

GAUTENG GROWTH AND DEVELOPMENT AGENCY



GAUTENG PROVINCE HOSTS ATLANTA DELEGATION TO BOOST TRADE AND INVESTMENT FOR GCR

The Gauteng Provincial Government had a golden opportunity to share best practice learnings with a trade mission delegation from Atlanta, USA, from 29 to 31 March 2016. In terms of the economic development of the province and positioning as a world-class investment destination, the visit provided many valuable insights.

In collaboration with the Gauteng Growth and Development Agency (GGDA) and the South African Chamber of Commerce in USA (SACCA), the Gauteng Provincial Government developed a three-day programme aimed at maximising the opportunities presented by the visit for all parties. This included a visit to the Innovation Hub and information sharing sessions.

Gauteng Province, in particular, aimed to enrich its strategies for realising key economic goals, such as positioning the province as the economic hub and business flagship of the African continent, with world-class business infrastructure; Johannesburg as a "world-class African city" as well as a meeting, investment, conferencing and events (MICE) destination offering world-class facilities and services; and Gauteng as a year-round leisure, lifestyle, arts, culture, history and art destination. The visit also enabled local parties to explore opportunities for collaboration with Atlanta-based companies.

Participating stakeholders included Gauteng Premier David Makhura; Gauteng MECs; Mayor of the City of Johannesburg Mr Parks Tau; Mayor of Ekurhuleni Metropolitan, Mr Mondli Gungubele, Gauteng businesses, as well as a number of American companies such as UPS, Coke and Delta Airlines.

Led by Atlanta Mayor Kasim Reed, the USA delegation included Claire Angelle, Director: International Affairs, Mayor's Office; Scott Taylor, President of Carter & Associates LLC; Brian McGowan, COO and Partner of Dentons; Sonji Jacobs, Senior Director of Cox Enterprises and Michael Green, founder of Pansophy Capital.

Climate Innovation Centre subsidiary PowerOptimal wins Africa Energy Award

PowerOptimal, a "green" power and energy solution company in the Climate Innovation Centre (CIC) stable, was named the winner in one of the four Africa Energy Awards categories – Small and Medium Energy Company of the Year – at the ninth annual awards event held in Sandton on 15 March 2016. The Africa Energy Awards are held annually to recognise and reward industry innovation and outstanding performance, and to honour the top energy projects and influencers throughout Africa. The awards have become the blue-chip mark of success for the Africa power and electricity sector.

PowerOptimal, founded by Dr Sean Moolman and Richard Fearon, is a subsidiary of the CIC, a strategic "green economy" initiative of The Innovation Hub, a wholly owned subsidiary of the GGDA. The CIC was created in 2015 through collaboration between the GGDA, The Innovation Hub, and the World Bank/InfoDev's Climate Technology Programme.

The "green economy" refers to the growing economic activities such as investments, job creation and global competitiveness associated with cleaner industries that have a low impact on the environment. The CIC is tailored for the South African context and offers financial assistance, business advisory services and other services to assist South Africa's clean-tech entrepreneurs in proactively and profitably developing advanced climate and smart technologies that meet local needs.

GGDA positioning as industry opinion leader: An analysis of Trade and FDI flows between South Africa and Africa

With the potential for South Africa to benefit from trade and investment opportunities now being offered by various countries across the rest of the continent, the GGDA hosted a provocative critical thinking session which included specific audiences, the business community, industry associations and sector experts on Tuesday, 1 March 2016 at the Gauteng Investment Centre (GIC). The topic of discussion was based on an analysis of Trade and Foreign Direct Investment flows between South Africa and the rest of the African continent.

The panel discussion was facilitated by Mr Stavros Nicolaou who is a GGDA Board member and the chairperson of the Trade and Investment subcommittee. GGDA economist Mr Aloyo Naum presented the paper on the subject, which laid a foundation for the panel discussion. It was found that in the past 10 years, African countries have experienced tremendous growth which has resulted in global economic powers such as the USA, European Union, China and India having to increase their presence on the African continent through trade and investment opportunities.

Although this may be true, South Africa appears to not have been as active in taking advantage of the opportunities that some of the West African countries such as Ghana and Nigeria may present. This is due to the barriers that exist which inhibit South Africa from actively participating in the trade and foreign direct investments in such countries. These challenges include border post policies; telecommunications; export and import policies; monopolistic behaviour of the business community and unwillingness to partner with relevant stakeholders to strengthen the level of impact made to the market, to mention but a few.

