



Inspiring new ways

BRAND *South Africa*

KwaZulu-Natal Investment Conference

Brand SA Initiatives to Drive and Promote South
Africa as a Prime Destination for Global
Investments

11-12 November 2024



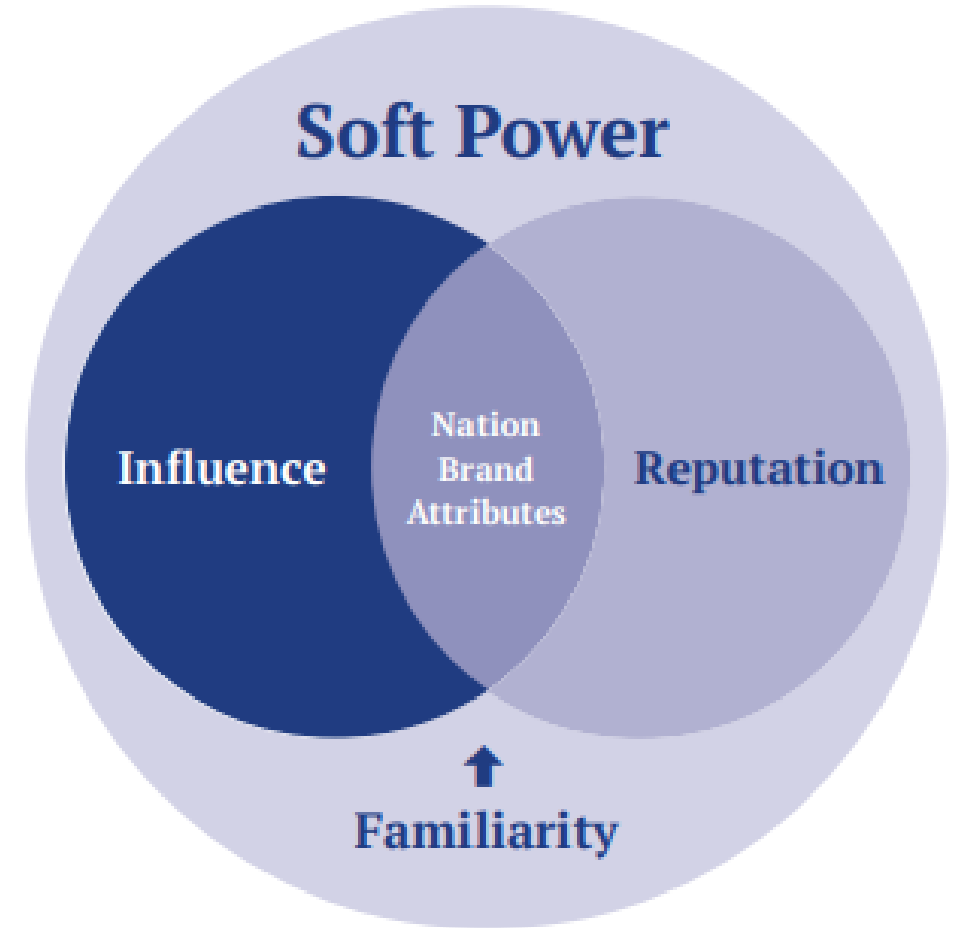
> BRAND SOUTH AFRICA

THE OFFICIAL MARKETING AGENCY RESPONSIBLE FOR
LEADING GLOBAL AND DOMESTIC MARKETING OF
OUR NATION.

> Brand SA leveraging Softpower

BSA leverages SA's Softpower to deliver its mandate globally:

- **Build confidence** in SA as a trade & investment destination
- **Enhance** South Africa's international stature
- **Influence narrative & perceptions about South Africa**
- **Assist** government & the private sector in aligning their global communication strategies to the country brand
- **Leverage** strategic pan-African & global platforms to drive trade promotion and investment



ONE COUNTRY



ONE VISION



ONE BRAND

➤ OUR STORY

**SOUTH AFRICA IS A COUNTRY
PROUDLY FORGING AHEAD
BY BREAKING NEW GROUND
AND INSPIRING NEW WAYS.**



Global Stewardship Transforming SA's Potential into Realized Opportunity

South Africa's G20 Presidency themed “**Fostering Solidarity, Equality and Sustainable Development in 2025: A Strategic Opportunity** for increased investment driven structural reforms & a Just Transition to a low-carbon, climate resilient economy.

South Africa's dedication to advancing economic reforms and sound governance, grounded in security, inclusion, and human development. These principles shape its engagement with the global investment community.

SA's

Policy continuity & certainty under GNU has boosted investor confidence and strengthened South Africa's position as attractive destination for investment and as a gateway into the AfCFTA.

SA is positioned at the forefront of the continent's transition toward a greener, decarbonized future. South Africa as a leading FDI destination on the African continent for Cleantech offers a strategic platform for investors to meet their E-S-G targets.

