



BRAND SOUTH AFRICA

QUARTER 1,2 AND 3 PROGRESS

REPORT PRESENTATION

2022/2023

MANDATE OF BRAND SOUTH AFRICA

To manage South Africa's Nation Brand reputation in order to improve the country's global attractiveness and competitiveness.



Vision

A Nation Brand that inspires its people and is admired globally.



Mission

To be the authority on the Nation Brand and develop and implement proactive & coordinated marketing, communication, and reputation management strategies

THE ROLE AND PRIMARY PURPOSE OF BRAND SOUTH AFRICA

Purpose and primary objective

The primary objective of the Trust is to develop and implement pro-active and coordinated marketing, communication and reputation management for South Africa.

The aim is to indirectly contribute towards economic growth, job-creation, poverty alleviation and social cohesion by encouraging local and foreign investment, tourism and trade through the promotion of Brand South Africa.

Brand South Africa exists to build South Africa's Nation Brand in order to:

Build confidence in SA & contribute towards attracting investors, tourists, as well encourage increased consumption of South African goods & services;

Enhance South Africa's international stature;

Influence narrative & perceptions of South Africa;

Analise & develop insights that inform & empower through enhanced understanding of the Nation Brand Performance

Develop & disseminate key messages that effectively & positively tell the unique story of South Africa;

Inspire pride, patriotism, social cohesion, nation building & positive change in South Africa;

Inspire loyalty & advocacy in expatriate South Africans;

Counter negative messages & impressions of South Africa;

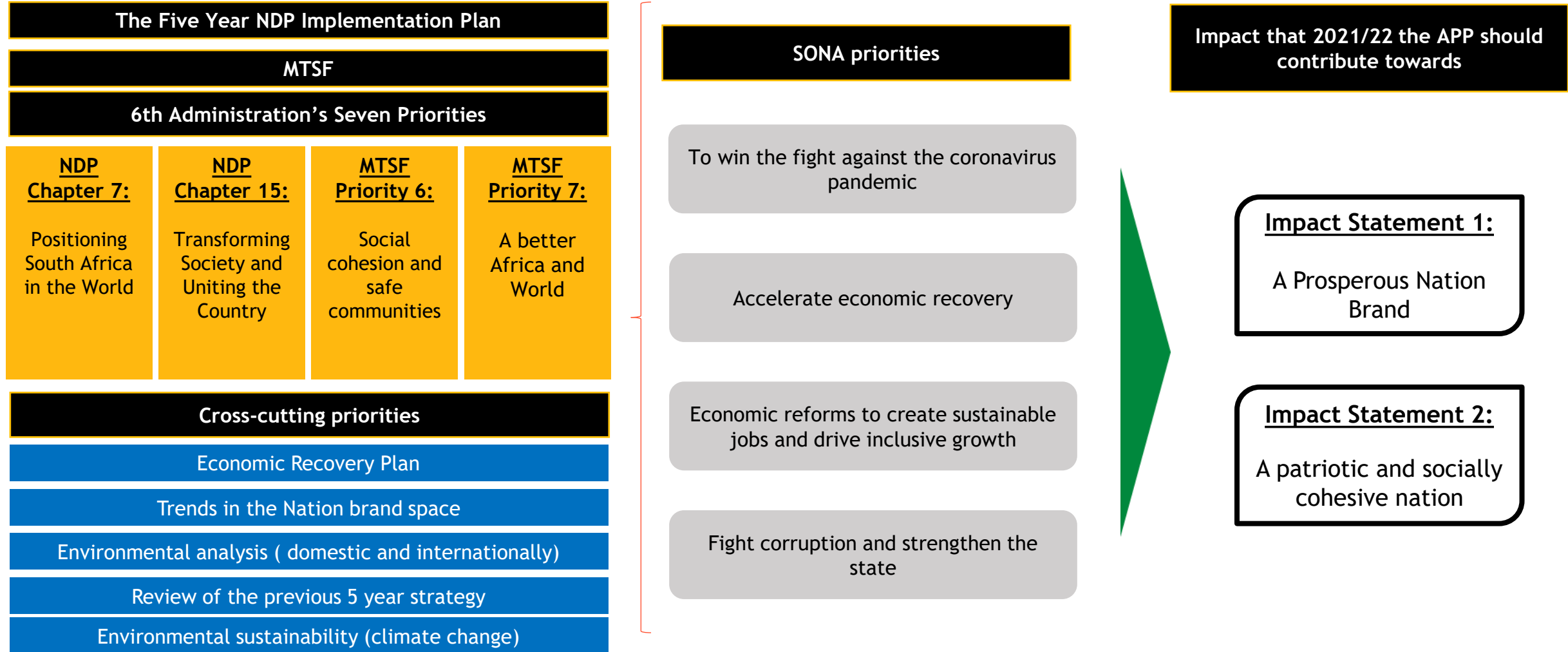
Showcase achievements of the NDP;

Assist government & the private sector in aligning their country communication strategies to the country brand; &

Leverage on strategic global events & engagements to bring the Brand story to life & to create lasting brand moments.

