-Win partnerships or developing cutting edge social ventures. He also had the pleasure to live in Pretoria for 2,5 years to set up an office in South Africa with his colleague Reinoud Willemsen. Together with his partner he set up the CSR (Corporate Social Responsibility) voucher.

## WHAT DOES THE INTERNATIONAL CSR VOUCHER INITIATIVE ENTAIL?

The international CSR voucher (IMVO, Internationaal Maatschappelijk Verantwoord Ondernemen, voucher) is an initiative of MVO (Maatschappelijk Verantwoord Ondernemen) Nederland and the Netherlands Government to improve the social and environmental impact in your value chain and with that enhance the sustainability of your business activities in Africa. With this voucher employers can hire CSR experts to

assess the CSR risk, opportunities and impact of their business and they sponsor 50% of the cost (unto an amount of €20.000,- in total). This makes it much more interesting to invest in the sustainable growth of the business activities with a local business partner in Africa. <http://mvonederland.nl/internationaal-mvo/imvo-vouchers>

## HOW DOES IT WORK WITH THE VOUCHER SYSTEM? WHAT SORT OF COACHING DOES THE BUSINESS DO? HOW DID SANEC AND BEHOLD WORK TOGETHER ON THIS?

The administration is quite simple, together with the client we define the scope of the activities and assignment to improve the CSR strategies and or environmental and social impact in your value chain. The activities that we do could be to develop a CSR strategy, a CSR risk & opportunities assessment, Impact measurement strategies and explore possible partners and or funders to increase the impact of the business. SANEC supports us with the market research, partners search and the specific local issues such as Black Economic Empowerment.

# BEHOLD INTERNATIONAL

Empowering Social Entrepreneurship Beyond Borders



Explore

Connect

Do Business

IN THE MOST VALUABLE, SUSTAINABLE & RESPONSIBLE WAY!

### OFFICES

AMSTERDAM

JOHANNESBURG

### SERVICES

CSR CONSULTANCY - VENTURING

PARTNERSHIPS - MEASUREMENT

We offer ten years of international experience in assisting companies, governments and NGOs in CSR & social entrepreneurship contributing to long term value creation and leadership.

[www.behold.nl](http://www.behold.nl) | [jop.blom@behold.nl](mailto:jop.blom@behold.nl) | [www.beholdsa.co.za](http://www.beholdsa.co.za) | [reinoud.willemsen@beholdsa.co.za](mailto:reinoud.willemsen@beholdsa.co.za)

## IS THERE A CONCRETE PROJECT YOU CAN TELL US ABOUT?

The last project was for a ICT refurbishment company that contributes some of its ICT assets to the projects of Close the Gap to provide access to ICT for schools in Africa. We did a CSR assessment on their work and their partnership with their local ICT service partner in Tanzania. We assessed how they deal with specific risks such as labour conditions, corruption, environmental risks and we measured the positive impact that they have on society by every child that gets access to ICT and with that increases their future opportunities for a better career and income.

## HOW DID YOU GET IN TOUCH WITH SANEC AND HOW DID THEY HELP YOU?

I always had a dream to set up an office in my beloved South Africa. In 2008 I joined a trade mission with the KNVB to explore if we could come up with an idea to also

increase the social impact of the World Cup. Together with SANEC we came up with the idea to develop an orange beaded bracelet, fair trade produced by Zulu Women in South Africa. This became a massive hit and it resulted in creating almost 1000 entrepreneurial job opportunities for the female crafters and I set up a successful CSR consultancy firm in South Africa advising even the largest companies such as Anglo American Platinum to deal with their complex community development challenges and turning them into opportunities.

## WHAT ADVICE CAN YOU GIVE OUR READERS ABOUT EXPLORING, CONNECTING OR DOING BUSINESS IN AFRICA?

The best way to predict the future is to create it. Always believe in yourself, enjoy the indefinite opportunities of the African continent and add value to the world! And get in touch with us and SANEC to improve both your business and social returns on investment.



# MOZAMBIQUE

## LET'S GROW TOGETHER



Mozambique stretches along the Indian Ocean with a coastline of almost 3,000 kilometers. Its expanding ports, transport- and development corridors make the country an important entry to the Southern African region. The country has abundant mineral resources and a vast agricultural potential.