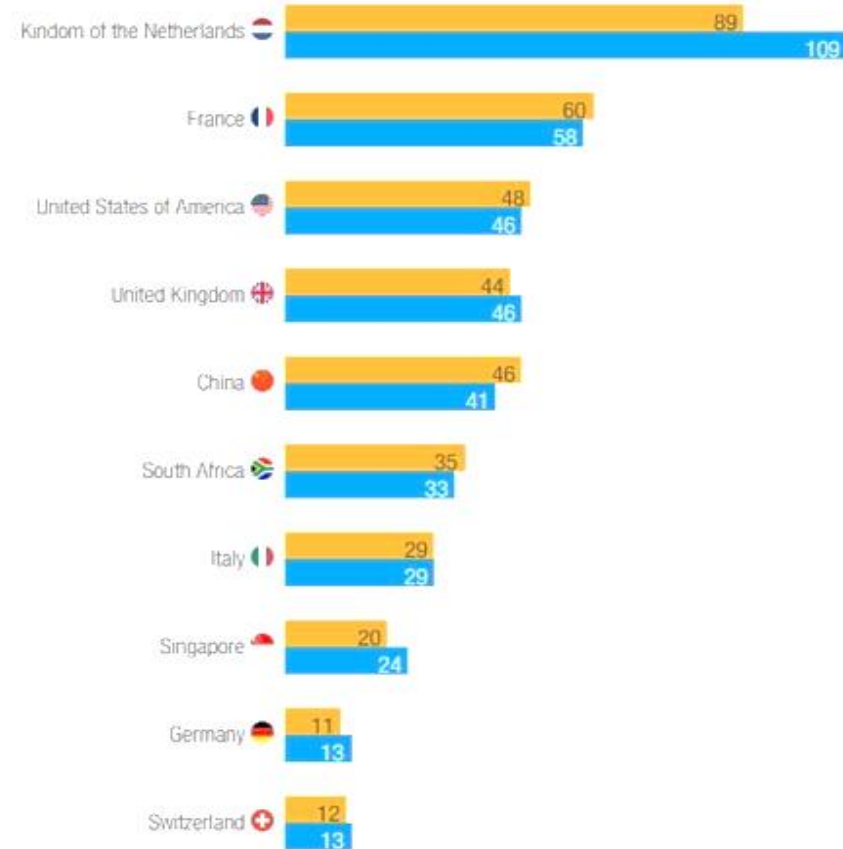
“Emphasizing inclusive growth and development.”

GLOBAL FDI TRENDS 2023- 2024

Top 10 investor economies by foreign direct investment stock

Billions of dollars, 2018 and 2022

2018 2022



Foreign Direct Investment Projects by Source Country Origin

Investor	Destination	FDI score	Destination	FDI score	Destination	FDI score	Destination	FDI score	Destination	FDI score
U.S.	South Africa	10.8	Egypt	9.4	Kenya	6.2	Morocco	2.8	Ghana	1.9
	France	Egypt	11.3	Morocco	6.5	Uganda	6.1	South Africa	2.8	Côte d'Ivoire
UK	Egypt	9.3	South Africa	8.7	Zimbabwe	1.8	Morocco	1.5	Nigeria	1.4
UAE	Egypt	24.8	South Africa	8.4	Morocco	2.8	Kenya	1	Zimbabwe	0.9
Switzerland	South Africa	5.5	Egypt	1.7	Morocco	1.5	Kenya	1.1	Tanzania	0.9
Germany	South Africa	5.5	Egypt	2.2	Morocco	1.4	Kenya	1.1	Senegal	0.8
China	Zimbabwe	2	Egypt	1.8	Morocco	1.7	South Africa	1.1	Nigeria	1
India	Egypt	11.6	Nigeria	1.1	Kenya	1	South Africa	1	Morocco	0.7

The US is the largest FDI contributor to South Africa and Africa by number of Projects. However, when measured in capital terms the country trails the UAE, France and India. In 2022, US invested \$7b across Africa with South Africa, Egypt and Kenya being the largest recipients.

Cleantech and energy investments have been the key driver of FDI into SA driven by the Just Energy Transition. Notwithstanding infrastructure reforms and mobility are also attracting significant investments. The telecommunications sector is seeing increased investment driven by increased demand for connectivity, the burgeoning ecommerce market and the AFCFTA.

South Africa Country Investment Strategy (CIS) - opportunities for business expansion

The South Africa Investment Strategy (SAIS) seeks to advance NDP target of 30% of gross fixed capital formation to GDP by 2030 by positioning South Africa as a key preferred African investment destination by:

CIS 5 frontiers of strategic investment opportunities

These sectors form the cornerstone of South Africa's economic strategy, offering diverse opportunities for investment and sustainable growth.