BRAND SA STRATEGIC ALIGNMENT THE NATIONAL PRIORITIES

Policy and strategy mandate informing the strategic posture and intent of Brand South Africa are guided by the below considerations.



KEY ACTIVITIES PER PROGRAMME

KEY ACTIVITIES UNDER PROGRAMME 1

OUTCOME 1

Improved reputation of Brand South Africa as an entity

KEY ACTIVITIES

- Strategic leadership, management, and support services to the core business functions of Brand South Africa.
- Sound governance, high performance and optimal utilisation of available capital and resources.

Impact Statement 1:

A Prosperous Nation Brand

KEY ACTIVITIES UNDER PROGRAMME 2

OUTCOME 2

Increased attractiveness & thereby competitiveness of the Nation Brand.

KEY ACTIVITIES

- Marketing campaigns that illustrate the attractiveness of the Nation Brand to domestic and international audiences
- Integrated Nation Brand reputation programmes implemented for strategic platforms domestically and internationally
- Nation Brand performance monitoring, global reputation study, and Research reference groups conducted
- Reputation Management strategy
- Positive communication pieces, thought leadership pieces, Webinars and Content pieces published emanating from media engagements
- Nation Brand messaging through increased content on Brand South Africa's digital platforms

Impact Statement 1:

A Prosperous Nation Brand

KEY ACTIVITIES UNDER PROGRAMME 2

OUTCOME 3

Increased Nation Brand advocacy and active citizenship.

KEY ACTIVITIES

- Play Your Part activities reaching the provinces
- PYP ambassador engagements supported
- Constitutional awareness campaigns
- Constitutional awareness activations
- Implementation of Global South Africans activities in key markets
- content on Brand South Africa's digital platforms

Impact Statement 2:

A socially cohesive and patriotic nation

KEY ACTIVITIES UNDER PROGRAMME 3

OUTCOME 4

Aligned Nation Brand execution and experience domestically and internationally

KEY ACTIVITIES

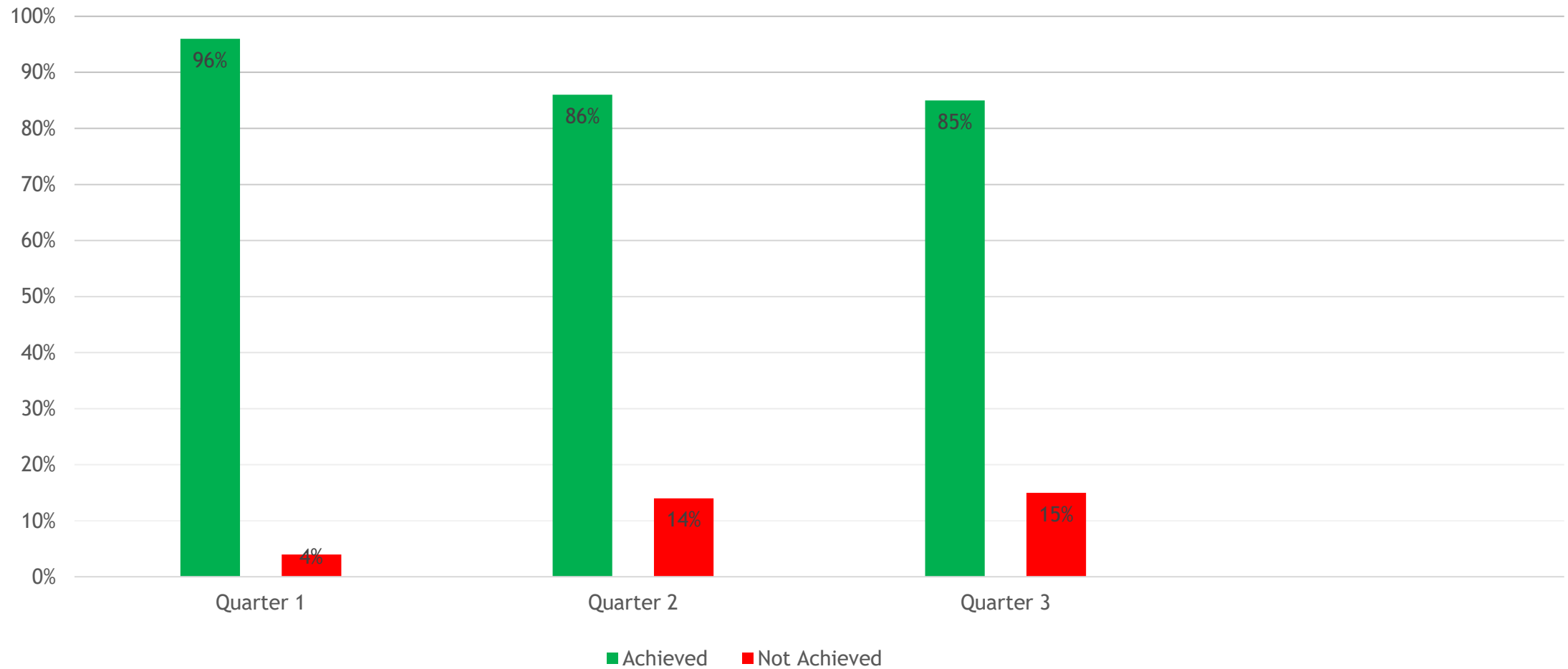
- Collaborative activities with public sector, civil society and private stakeholders - domestically and internationally
- Nation Brand alignment masterclass
- Nation Brand Forums