The Mozambican economy has grown with an average of 8,5 % for the past two decades and received vast foreign direct investments, particularly in the mining and energy sectors. Recently the economy has slowed down considerably because of the international commodity crisis and delayed final investment decisions in the energy sector. The macro-economic stability deteriorated further because of high external debt adjustments.

### LARGE UNTAPPED GAS RESERVES

Mozambique has large untapped gas reserves in the Northern coastal waters of the Cabo Delgado province. The exploitation of these gas resources will require billions of dollars of investment for development of offshore and onshore infrastructure, LNG and GTL industry, urban areas and agricultural hinterland, with huge opportunities for national and international small- and medium enterprises (SME's).

### FIVE PRIORITY SECTORS

To tie the opportunities of Mozambique together in a broadly defined strategy of social and economic development, five priority sectors are identified:

- 1 Energy:** increasing on- and off-shore oil and gas discoveries already attracted several of the biggest players in the global energy sector.
- 2 Agriculture:** 36 million hectare of fertile agriculture soils in total, from which only 8 million is in use, create large opportunities for harvesting unused lands.
- 3 Water:** demands for water-resource-management in areas prone to droughts, flooding and cyclones on the one hand and improvement of sanitation on the other hand, demand high expertise in the water sector.
- 4 Maritime:** vast growth of ports and cities need capacity building, goods and services for infrastructure development, cabotage, dredging and port management.
- 5 Health & Life Sciences:** strong economic growth slowly expands the Mozambican middle-class, accompanying more demand for advanced health technologies.

#### CAPITAL

Maputo

#### ECONOMIC GROWTH

6.5%

#### POPULATION

27.22 Million

#### UNEMPLOYMENT RATE

22.6%

#### COUNTRY SIZE

799,380 km<sup>2</sup>



## STARTING IN MOZAMBIQUE

### THE STEPS FOR AN ENTREPRENEUR

#### MARKET RESEARCH 1

1. You identify a market
2. You know Mozambican Business legislation
3. You know the competitors
4. You write a Business Plan

Use the Rijksdienst Ondernemend Nederland (RVO) on Mozambique and keep track of the Doing Business theme from the Netherlands Embassy in Maputo.

#### BUSINESS CLIMATE 2

In the last few years Mozambique improved its business climate on:

1. Property registration
2. Investors protections
3. Resolving insolvency
4. Paying taxes

For recent developments keep track on the <http://www.doingbusiness.org/data/exploreeconomies/mozambique/> Doing Business section of the World Bank, giving quarterly updates on the Mozambican business climate

#### PRACTICAL 3

1. Residence and working permit
2. Formal procedurs
  - (a) registration name, (b) employers, (c) account number, (d) insurance, (e) declaration of new firm, (f) notary, (g) registration of business entity, (h) registration for taxes.

The World Bank composed a scheme in which the practical steps for the entrepreneur at the Mozambican institutions; Balcao de Atendimento Unico (BAU) en Balcao de Atendimento Publico (BAP).

#### ENTER THE MARKET 4

1. Concrete Marketing Strategy
2. Concrete Business plan
3. Enter it!
  - (a) Supply, (b) Financial resources, (c) Customer service on spot

For an entrepreneur it is now time to seize the opportunity.

The four steps an entrepreneur needs to follow in order to successfully enter the Mozambican market.



## EU - SADC PARTNERSHIP

The EU concluded negotiations on an Economic Partnership Agreement (EPA) on 15 July 2014 with the SADC EPA Group comprising Botswana, Lesotho, Mozambique, Namibia, South Africa and Swaziland. Angola has an option to join the agreement in the future.

The other six members of the Southern African Development Community region – the Democratic Republic of the Congo, Madagascar, Mauritius, Zambia and Zimbabwe – are negotiating Economic Partnership Agreements with the EU as part of other regional groups, namely Central Africa or Eastern and Southern Africa.

### EU AND THE ECONOMIC PARTNERSHIP AGREEMENT (EPA) WITH THE SADC EPA GROUP

**Development-oriented:** the EPA gives asymmetric access to the partners in the SADC EPA region. They can shield sensitive products from full liberalisation and safeguards can be deployed when imports are growing too quickly. A detailed development chapter identifies trade-related areas that can benefit from funding.