- 

Green hydrogen: becoming a leading global production site for Green Hydrogen and Green Ammonia as export commodities
- 

Next gen digital: global business services and digital services, advanced manufacturing, deployment of transformative technologies & digital platforms
- 

Special economic zones: anchoring advanced manufacturing and logistics networks taking advantage of South Africa's structural advantages on the continent
- 

Industrial cannabis: as a legally and globally traded commodity is projected to be a USD278 billion global marketplace by 2028
- 

Hyper scaling ESG impact investment: the Environmental, Social, and Government impact investment fund marketplace exceeds USD30 trillion.

The country's prioritized sub-sectors for driving investment and economic development encompass finance, insurance, real estate, and business services; transport and logistics; manufacturing; mining and quarrying; electricity, gas, and water; as well as agriculture and agri-processing.

Specific sub-sector priority focus areas			
Manufacturing	Agriculture	Mining	Knowledge-based sub-sectors
<ul style="list-style-type: none"> • Transport equipment incl auto • Clothing, textile • Furniture • Chemicals • Pharmaceuticals • Plastics • Value-chains that feed into green economy sectors • Green economy manufacturing • Steel and Metal Fabrication 	<ul style="list-style-type: none"> • Animal Feed • Fertilizer • Edible oil processing • Food-processing 	<ul style="list-style-type: none"> • Exploration esp. the green economy • Oil and gas • Mining capital equipment • Offshore oil rig maintenance 	<ul style="list-style-type: none"> • Digital economy • Global business services • CT & software development • Medical devices & supplies • Aerospace & defence

South Africa's Infrastructure reforms & growing Green Economy driving FDI

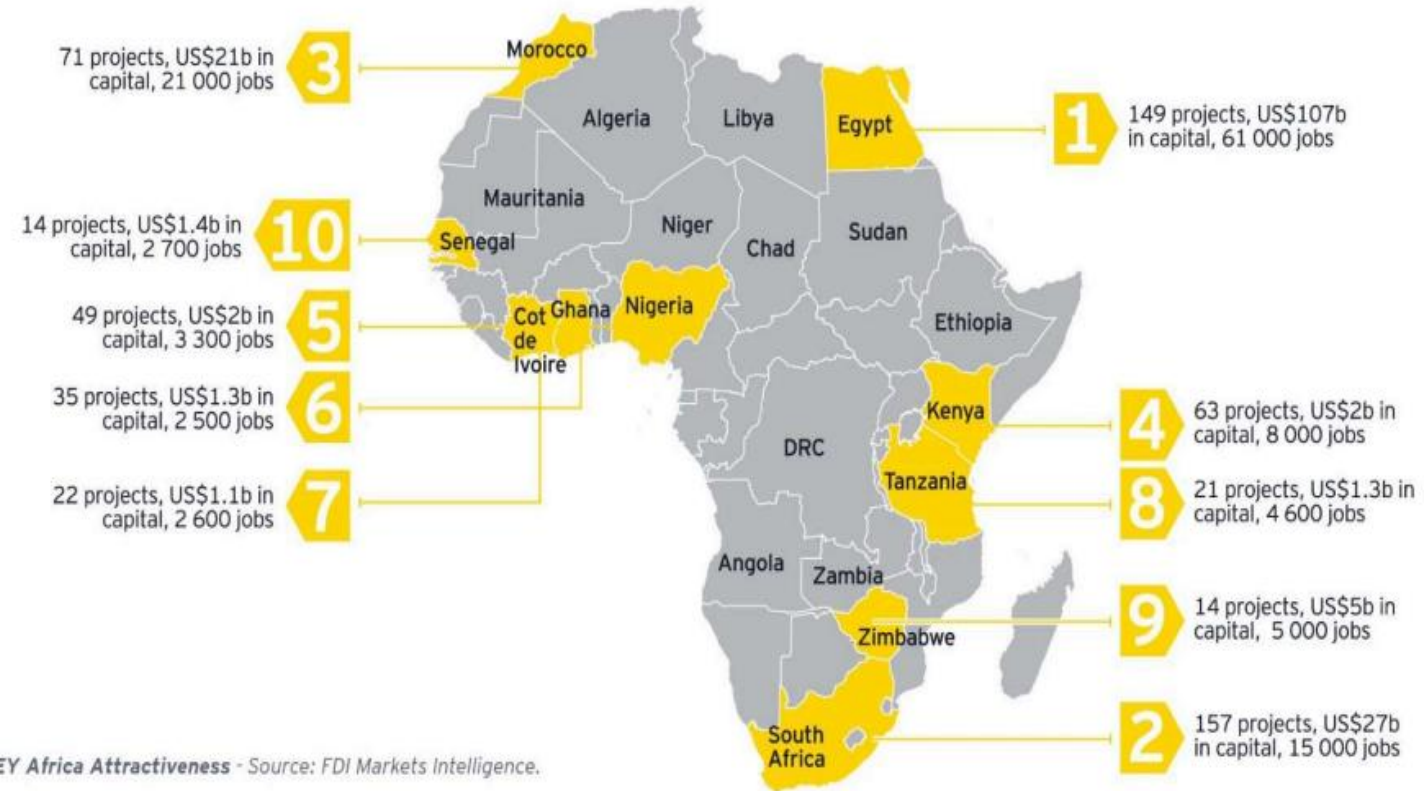
South Africa stands as a key destination for Foreign Direct Investment (FDI) on the continent, ranking as the second-largest recipient in Africa.