Impact Statement 1:

A Prosperous Nation Brand

PERFORMANCE SUMMARY

BRAND SOUTH AFRICA QUARTER 1,2 & 3 PERFORMANCE OVERVIEW



QUARTER 1,2 & 3 TARGETS NOT ACHIEVED

QUARTER 1 TARGETS NOT ACHIEVED

Q1 Targets Not Achieved	Quarter 1 Actual Performance	Variance Explanation
10% vacancy rate (Programme 1)	25% Vacancy Rate	<ul style="list-style-type: none">• The target was not met due to the moratorium that was placed on Brand South Africa by the Minister in the Presidency on the filling of permanent positions• Even though the organisation made two appointment the organisation also had two vacant positions during the quarter as a result of the resignations. <p>Action Plan</p> <ul style="list-style-type: none">• Recruitment plan is currently implemented to fill identified critical positions. Following the partial upliftment to fill position on a 24-month Fixed Term Contract in October 2021.

QUARTER 2 TARGETS NOT ACHIEVED

Q2 Targets Not Achieved	Quarter 2 Actual Performance	Variance Explanation
B-BBEE scorecard rating level report (Programme 1)	The progress on B - BBEE plan was tabled at the HRSEC committee in October 2022	The target was not met due to delays in appointment of the rating service provider and the information being assessed relates to 2021/22 financial year. Action Plan: The scorecard rating is expected to be issued on 01 November 2022.
10% vacancy rate (Programme 1)	26% Vacancy Rate	The target was not met due to the moratorium that was placed on Brand South Africa by the Minister in the Presidency on the filling of permanent positions. Action Plan The recruitment plan is currently implemented to fill identified positions permanently, following the Board resolution.
90% overall organisational performance rating (Programme 1)	86% overall organisational performance rating	Operational challenges that impacted on the execution of targets such as: <ul style="list-style-type: none"> • Delays in appointment of the B - BBEE rating service provider • Logistical lead time and availability of suitable venues to host the Nation Brand Forum Action Plan Catch up plans are put in place to ensure that the targets for Quarter 3 are conducted in order for the organisation to meet the Annual Targets.
1x Nation Brand Forum aimed at positioning the country positively targeting domestic and international audiences implemented (Programme 3)	Target not met	Conceptualisation and logistical planning for the Nation Brand Forum commenced in Quarter 1. However, the actual event days fell into the end of Q2 (media launch), overlapping into beginning of Q3 (main NBF events) due to the logistical lead time and availability of suitable venues for an event of that magnitude.