**“THE EU WILL OBTAIN MEANINGFUL NEW MARKET ACCESS INTO SOUTHERN AFRICAN CUSTOMS UNION”**

### Improved opportunities for trade in goods:

the EPA guarantees access to the EU market without any duties or quotas for Botswana, Lesotho, Mozambique, Namibia, and Swaziland. South Africa will benefit from new market access additional to the Trade, Development and Cooperation Agreement, that currently governs the trade relations with the EU. The new access includes better trading terms mainly in agriculture and fisheries, including for wine, sugar, fisheries products, flowers and canned fruits. The EU will obtain meaningful new market access into Southern African Customs Union (products include wheat, barley, cheese, meat products and butter), and will have the security of a bilateral agreement with Mozambique, one of the LDCs in the region.

**“EPA INCLUDES A BILATERAL PROTOCOL ON TRADE IN FOR EXAMPLE WINE AND SPIRITS”**

**Geographical indications:** the EPA includes a bilateral protocol between the EU and South Africa on the protection of geographical indications and on trade in wines and spirits. The EU will protect names such as Rooibos, the famous infusion from South Africa, and numerous wine names like Stellenbosch and Paarl. In return, South Africa will protect more than 250 EU names spread over the categories food, wines and spirits.

(Source: <http://ec.europa.eu>)

### SOME FACTS

- The EU is the Southern African Development Community EPA Group's largest trading partner, with South Africa accounting for the largest part of EU imports to and EU exports from the region.
- The Southern African Development Community EPA countries are strong in the exports of diamonds and in South Africa, Botswana, Lesotho and Namibia these constitute to a large dominant share of their exports to the EU.
- Other products from the region include agricultural products (beef from Botswana, fish from Namibia or sugar from Swaziland, oil from Angola or aluminum from Mozambique). South Africa's exports to the EU are much diversified and range from fruit to platinum and from manufactured goods to wine.
- The countries in the Southern African Development Community EPA Group are members of the WTO.

**“THE EU IS SADC'S LARGEST TRADING PARTNER”**

- The EU exports a wide range of goods to the Southern African Development Community EPA countries, including vehicles, machinery, electrical equipment, pharmaceuticals and processed food.
- The Economic Partnership Agreement countries in the Southern African Development Community constitute a very diverse group. Lesotho, Mozambique are least developed countries (LDCs), but countries

like Namibia and Botswana hold upper middle income status. Botswana, Lesotho, Namibia South Africa and Swaziland form the Southern Africa Customs Union (SACU).

- Trade between the EU and South Africa is currently governed by the Trade, Development and Cooperation Agreement between the EU and South Africa. Most of the Southern African Customs Union members have aligned their import regime to this trade

agreement. As the main point of entry into Southern African Customs Union, duties are mainly collected by South Africa, which then redistributes to the other members according to an agreed formula.





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# A BRIEF ANALYSIS OF THE SOUTHERN AFRICAN IMMIGRATION LANDSCAPE

## IMMIGRATION

Immigration is a widely discussed topic. In many cases the public opinion on immigration is rather negative as with the current flood of Syrian refugees flocking to Western Europe, straining social systems. On the other hand individuals such as Elon Musk and Andy Grove, Intel's former boss are examples of highly skilled and successful immigrants to the USA building their multi-Billion Dollar empires and benefiting the local economy tremendously.

## VISA OPENNESS INDEX

Closer to home, the African Development Bank recently launched the visa openness index. This index measures to which extent Africans can travel to their fellow African countries without having to apply for a visa prior to the travels, meaning they are able to arrive and get issued with a visa upon arrival. South Africa ranks 35 out of 52. Ghana recently announced that from June onwards it shall grant all visitors from African countries with visitor's visas on arrival. Namibia is moving into the opposite direction with its recently introduced requirement to apply for visas for business trips prior to travels. Now even neighbouring South Africans have to obtain a business visa before visiting Namibia for business purposes, leading to unnecessary frustration. South Africa has recently introduced a special Africa business visa, meaning business men from fellow African states can request a 10 year visa which allows the holder to visit South Africa for a maximum of 30 days each time, thus eliminating the need to apply for a new visa for each visit.

In contrast to South Africa most Southern African countries only have one category of work permit available. Out of the ordinary situations will be handled at the discretion of the official. In South Africa however there are a variety of different categories available to suit each situation such as a typical expat work visa, suitable for temporary assignments from one international branch to the South African branch, a critical skills visa to stimulate the importation of the type of skills which are locally in short supply and a more generic work visa category. Although South Africa is certainly ahead of most countries in the region in terms of the quality of its legislation, practice can sometimes be rather frustrating and counter-effective.

