



## **MEDIA ALERT**

### **GAUTENG GROWTH AND DEVELOPMENT AGENCY CELEBRATES AFRICA MONTH WITH AFRICAN BUSINESS**

#### *Business Networking Event*

The Gauteng Growth and Development Agency (GGDA) in collaboration with The 1873 Network are hosting a business networking event tomorrow Tuesday, 31 May 2016 at the Gauteng Investment Centre (GIC) in Sandton, Gauteng to celebrate the Africa Day. The event which will be attended by over 70 businesses.

The business networking event is aimed at honouring and acknowledging the role of the African continent in the world economy; promoting dialogue between stakeholders on investment and intra-Africa trade cooperation; strengthening strategic linkages and access to markets within the continent and to showcase and celebrate Africa's diversity, history, heritage and cultural exchange.

Annually South Africa joins the rest of the Continent to celebrate the Africa day, an initiative of the African Union to celebrate African unity, prosperity, development and upliftment of all African people. In recognising South Africa's increased trade with the continent in the last few years, the GGDA believes that Gauteng is in a better position to take lead in Africa's New Industrial Revolution by communicating its value proposition as the manufacturing and financial hub of Africa.

GGDA has over the years continued to encourage sharing opportunities whether it be trade or investments, by providing a platform for our African counterparts to engage with business delegations from other regions of the world.

In the past year alone we engaged 16 international delegations jointly with other African agencies or the attaché's based in Gauteng. In addition we have engaged more than 25 African embassies to explore areas of mutual benefit to our business communities.

As part of our current initiatives, GGDA continues to drive the following key programmes:

- Identification and compiling a number of Africa infrastructure build opportunities pursued.
- Assisting a specified number of Gauteng based firms investing (expanding operations) in Africa.
- Number of infrastructure (mega projects) opportunities in the continent identified and facilitated for potential Gauteng suppliers

We need to remember that regional Integration has emerged as one of the important pillars for South Africa's economic diplomacy efforts, largely to ensure increased trade and investment flows with African countries.

Importantly Gauteng as the economic powerhouse of the continent needs to employ economic diplomacy to the province as a Global City Region which supports growth on the continent.

## **BUSINESS NETWORKING COCKTAIL EVENT DETAILS**

**VENUE:** Gauteng Investment Centre (GIC)  
The Place, No 1 Sandton Drive Sandton

**DATE:** Tuesday, 31 May 2016

**TIME:** 18:00 – 21: 00

For more information, please contact: Ms Rosemary Meintjies  
[rosemarym@ggda.co.za](mailto:rosemarym@ggda.co.za) or call 083 386 8244.