QUARTER 3 TARGETS NOT ACHIEVED

Q3 Targets Not Achieved	Quarter 3 Actual Performance	Variance Explanation
B-BBEE scorecard rating level report (Programme 1)	The progress on B - BBEE scorecard rating was tabled at the EXCO meeting in December 2022	Target not met due to evaluation process taking longer as information is being assessed holistically to provide a well-informed rating. Action Plan: The scorecard rating level report is expected to be issued on 31 January 2023.
10% vacancy rate (Programme 1)	28% Vacancy Rate	The organisational target was not met due to the moratorium that was placed on Brand South Africa by the Minister in the Presidency on the filling of permanent positions. Action Plan The recruitment plan is currently implemented to fill identified positions permanently, following the Board resolution.
90% overall organisational performance rating (Programme 1)	85% overall organisational performance rating	1. Operational challenges impacted on the execution of targets such as: • B - BBEE scorecard rating evaluation process taking longer than expected and; 2. SA Investment Conference postponed to next fiscal. Action Plan Catch up plans are put in place to ensure that the targets are met in Quarter 4 to enable the organisation to meet the Annual Targets
1x integrated reputation & communication activities implemented for strategic platforms domestically (Programme 2)	Target not met	SA Investment Conference postponed to next fiscal. Action plan: The Annual target will be met as the organisation will implement other relevant activities within the fiscal.

PERFORMANCE AGAINST QUARTER 1,2 &3 TARGETS

PROGRAMME 1: ADMINISTRATION

The purpose of the programme is to provide strategic leadership, management, and support services to the core business functions of Brand South Africa and is overall responsible for ensuring sound governance, high performance and optimal utilisation of available capital and resources.

PROGRAMME 1: ADMINISTRATION

PERFORMANCE AGAINST TARGETS							
OUTCOME 1: IMPROVED REPUTATION OF BRAND SOUTH AFRICA							
OUTPUT INDICATOR	2022/23 ANNUAL TARGET	QUARTER 1		QUARTER 2		QUARTER 3	
		Target	Actual Performance	Target	Actual Performance	Target	Actual Performance
1.1.1.1. An unqualified audit outcome obtained annually	An unqualified audit outcome, with no other matters	Internal Audit satisfactory report on financial statements and performance information	Internal audit issued a report on 2021-22 annual financial statements and annual performance report during Q1	Internal Audit satisfactory report on financial statements and performance information	Internal Audit satisfactory report on financial statements and performance information	Internal Audit satisfactory report on financial statements and performance information	Internal Audit satisfactory report on financial statements and performance information
1.2.1.1. Percentage of valid payments made to suppliers within 30 days from the date of receipt of an invoice	100% of valid payments made to suppliers within 30 days from the date of receipt of an invoice	100% of valid payments made to suppliers within 30 days from the date of receipt of an invoice	100% of valid payments were made to suppliers within 30 days from the date of receipt of an invoice in Q1.	100% of valid payments made to suppliers within 30 days from the date of receipt of an invoice	100% of payments were made to valid supplier invoices within 30 days from the date of receipt of an invoice in Q2.	100% of valid payments made to suppliers within 30 days from the date of receipt of an invoice	100% of valid payments made to suppliers within 30 days from the date of receipt of an invoice
1.3.1.1. B-BBEE scorecard rating level	Level 6 B-BBEE score card rating level	Approved B-BBEE Strategy	The turnaround B - BBEE plan was tabled at the HRSEC committee in April 2022.	B-BBEE scorecard rating level report	The progress on B - BBEE plan was tabled at the HRSEC committee in October 2022	B-BBEE scorecard rating level report	The progress on B - BBEE scorecard rating was tabled at the EXCO meeting in December 2022
1.4.1.1. Percentage of vacancy rate	10% vacancy rate	10% vacancy rate	25% Vacancy Rate	10% vacancy rate	26% Vacancy Rate	10% vacancy rate	28% vacancy rate

PROGRAMME 1: ADMINISTRATION

PERFORMANCE AGAINST TARGETS							
OUTCOME 1: IMPROVED REPUTATION OF BRAND SOUTH AFRICA							
OUTPUT INDICATOR	2022/23 ANNUAL TARGET	QUARTER 1		QUARTER 2		QUARTER 3	
		Target	Actual Performance	Target	Actual Performance	Target	Actual Performance
1.5.1.1. Overall percentage rating on organisational performance	90% overall organisational performance rating	90% overall organisational performance rating	96% overall organisational performance rating	90% overall organisational performance rating	86% overall organisational performance rating	90% overall organisational performance rating	85% overall organisational performance rating
1.6.1.1. Percentage availability of all IT systems	98% availability of all IT systems	98% availability of all IT systems	99.71% availability of all IT systems	98% availability of all IT systems	98,38% availability of all IT systems	98% availability of all IT systems	96,7% availability of all IT systems

PROGRAMME 2: BRAND, MARKETING & REPUTATION MANAGEMENT

The purpose of this programme is to develop and articulate a Nation Brand identity that will advance South Africa's long-term positive reputation and global competitiveness. This includes using research, to monitor sentiment and the performance of the Nation Brand; analysing trends and providing insights that will inform decision making and communication strategies; to proactively and reactively communicate the country's value proposition, values and highlight progress being made.