## IMMIGRATION APPROACH

Ultimately immigration should be a useful tool which has the ability to balance out between protecting local labour markets and attracting much needed skills into the country. According to a very recent press statement from the current minister of Home Affairs of South Africa, graduate international students in critical skills categories will be granted with permanent residence upon graduation. This would be a big step to address the skills shortage in certain professions and to keep talent in South Africa.

Southern African countries should adopt an immigration approach more in line with their strategic economic growth plans and switch the mindset to one where immigration should support the needs of the economy. Many studies have shown that foreigners possessing scarce skills generally create more jobs than they occupy and have the ability to kickstart vital industries of the economy.



**HANS KROLL**

## ORGANISATION

Branch manager IBN  
Business & Immigration Solutions





**PAUL COX**

**ORGANISATION**

Managing director of Vopak in South Africa

# VOPAK'S FUTURE PLANS IN SOUTH AFRICA

**WHO IS PAUL COX**

My name is Paul Cox, I am 46 years old and was appointed as managing director of Vopak in South Africa at the beginning of 2016. I have worked for Vopak for over 20 years since finishing my studies in maritime logistics and business administration. Over the years I have lived and worked in a number of locations outside my home country of The Netherlands, including the USA, Spain, Hong Kong, Singapore and Thailand. In my previous job I was responsible for the chemical storage terminals in The Netherlands. My job included developing and implementing a new strategy for the ageing terminals and personnel.

**STRATEGIC EXPANSION PLAN**

Vopak South Africa currently consists of one operational terminal in Durban. This terminal in the Island View part of the port of Durban was originally owned by Powell Duffryn and acquired in 1996 by Vopak (then Van Ommeren). The terminal was originally built mainly for the storage of liquid bulk chemicals. The storage tanks, some of which are over 40 years old, increasingly require substantial investments to maintain and to keep the tanks meeting Vopak's ever increasing standards. In combination with relatively low revenues, it became apparent that the business continuity was under threat. Vopak embarked on a

transformation of the terminal from chemicals to mostly fuels. This has resulted in significant investments in brand new tanks, pipelines, pumps and loading arms. We are well underway with this transition, but it is foreseen that South Africa and therefore our fuels storage customers will require a broader range of services to facilitate the ever increasing demand for fuels in the greater KwaZulu-Natal and Gauteng regions. Therefore we are looking at expanding our business not only in the port of Durban but also in other locations in KZN and Gauteng.

**CHALLENGING ROADS AHEAD**

This development has been mainly focussed on the infrastructure. The fuels storage business is very demanding as the impact of the service we provide goes far beyond our own terminal, ultimately impacting availability of fuels at petrol stations across the country. To make sure we can meet the high service demands we have also started a transformation of our organisation. New, modern infrastructure requires new skills from our operators and technical staff. But it is not just about learning new skills, it is about adjusting the culture of the company

to embrace high performance and continuous improvement. In this way our people develop and transform along with the hardware and the growth provides opportunities for new roles and responsibilities. It is an exciting challenge for me to lead in a beautiful and rapidly developing part of the world.





**MAURICE STAAL**  
SANEC GENERAL  
MANAGER 1992-1998

MAURICE IS CURRENTLY A MEMBER OF THE GLOBAL SALES LEADERSHIP TEAM WITH THE ERICSSON BROADCAST AND MEDIA SERVICES BUSINESS UNIT. HE IS RESPONSIBLE FOR SALES OPERATIONS AND SALES GOVERNANCE. BASED IN HILVERSUM, THE NETHERLANDS. HE IS MARRIED AND HAS ONE SON OF 15 YEARS OLD WHO WAS BORN IN SOUTH AFRICA.

# AN EXCITING CAREER IN SOUTH AFRICA

## BUSINESS RELATIONSHIP

In 1992 I was approached by the founders of the 'Zuid Afrikaanse Kamer van Koophandel' in the Netherlands to manage the first start-up of SANEC, as to promote the business relationship between the two countries. As soon as we started to develop this small business, which was not funded by the Dutch government at that time however SANEC is now a standalone chamber. It already became clear to me that this was not an ordinary job. It was probably one of the most exciting jobs I have done in my career. It was a privilege meeting prominent CEO's of companies and entrepreneurs that were seeking a renewed relationship with South Africa. In 1993, I met with potential and possible future (ANC) MP's who were attending a diplomatic training organised by Clingendael. Many of these people I met, I kept in touch with over the years thereafter, when I continued to manage the South African Netherlands Chamber in Johannesburg, South Africa. From my time in South Africa, I remember attending a presentation of Thabo Mbeki in the Netherlands in 1993, just before he became the President of the ANC. His presence was surely felt, little did I know at that time that he would be the President of South Africa, succeeding Nelson Mandela.