FDI is being driven into the Infrastructure, Cleantech, Energy, Mobility and Telecommunications sectors.

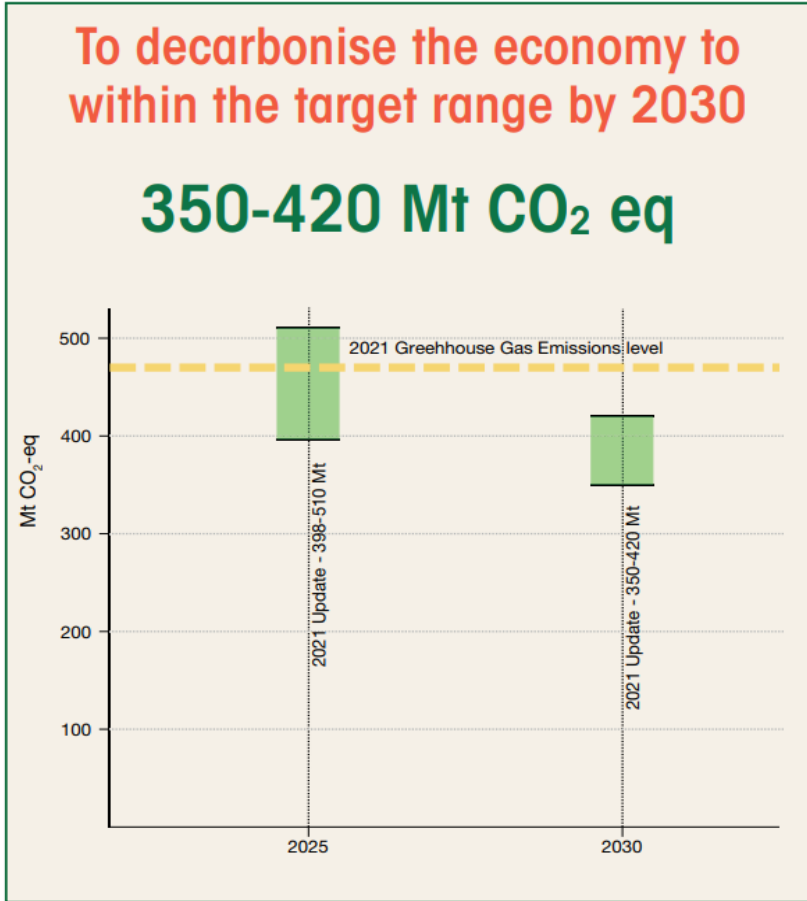
157 Investment Projects

\$27 billion Capital Investment

15 000 Jobs created



Energy Security for a greener economy - underpinned by Just Energy Transition...



requires initial funding of

~ ZAR 1.5 trillion over five years 2023-2027

from multiple sources

- Developed countries
- Private sector investors
- Development Finance Institutions
- Government
- Philanthropies
- Multilateral Development Banks