PROGRAMME 2: BRAND, MARKETING AND REPUTATION MANAGEMENT

PERFORMANCE AGAINST TARGETS							
OUTCOME 2.1: INCREASED ATTRACTIVENESS AND THEREBY COMPETITIVENESS OF THE NATION BRAND							
OUTPUT INDICATOR	2022/23 ANNUAL TARGET	QUARTER 1		QUARTER 2		QUARTER 3	
		Target	Actual Performance	Target	Actual Performance	Target	Actual Performance
2.1.1.1. Number of marketing campaigns aimed at positioning SA as a preferred destination to domestic audiences	4x marketing campaigns aimed at positioning SA as a preferred destination to domestic audiences	1x marketing campaigns aimed at positioning SA as a preferred destination to domestic audiences	Domestic Campaign - "This is who we are" on digital and radio platforms.	1x marketing campaigns aimed at positioning SA as a preferred destination to domestic audiences	Domestic Campaign - "this is Who We Are" on digital, print, and Radio	1x marketing campaigns aimed at positioning SA as a preferred destination to domestic audiences	1. Domestic Campaign - "This is Who We Are" on digital, print, and radio. 2. Promoted the brand at Loeries awards platform
2.1.2.1. Number of marketing campaigns aimed at positioning SA as a preferred investment destination to international audiences	4x marketing campaigns aimed at positioning SA as a preferred investment destination to international audiences	1x marketing campaigns aimed at positioning SA as a preferred investment destination to international audiences	International campaign - "Grow with South Africa" expanding on #BISA on digital platforms.	1x marketing campaigns aimed at positioning SA as a preferred investment destination to international audiences	International campaign - "Grow with South Africa" expanding on #BISA on digital platforms	1x marketing campaigns aimed at positioning SA as a preferred investment destination to international audiences	1. International Campaign - flighted on digital platforms

PROGRAMME 2: BRAND, MARKETING AND REPUTATION MANAGEMENT

PERFORMANCE AGAINST TARGETS

OUTCOME 2.1: INCREASED ATTRACTIVENESS AND THEREBY COMPETITIVENESS OF THE NATION BRAND

OUTPUT INDICATOR	2022/23 ANNUAL TARGET	QUARTER 1		QUARTER 2		QUARTER 3	
		Target	Actual Performance	Target	Actual Performance	Target	Actual Performance
2.1.3.1. Number of integrated reputation & communication activities implemented for strategic platforms domestically	2x integrated reputation & communication activities implemented for strategic platforms domestically	No target set for Q1	Mining Indaba	No target set for Q2	Not applicable	1x integrated reputation & communication activities implemented for strategic platforms domestically	The SA Investment Conference was postponed to the next fiscal.
2.1.4.1. Number of integrated reputation & communication activities implemented for strategic platforms internationally	8x integrated reputation & communication activities implemented for strategic platforms internationally	2x integrated reputation & communication activities implemented for strategic platforms internationally	<ol style="list-style-type: none"> 1. WEF Davos Annual Meeting 2. World Urban Forum in Poland in collaboration with the Department of Human Settlement 3. Oxford Africa Conference Tactical: Africa-Thai Economic Summit	3x integrated reputation & communication activities implemented for strategic platforms internationally	<ol style="list-style-type: none"> 1. Grand Pavois - La Rochelle International Boat show 2. Brand SA participation & support to team South Africa at the 77th United Nations General Assembly High Level Meetings in New York - US 3. BRICS Webinar 	2x integrated reputation & communication activities implemented for strategic platforms internationally	<ol style="list-style-type: none"> 1. UK State Visit 2. Africa Investment Conference 3. JSE SA Tomorrow 4. BRICS Collaboration Tactical: <ol style="list-style-type: none"> 1. MaXhosa Africa Activation - Stakeholder Relations 2. Africa Leaders' Summit - US -Trade and Investment Forum on the margins of the US Africa Leaders' Summit.