There was a lot of uncertainty and anxiety in those days around South Africa over a possible change in Government. But during a South African Trade Mission to the Netherlands in 1993, organized by the Chamber and headed up by the Minister of Agriculture, Kraai van Niekerk, Mr. van Niekerk explained to me how discussions were ongoing with the ANC on how the new South Africa would be governed under a new constitution. He drew the new structure on a serviette, which we framed and should still be in the office. It gave a lot of confidence that the change would be peaceful. Which it turned out to be. I was in South Africa during the first election, and it was an emotional moment to see people from all walks of life, mixed in the sometimes kilometers of queues waiting to vote.

## THE HIGHLIGHT

People always ask me what the highlight was of working with the chamber, there are too many to mention. But one of the highlights was meeting President Nelson Mandela and Queen Beatrix at the state banquet at the residence of the President in Pretoria, in 1996. At the end, the President and the Queen would stand at the exit of the room and shake the hands of all leaving guests. I had to smile seeing

some Dutch guests, first the wife making a photo of the husband shaking hands at departure, where after he would sneak back in via a backdoor into the room and then he would make a photo of the wife shaking hands. In those days I felt that making photos was not always appropriate. But I keep this in very good memory, which might be more beautiful anyway. Prince Willem Alexander, who accompanied his mother, attended our SANEC Annual Trade and Investment Dinner at the Sandton Sun. Here I arranged a special photo to be taken with the Board of Directors and our Guests of Honor. It was a special attendance of our Honorary President, Dr Anton Rupert. He was a special person, and I remember he wrote me a little letter, wishing me all the best for the future, when I left the Chamber. One of those special moments not to forget.

## WE ASSISTED MANY DUTCH AND SOUTH AFRICAN COMPANIES TO ESTABLISH RELATIONSHIPS

It pleases me that the South African Netherlands Chamber of Commerce is still going strong. It has a special place in my heart, with many unforgettable memories while being part and in the middle of the development of a new South Africa. We assisted many Dutch and South African Companies to establish relationships. Some of them started a successful trade and some made proper investments and established companies. Therefore I congratulate the Board of Directors and Management with the great work you are still doing and the milestone achieved in the existence of the Chamber.



# ONE OF MY HIGHLIGHTS WAS MEETING PRESIDENT NELSON MANDELA AND QUEEN BEATRIX

*Photo: HRH Prince Willem Alexander van Oranje Nassau, SANEC Honorary President, DR Anton Rupert, Dutch Ambassador to South Africa, South African Ambassador to the Netherlands, Dutch Trade Counselor and the SANEC Board of Directors, 1996 at the Sandton Sun, SANEC Trade & Investment Dinner.*

# WHAT IS CLIFTON BOULDER AND WHO ARE THE ENTHUSIASTIC PEOPLE RUNNING THIS GALLERY?

Clifton Boulder is an online art gallery presenting contemporary African art in Europe. The gallery is active on art fairs throughout Europe and at homes and offices of art loving people. Most of these people feel a connection with the African continent.



Peter Sinnige & Loes Dekker

The founders, Loes Dekker, a well experienced manager, and Peter Sinnige, an artist himself, have shared their passion for art and design for many years. Since their first visit to the African continent, this passion has found its form in the Clifton Boulder Gallery, where they put their energy in working with wonderful art from Africa, that often gives them goosebumps. In their eyes, African contemporary art is vibrant, direct, sometimes raw and always powerful. They feel that the global art world and art history are not complete without including art from Africa.

## WHERE DOES THE PASSION FOR SOUTH AFRICA COME FROM?

Two years ago, Loes and Peter visited their daughter who did an internship at a graphic design agency in Cape Town. They attended some events, held in the context of Cape Town being the design capitol of the world, where they were struck by the energy and creativity they encountered. They wanted to be part of this. Back home, everything came together and they founded Clifton Boulder Gallery in February

2015. Now, with great pride and excitement, they present South African artists and other artists from the African continent to European art lovers, by putting a spotlight on valuable, cultural and creative work.