in three priority sectors

-  Electricity
-  New Energy Vehicles
-  Green Hydrogen

and two cross-cutting areas

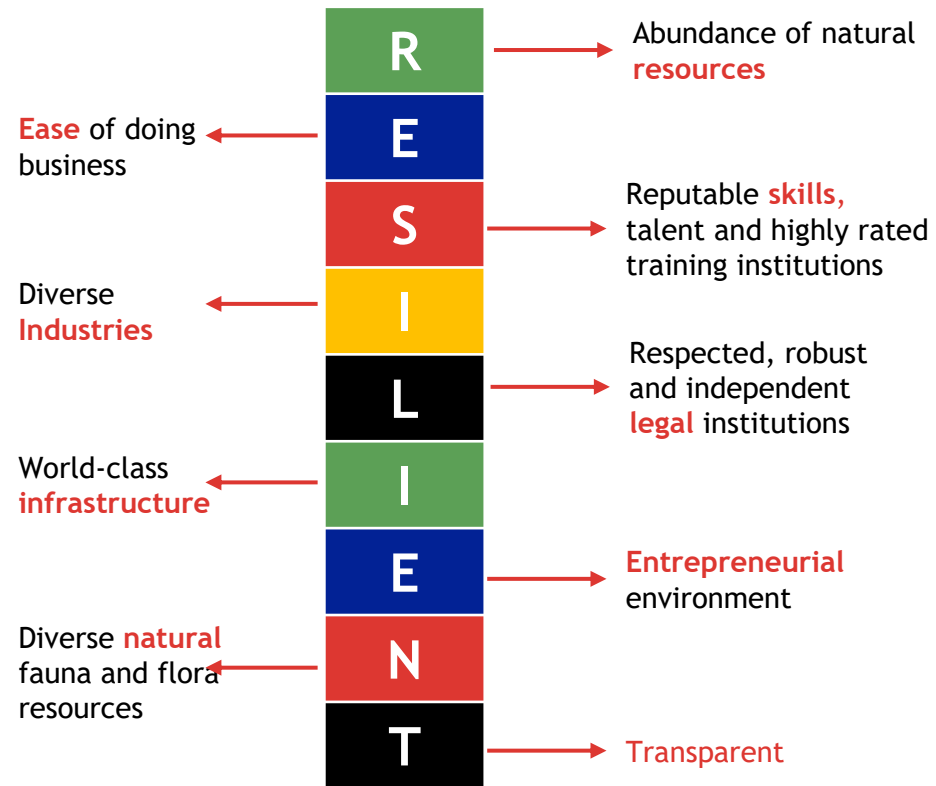
-  Skills development
-  Municipalities

SA's RESILIENCE A KEY DRIVING FORCE

In a world that is navigating a changing geopolitical and economic landscape, South Africa's ability to withstand challenges has sharpened its competitiveness as a resilient nation brand.

Current Competitive Advantage

- World-class infrastructure
- Ease of doing business
- Robust financial services sector
- Abundance of mineral resources
- Breath-taking natural landscape
- Diverse economy & manufacturing hub



Noun: the capacity to withstand or to recover quickly from challenges.

DOMESTIC

1. Brand alignment - active citizenship, civic pride and ambassadorship & social cohesion.
2. Stakeholder outreach and partnerships (Government, Business & Civil Society).
3. Profiling the SA's vision, achievements, develop and inclusive growth efforts [NDP, Constitution]
4. Championing regional economic integration and its benefits to SA and the continent.