PROGRAMME 2: BRAND, MARKETING AND REPUTATION MANAGEMENT

PERFORMANCE AGAINST TARGETS

OUTCOME 2.1: INCREASED ATTRACTIVENESS AND THEREBY COMPETITIVENESS OF THE NATION BRAND

OUTPUT INDICATOR	2022/23 ANNUAL TARGET	QUARTER 1		QUARTER 2		QUARTER 3	
		Target	Actual Performance	Target	Actual Performance	Target	Actual Performance
2.1.5.1. Number global reputation and competitiveness indices analysed for Nation Brand performance monitoring	15x global reputation and competitiveness indices analysed for Nation Brand performance monitoring	3x global reputation and competitiveness indices analysed for Nation Brand performance monitoring	1. Freedom in the World Index 2. Press Freedom Index 3. Soft Power Index	4x global reputation and competitiveness indices analysed for Nation Brand performance monitoring	1. 2022 Index of Economic Freedom 2. 2022 WEF Gender Gap Report 3. 2022 Inclusive Internet Index 4. 2022 Edelman Trust Barometer	4x global reputation and competitiveness indices analysed for Nation Brand performance monitoring	1. 2022 Open Budget Index 2. 2022 Global Innovation Index 3. 2022 Rule of Law Index 4. 2022 UNDP - Human Development Index Tactical 2022 Brand Finance -Nation Brands Report
2.1.6.1. Number of reports that track South Africa's global reputation and brand familiarity	4x reports that track South Africa's global reputation and brand familiarity	1x report that tracks South Africa's global reputation and brand familiarity	Bloom Consulting Global Reputation Study Report	1x report that tracks South Africa's global reputation and brand familiarity	Tourism sector performance report	1x report that tracks South Africa's global reputation and brand familiarity	SAFF Canada Film Festival Survey
2.1.7.1. Number of research reference groups conducted	4x research reference groups conducted	1x research reference group conducted	South Africa's Global Reputation Study Launch	1x research reference group conducted	Celebrating the legacy of Solomon Linda and South Africa's Indigenous Music	1x research reference group conducted	Brand SA-GCIS Workshop
2.1.8.1. Number of communication pieces that position the country positively globally	60x communication pieces that position the country positively globally	15x communication pieces that position the country positively globally	12x print, online, broadcast content and 3x broadcast interviews (TV)	15x communication pieces that position the country positively globally	15x print, online, broadcast content	15x communication pieces that position the country positively globally	<ul style="list-style-type: none"> 15x communication pieces that position the country positively globally 10x print, online content. Content included 9 print and digital communication pieces

PROGRAMME 2: BRAND, MARKETING AND REPUTATION MANAGEMENT

PERFORMANCE AGAINST TARGETS

OUTCOME 2.1: INCREASED ATTRACTIVENESS AND THEREBY COMPETITIVENESS OF THE NATION BRAND

OUTPUT INDICATOR	2022/23 ANNUAL TARGET	QUARTER 1		QUARTER 2		QUARTER 3	
		Target	Actual Performance	Target	Actual Performance	Target	Actual Performance
2.1.9.1. Number of thought leadership pieces that position the country positively published	8x thought leadership pieces that position the country positively published	2x thought leadership pieces that position the country positively published	<ol style="list-style-type: none"> 1. "WEF meeting key to attracting investment" by Mmamoloko Kubayi-Ngubeni, Minister of Human Settlements - Business Day, 24 May 2022 2. "South Africa is well placed to attract more investment" by Sithembile Ntombela, Brand South Africa CEO (Acting) -IOL, 3 June 2022 	2x thought leadership pieces that position the country positively published	<ol style="list-style-type: none"> 1. News24- OPINION Thandi Tobias: South Africa remains resilient and will continue to rise 2. Daily Maverick -Amid chaos, there is always opportunity for dialogue 	2x thought leadership pieces that position the country positively published	<ol style="list-style-type: none"> 1. The African -Public-private partnerships key for investment in SA 2. Daily Maverick - 'The Year in Review: South Africa's most notable moments in 2022
2.1.10.1. Number of content pieces aimed at influencing domestic and international media to promote a positive narrative of the Nation Brand published	11x content pieces aimed at influencing domestic and international media to promote a positive narrative of the Nation Brand published	3x content pieces aimed at influencing domestic and international media to promote a positive narrative of the Nation Brand published	<ol style="list-style-type: none"> 1. Press release titled 'Business delegation made a strong case for South Africa as an investment destination at Davos' which was published by: <ul style="list-style-type: none"> • Bizcommunity - 17 June 2022. • The Guardian Online -17 June 2022. • Africa News Circle - 15 June 2022. 	3x content pieces aimed at influencing domestic and international media to promote a positive narrative of the Nation Brand published	<ol style="list-style-type: none"> 1. Live television interview by Sithembile Ntombela (Acting CEO) on Newzroom Afrika 2. Online interview by Sithembile Ntombela (Acting CEO) on CNBC Africa 	3x content pieces aimed at influencing domestic and international media to promote a positive narrative of the Nation Brand published	<ol style="list-style-type: none"> 1. KTN News - 'Mandela House: Nelson Mandela lived here between 1946 - 1962 2. BizNews Digest- 'South Africa's growth story' 3. Ghana Broadcasting Corporation Online - Google Drives Investment in Africa'