South Africa has the advantage over the rest of the African countries in terms of geographical location. Although South Africa is at the southernmost tip of the continent, it has created very strong and reliable trade relations with other African countries which rely heavily on our harbour ports to have their goods imported and exported. The critical thinking session provided a clear perspective on the topic and the participation of other global players on the continent was also discussed.

There was consensus on the fact that South Africa has a balance of trade within Africa; however, there is not much activity on the West African side. This could be attributed to factors such as wars, monetary policies, closed trade regulations and culture. There is therefore an opportunity in the western region of the African continent for South African companies to forge business relations with these countries by identifying their niche markets and building a strong base on those markets. The steel industry, for example, could open factories and supply customers in the neighbouring countries to avoid cross-border delays due to export permit regulations.

Overall, the seminar touched on key economic aspects which need intervention from both business and government. It was also recommended that, for trade and investment to be beneficial, the Gauteng Provincial Government needs to be vocal on matters which concern foreign direct investment policies, as some of the policies act as hindrances to small and medium enterprises trying to compete in markets which are currently infiltrated by corporations from China, the USA and many others.

Businesses were also challenged to stop operating in silos but instead to venture out and forge partnerships with businesses outside of South Africa.

The session was attended by representatives from CNBC Africa, ANN7, SABC, Times Media, Freight & Trade Weekly and the Sandton Chronicle.

GGDA SUPPORTS GAUTENG SMMEs IN AGRO-PROCESSING TRADE AND INVESTMENT SEMINAR

In line with its mandate to assist the Gauteng Department of Economic Development in boosting sustainable job creation and economic growth in the Gauteng City Region, the GGDA partnered with The City of Johannesburg, Joburg Market and the Small Enterprise Development Agency (SEDA) in hosting the Agricultural and Agro-processing Trade and Investment Seminar. The initiative was the City of Joburg's drive to support emerging entrepreneurs in the agricultural and agro-processing sectors to access the export market and in exploring investment opportunities.

The seminar was supported by the Department of Trade and Industry (dti), the Gauteng Department of Agriculture and Rural Development (GDARD), the Southern African Development Community (SADC) and two of the Visegrad Four (V4) member countries, Poland and Sri-Lanka. The Joburg Market Day aimed to present opportunities to Agro-processing businesses in Gauteng to exhibit their market-ready products to potential international market opportunities.

The event was held on Tuesday, 5 April and Wednesday, 6 April 2016 at the Joburg Market. The first day consisted of an Investor Tour, with the Joburg Tourism unit taking investors on the Mandela Footsteps tour. Wednesday's programme included the Investor Seminar and Business-2-Business matchmaking sessions with potential buyers from countries such as Poland, England, Milan, Ghana, India, the DRC and Sri-Lanka as well Hong Kong.

The keynote address was delivered by the Minister for Small Business Development, Honourable Lindiwe Zulu. The Executive Mayor of the City of Johannesburg, Councillor Parks Tau, set the tone in the seminar and spoke about the role of agriculture and agro-processing in the City of Johannesburg.

'We, the People Walk' commemorates 20 years of the Constitution #IamConstitution

Constitution Hill, an organisation focusing on heritage-, education-, and tourism-related programmes, in collaboration with the City of Johannesburg and Government Employees Medical Scheme (GEMS), will host the third annual Human Rights Walk on 24 April. Named "We, The People Walk", a phrase taken from the preamble to the South African Constitution, the walk will again wind through the streets of the City of Johannesburg. This symbolic activity honours those who played a role in the establishment of this site and its significance, and recognises the roles of those who participated in the struggle for constitutional democracy.

This year, the walk celebrates 20 years of the South African Constitution coming into effect as a key framework for ensuring the protection of democracy and human rights. More than at any other time, it is now critical for all citizens to be active and more engaged in what is happening in our country. This year also marks 22 years of true democracy for South Africans and 40 years since the 16 June 1976 student uprisings. The City of Johannesburg is once again pleased to be part of this meaningful event, which also affords it the opportunity to realise its vision of encouraging healthy lifestyles and promoting good quality of life.

For more information, please contact **Phetsile Nxumalo;** p.nxumalo@constitutionhill.org.za or 011 381 3128.

EVENT DETAILS

Date: 24 April 2016

Time: 08:00 **Venue:** Constitution Square, Constitution Hill, 11 Kotze Street

Parking: Level C Basement Parking, Joubert Street Entrance.