STRATEGIC PROGRAMMES



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NATION
BRAND FORUM

an initiative by Brand South Africa

PLAY YOUR PART

WWW.PLAYYOURPART.CO.ZA

An initiative by
Brand South Africa

GLOBAL

South Africans Network

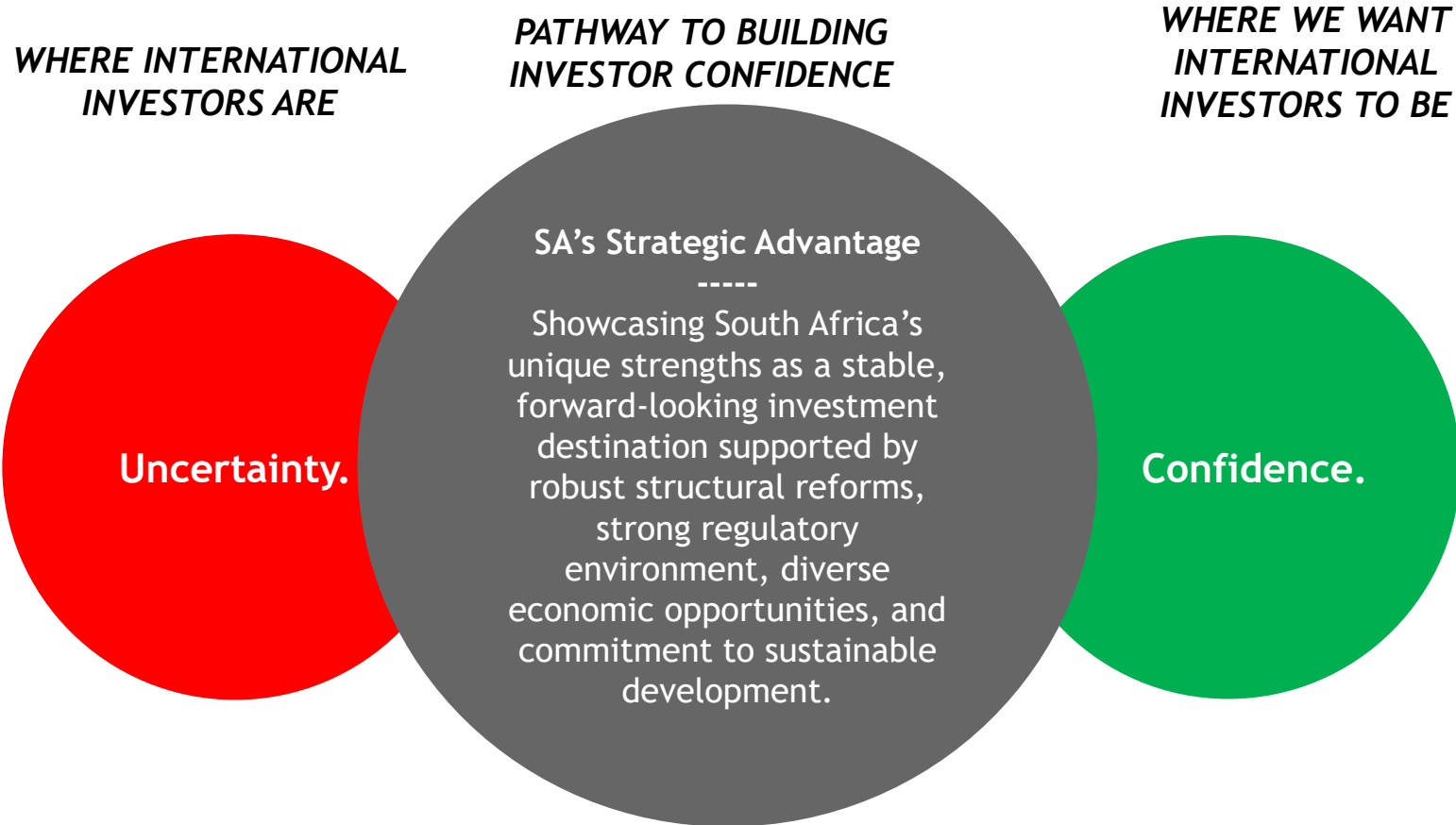
An initiative of Brand South Africa

INTERNATIONAL

1. Grow and strengthen Global South Africans network 'Flag Bearers' to drive brand advocacy and endorsement.
2. Expose international media to SA as attractive investment & business destination [Press trips]
3. Engage key stakeholders and target audiences critical to the positive positioning of SA [Investors, Media]
4. Sustaining a reputation management programme in target markets to entrench relevant key messages.
5. Facilitate coordinated marketing and messaging of SA attributes.
6. Leverage strategic international platforms to promote nation brand SA.



STRATEGIC PLATFORMS TO POSITION SOUTH AFRICA AS AN ATTRACTIVE INVESTMENT DESTINATION



Key factors driving investor uncertainty:

- Economic challenges
- Political instability
- Infrastructure/energy challenges
- Safety and security
- Crime and corruption

Key factors to drive investor confidence:

- SA's global stewardship through multilateral reform
- Largest economy in Africa
- Most advanced and diversified economy (wide range of industries)
- Well-developed financial sector
- Structural reforms - Infrastructure, & Green Energy.
- Strong telecommunications sector and a growing software industry

International campaigns & Platforms premised on brand strength and competitive advantage



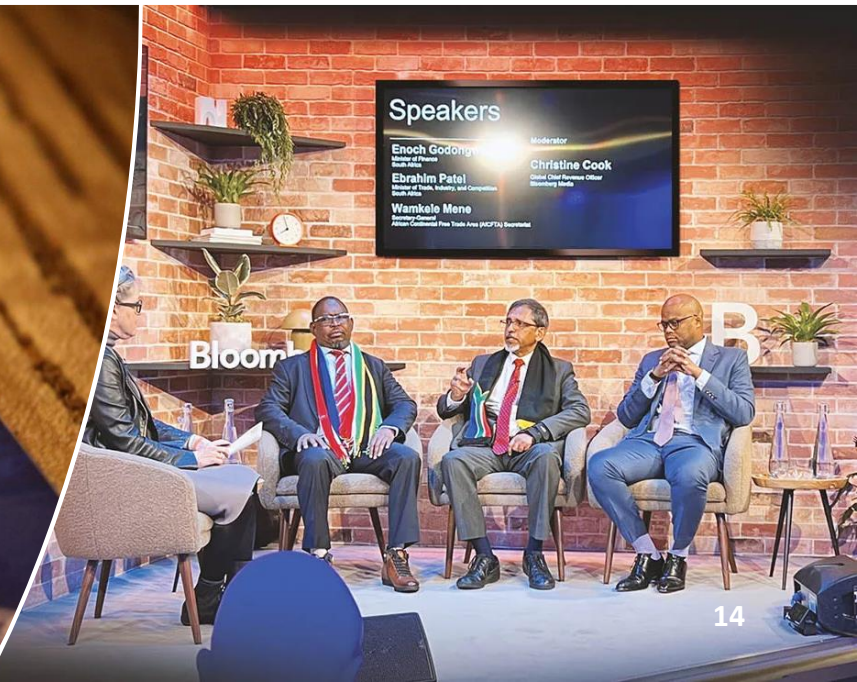
WEF Davos Investment Promotion: Team SA

Positioning South Africa at WEF 2023 :

- Engage investors, civil society, businesses and governments, and drove home the message that the country remains a top destination for growth and investment;
- Provide an update on the country's progress in implementing the economic reconstruction and recovery plan;
- Provide a platform for South Africa's WEF private sector partners to establish and strengthen networks with the international business community and
- To influence global policy discussions on the future of doing business and global governance.