PROGRAMME 2: BRAND, MARKETING AND REPUTATION MANAGEMENT

PERFORMANCE AGAINST TARGETS

OUTCOME 2.1: INCREASED ATTRACTIVENESS AND THEREBY COMPETITIVENESS OF THE NATION BRAND

OUTPUT INDICATOR	2022/23 ANNUAL TARGET	QUARTER 1		QUARTER 2		QUARTER 3	
		Target	Actual Performance	Target	Actual Performance	Target	Actual Performance
2.1.11.1. Number of content pieces published on Brand South Africa's digital platforms	<ul style="list-style-type: none"> 120x content pieces published on Brand South Africa website. 250x content pieces published on PYP social media platforms 	<ul style="list-style-type: none"> 30x content pieces published on Brand South Africa website. 60x content pieces published on PYP social media platforms 	<ul style="list-style-type: none"> Website: 30 content pieces Social Media (Play Your Part Platforms): Total of 60 posts were published across Play Your Part platforms, with 40 posted on the official Play Your Part Twitter page, and 20 posted on the official Play Your Part Facebook page. 	<ul style="list-style-type: none"> 30x content pieces published on Brand South Africa website. 60x content pieces published on PYP social media platforms 	<ul style="list-style-type: none"> Website: 30 content pieces Social Media (Play Your Part Platforms): Total of 60 posts were published across Play Your Part platforms 	<ul style="list-style-type: none"> 20x content pieces published on Brand South Africa website. 50x content pieces published on PYP social media platforms 	<ul style="list-style-type: none"> Website: 20 content pieces Social Media (Play Your Part Platforms): Total of 50x content pieces published on PYP social media platforms

PROGRAMME 2: BRAND, MARKETING AND REPUTATION MANAGEMENT

PERFORMANCE AGAINST TARGETS							
2.2. INCREASE NATION BRAND ADVOCACY AND ACTIVE CITIZENSHIP							
OUTPUT INDICATOR	2022/23 ANNUAL TARGET	QUARTER 1		QUARTER 2		QUARTER 3	
		Target	Actual Performance	Target	Actual Performance	Target	Actual Performance
2.2.1.1. Number of activities that promote active citizenry through the Play Your Part programme	9x activities that promote active citizenry through the Play Your Part programme	2x activities that promote active citizenry through the Play Your Part programme	Target met and exceeded: <ol style="list-style-type: none"> 1. Play Your Part Activation - "PYP Ignite Masterclass" - Gauteng (On the ground). - "Play Your Part Academy" - geo-targeted the Western Cape (Online). 1. Play Your Part Advocacy - Innovation & technology with Dr. Reza. 2. Miss South Africa Partnership (top 30 Presentation & the top 10 announcement). 3. Sunday Times Generation Next - June Webinar. Tactical: Africa day cookout Screen excellence awards targeting youth in the TV & film industry	3x activities that promote active citizenry through the Play Your Part programme	<ol style="list-style-type: none"> 1. Miss SA Partnership 2. Sunday Times Generation Next 3. PYP Advocacy 4. Gsports Awards - Play Your Part Activations (PYP Ignite - Limpopo & PYP Academy) 	2x activities that promote active citizenry through the Play Your Part programme	<ol style="list-style-type: none"> 1. PYP Advocacy campaign flighted. 2. Play Your Part Academy digital campaign (N Cape & E Cape) 3. GSport Partnership (Newsmakers Awards)
2.2.2.1. Number of national priority pillars amplified through PYP ambassador engagements implemented	16x national priority pillars amplified through PYP ambassador engagements implemented	4x national priority pillars amplified through PYP ambassador engagements implemented	<ol style="list-style-type: none"> 1. GBV 2. Social Cohesion (Sports) 3. Food security 4. Entrepreneurship 5. Education 	4x national priority pillars amplified through PYP ambassador engagements implemented	<ol style="list-style-type: none"> 1. Entrepreneurship 2. Women empowerment 3. Education 	4x national priority pillars amplified through PYP ambassador engagements implemented	<ol style="list-style-type: none"> 1. Entrepreneurship 2. Women Empowerment 3. Social Cohesion 4. Youth Development 5. Education