## HOW HAS IT BEEN TO ESTABLISH CONTACTS WITH AFRICAN ARTISTS?

There are so many great artists in Africa! Loes and Peter found different ways to get in touch with them. One great way is visiting Johannesburg during the art week in September, when over fifty exhibitions, open studios and events are held. Over one hundred artists are involved, aiming to increase public awareness of their vibrant contemporary art. Everywhere, the gallerists are welcomed with open arms. And that's only Johannesburg! This year they will visit Zimbabwe. Other countries can expect their visit in the next years. In their eyes, it's amazing to get to know the artists, all creative people who are passionate about their works and open for exchange. For Loes and Peter it's important to build a relationship with the artists they represent and to know the - often social and personal - stories



# Clifton Boulder Gallery

## Contemporary African Art and Design for your home and office

find us at [www.cliftonboulder.com](http://www.cliftonboulder.com)

Background: Sello Mntuyedwa Figure: Neo Matloga

## ANY TIPS AND HINTS ON DOING BUSINESS IN AFRICA?

In doing business with Africa, get inspired by the African creativity!

of their works. This also means building a relationship with mutual trust, to be able to push boundaries in both cultural exchange and power balances.

## WHAT HAS BEEN THE OBSTACLES FACED IN THE BUSINESS?

Loes and Peter experienced that the European art lovers need time to learn to know art from Africa. Lots of them are not aware Africa has so many strong contemporary artists on the continent or in the diaspora, due to the fact that art from Africa is so neglected in the global art history. On the other hand, there is curiosity whereby the gallery is being invited to participate in art fairs, where it can show the art to the world. And it is clear that the ones who purchased an art piece are very impressed and happy. Now, the gallerists are working hard on building a customer file for steady sales, whereby they can enable the represented artists the certainty for a creative existence.

## WHEN DID THE RELATIONSHIP WITH SANEC DEVELOP AND HOW HAS THIS RELATIONSHIP WITH SANEC BENEFITED YOU?

SANEC sees art as an important addition to the Netherlands - South African exchange. So, when Peter phoned SANEC in January 2016, a relationship was established! Through SANEC, Clifton Boulder Gallery establishes contacts with SANEC members whose knowledge is valuable for the gallery and who have and feel a connection with Africa. Some of them already told the gallerists, they realize they miss a reflection of their connection with Africa in their offices and homes. Clifton Boulder Gallery wishes to fill this void, by bringing African creative strength to everyone who is doing business with Africa. At the South African art exhibition, held around the ambassadors lunch with beautiful art pieces of Clifton Boulder Gallery were sold. The gallerists look forward to meet more SANEC members with a heart for culture. Don't hesitate to contact the gallery!



## Enhancing Society Together

### Enhancing Society Together In partnership with clients, stakeholders and communities

Once it was enough for engineers to ask themselves: how can people's lives be made easier? Today, in the face of unprecedented challenge and change, we believe this question no longer reaches far enough. In response, we have focused the work and passion of our engineers and consultants towards a deeper level. How do we make lives not simply easier, but better?

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- Will our solution meet the demands of the stakeholders?
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- Are we providing the best solution now and in the long term?
- Can we deliver what is required with an optimal use of resources and fossil fuel energy?

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various North African countries, the widening of the operations geographically to Southern Africa with its large variety of economies and temporary power opportunities is a logical next step on the path of Power Solutions evolution."

The demand of power across Southern Africa grows ever so quick in a variety of markets that support the growth of the local economies in the region.

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Celebrating its 10th anniversary in 2016 Power Solutions has grown from a local temporary power provider based out of Belgium to a business now serving customers all over Europe, Africa, South America and the Middle East.

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Chief Executive Officer Mr Arnold Oostveen says that the growth of the business has been a tremendous achievement of the team and we are looking forward growing even further in the decades to come.

We kindly invite you to visit our website:  
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NPC  
Port of Amsterdam  
Rhenus Air B.V.  
SantaFe Relocation Services  
Schiphol Area Development Company  
Slavenburg en Huyser B.V.  
Smit Amandla Marine (Pty) Ltd  
South African Airways  
Temoore Freight Agents CC T/A  
To70 Consultants  
Trans2 Logistics Solutions  
TTE Shuttle & Car Rental  
VCK Logistics  
Vopak Terminal Durban (Pty) Ltd  
W.E. Deane Europe B.V.  
Ziegler Group  
Cape Projects B.V.

## PHILIPS

Philips  
Royal Philips Electronics



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