South Africa headlines Bloomberg Breakfast at World Economic Forum

It was a high-powered morning that included one-to-one discussions with Elena Georgieva, Managing Director at the IMF, and Satya Nadella, CEO of Microsoft. South Africa headlined a breakfast event to showcase the country as well as the opportunity the AfCFTA presents for the continent and investors in Africa.





Inspiring new ways

Africa

COORDINATED ACTIVITIES: AFRICAN DEVELOPMENT BANK ANNUAL MEETING

- The 59th Annual Meeting of the Board of Governors of African Development Bank took place at the Kenyatta International Conference Center in Nairobi, Kenya from the 27th - 31st of May 2024.
- The theme for the Annual Meeting for 2024, was “Africa’s Transformation, the African Development Bank Group, and the Reform of the Global Financial Architecture”. On the sidelines of the prominent event, Brand South Africa collaborated with the South African Chapter of the BRICS Business Council hosted a successful Africa BRICS Business Breakfast. The business breakfast session took place on the 27th of May 2024.
- Brand South Africa in collaboration with SA BRICS Business Council moderated a panel session with the theme of “Fostering Inclusive Growth: BRICS Plus Partnerships for Sustainable Development in Africa”.
- Explored how BRICS Plus can catalyze transformative investments in infrastructure, energy, and connectivity to drive inclusive development within the context of the AfCFTA.





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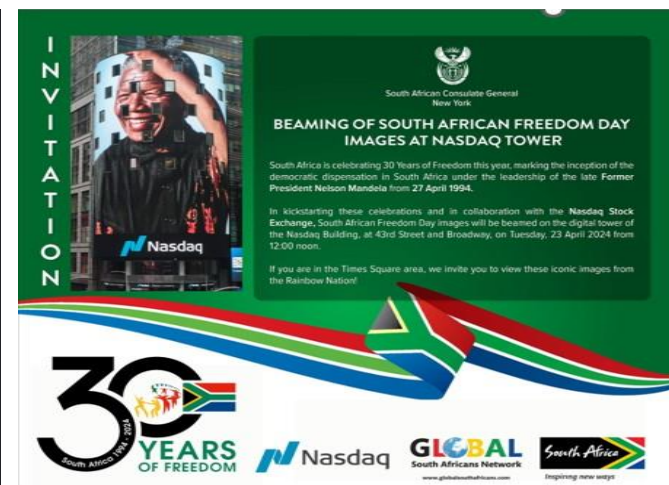
Americas

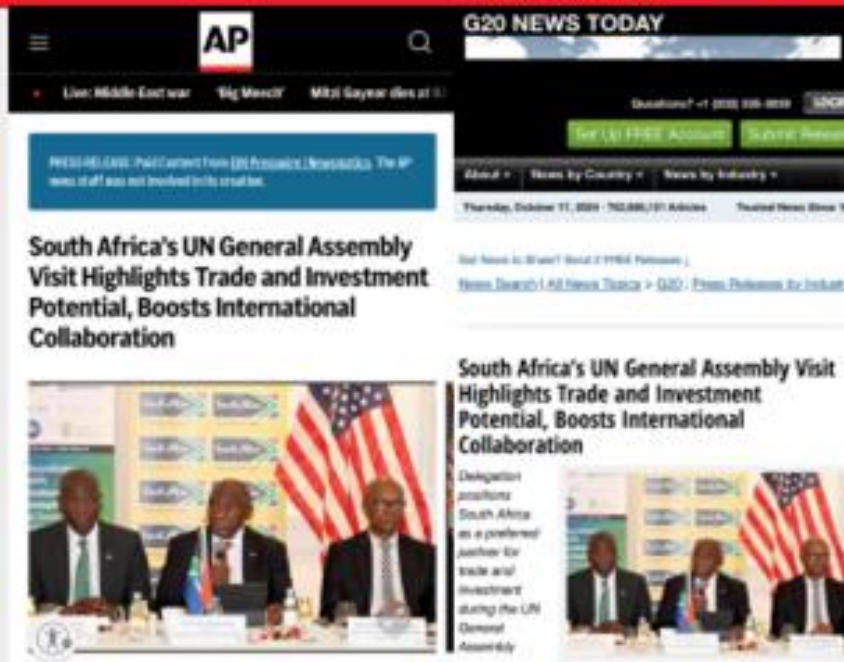
GLOBAL STRATEGIC PLATFORMS LEVERAGED: NASDAQ 30 YEARS OF DEMOCRACY

- Brand South Africa collaborated with The Consulate General of New York and NASDAQ to commemorate Freedom Day by illuminating the 30 Years of Freedom images at NASDAQ Towers.
- This strategic event happened on the 27th of April 2024, to celebrate Freedom Day with South Africans based in New York and Friends of South Africa based in the USA.
- The aim for this year's Freedom Day was to increase an understanding of South Africa's history both domestically and internationally - Reminding the global community of **WHO WE ARE!**

SA celebrates '30 Years of Freedom' at New York's Times Square on the NASDAQ Tower

Zuko Komisa





UNITED NATIONS GENERAL ASSEMBLY



Promoting Canadian Pension Fund Investment into SA Infrastructure: Toronto Global Forum

- Drive to promote Canadian pension fund (CPF) investment into SA infrastructure
- Currently none of the CPF Managers (**C\$1.8trillion under management**) is directed into Africa at all. They are recent globalizers and Africa not yet on the agenda. **We aim to change that!**
- The intention is to lift the understanding about the SA opportunity over time, with the aim of channeling investment into SA.





Inspiring new ways

United Kingdom (EU)

UK SOUTH AFRICA INVESTOR ENGAGEMENT & MARKET OPENING CEREMONY

- Brand South Africa, in partnership with the South African High Commission, London Stock Exchange Group (LSEG), African Bank, and DIRCO, hosted a South Africa Investor Engagement and Market Open Ceremony on October 1, 2024.
- The event leveraged the recent South African elections and the Government of National Unity to highlight South Africa's economic and political stability as a business partner and investment destination.
- **Impact**
 - Strengthened South Africa's position as a premier business and investment destination.
 - Invited SMMEs participating in the London Business Showcase to connect with SA and UK investors.
 - Established new meetings for potential collaborations.
 - Enhanced Brand South Africa's visibility.



DEPUTY PRESIDENT PAUL MASHATILE'S WORKING VISIT, 30 YEARS OF FREEDOM & INVESTOR SHOWCASE (LONDON 2024)

- Brand South Africa collaborated with the SA High Commission in London, Infrastructure SA, and UK-based South African companies (De Beers, Sasol, Absa).
- Key speakers included Deputy President Paul Mashatile (keynote), Brand SA Chairperson Ipeleng Selele, and Deputy Minister Kenneth Morolong
- **Impact**
- Over 200 guests attended, including CNBC Reporter Arabile Gumede (Programme Director), High Commissioner, government officials, business representatives, and Global South Africans.
- The Deputy President's message honoured Global South Africans who support the nation abroad and contribute to its economy.
- Five awards were presented to individuals and organizations uplifting South Africa's image internationally.





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China

CHINA STATE VISIT & FORUM ON CHINA-AFRICA COOPERATION (FOCAC)

- President Cyril Ramaphosa conducted a State Visit to China and also participated in the 2024 FOCAC Summit, accompanied by Ministers, Premiers and business leaders.
- Brand South Africa utilised the prominent platform to deliver interventions that strengthen the Nation Brand in China:
 - Media Interviews with Ministers and Business leaders
 - Media Briefing for Chinese journalists by President Ramaphosa
 - Showcasing Opportunities for Investing in South African Infrastructure
- One-one engagements with Chinese media, along with the group briefing by President Ramaphosa yielded significant and positive coverage in China:
 - China News Service (60m app users, 80m Weibo subscribers)
 - Xinhua News Agency (10 000 journalists, 96m Facebook subscribers)
 - Global Times (daily circulation of over 2 million copies)
 - Caixin Media (1m+ paid subscribers)
 - People's Daily (3m dailiy circulation)



南非基建投资在线研讨会

打造快速持久广泛的合作发展关系 [注册链接](#)

邀请函

南非驻上海总领事馆携手品牌南非和南非基础设施建设部诚邀阁下参加南非基建投资在线研讨会

2024年9月，借着南中建交26周年的东风，南非总统拉马福萨先生将前往北京作国事访问，并在上周参加第九届中非合作论坛（FOCAC），南非基建投资在线研讨会盛大开幕，南非政府将在此次研讨会上着重展示南非国内各行业领域内的投资项目，其中包括：

- 环保能源
- 农业加工和农产品
- 数字科技
- 交通，以及
- 水利建设

日期：2024年9月18日周三 时间：15点-16点30（北京时间） 线上 [注册链接](#)

我们秉承着持续发展广泛合作的精神为推动合作营造契机，一起来探索充满投资机遇的南非吧！万分期待您的莅临本次万众瞩目的活动

IFRASTRUCTURE South Africa South African Consulate-General Shanghai South Africa Inspiring new ways

世界

南非总统拉马福萨：联合执政是充满希望的变革过程

文 | 财新 胡暄
2024年09月06日 19:56

拉马福萨坦言，组建民族团结政府是一项“相当具有挑战性的困难决定”，但来自10个党派的人将分享观点、经验和愿望，将为南非带来更好的变革

2024年9月5日，北京，南非总统拉马福萨举行记者会。图：财新 胡暄

【财新网】“我们欢迎中国向南非制成



SA INVESTMENT PROFILE: CONNECTING WITH INVESTORS IN THEIR LANGUAGE





Thank You