PROGRAMME 2: BRAND, MARKETING AND REPUTATION MANAGEMENT

PERFORMANCE AGAINST TARGETS

2.2. INCREASE NATION BRAND ADVOCACY AND ACTIVE CITIZENSHIP

OUTPUT INDICATOR	2022/23 ANNUAL TARGET	QUARTER 1		QUARTER 2		QUARTER 3	
		Target	Actual Performance	Target	Actual Performance	Target	Actual Performance
2.2.3.1. Number of constitutional awareness campaigns aimed at promoting constitutional values	4x constitutional awareness campaigns aimed at promoting constitutional values	1x constitutional awareness campaign aimed at promoting constitutional values	1 x digital campaign (focusing on the value of respect).	1x constitutional awareness campaign aimed at promoting constitutional values	1 x digital campaign (focusing on the value of freedom of expression)	1x constitutional awareness campaign aimed at promoting constitutional values	1 x digital campaign (focusing on GBV)
2.2.4.1. Number of constitutional awareness activations to promote constitutional values	10x constitutional awareness activations to promote constitutional values	2x constitutional awareness activations to promote constitutional values	1. Freedom Focused Activity 2. Social Justice Activity	3x constitutional awareness activations to promote constitutional values	1. Constitutional Education Activity 2. Equality Focused Activity 3. Disability Focused Activity	2x constitutional awareness activations to promote constitutional values	1. Non-racialism in collaboration with Highway FM and Vuma FM 2. GBV activity in Northwest 3. Mental Health focused activity in KZN 4. GBV focused activity in Venda

PROGRAMME 2: BRAND, MARKETING AND REPUTATION MANAGEMENT

PERFORMANCE AGAINST TARGETS

2.2. INCREASE NATION BRAND ADVOCACY AND ACTIVE CITIZENSHIP

OUTPUT INDICATOR	2022/23 ANNUAL TARGET	QUARTER 1		QUARTER 2		QUARTER 3	
		Target	Actual Performance	Target	Actual Performance	Target	Actual Performance
2.2.5.1. Number of GSA activities that promote Nation Brand advocacy to South Africans living abroad implemented in key markets	17x GSA activities that promote Nation Brand advocacy to South Africans living abroad implemented in key markets	4x GSA activities that promote Nation Brand advocacy to South Africans living abroad implemented in key markets	<ol style="list-style-type: none"> 1. GSA Brand South Africa Indaba: South Africa Democracy insights, USA 2. GSA 2022 Africa Day celebration, USA 3. GSA Youth Day Commemoration, UK 4. The Sydney South Africa Film Festival (SSAFF), GSA initiative 	5x GSA activities that promote Nation Brand advocacy to South Africans living abroad implemented in key markets	<ol style="list-style-type: none"> 1. GSA Activation in France - 2022 2. GSA Activation: Welcome Reception for the South Africa Cricket Team - UK 3. GSA Activation: Mandela International Day Celebration 4. Nasdaq Stock Exchange VIP reception - US <p>Tactical activity: Caleb Payne Digital GSA Activation</p>	4x GSA activities that promote Nation Brand advocacy to South Africans living abroad implemented in key markets	<ol style="list-style-type: none"> 1. GSA 10th Annual Diaspora Awards - US 2. GSA Culture Shocker - UK 3. GSA Rugby Preview Dinner - UK 4. GSA collaboration with SAWA to celebrate Women Business & Opportunities - US 5. GSA Friends of South Africa - UK <p>Tactical: GSA Banyana-Banyana - UK</p>
2.2.6.1. Number of domestic perceptions research study	4x domestic perceptions research reports	1x domestic perceptions research report	1x domestic perceptions research report	1x domestic perceptions research report	1x domestic perceptions research report	1x domestic perceptions research report	1x domestic perceptions research report

PROGRAMME 3: STAKEHOLDER RELATIONSHIPS

The purpose of the programme is to build and leverage collaborative partnerships, to integrate and coordinate efforts and approaches to market the Nation Brand identity and promote the Nation's value proposition, and to interface meaningfully with stakeholders who drive or influence the Nation Brand and its reputation

PROGRAMME 3: STAKEHOLDER RELATIONS

PERFORMANCE AGAINST TARGETS							
3. ALIGNED NATION BRAND EXECUTION AND EXPERIENCE DOMESTICALLY AND INTERNATIONALLY							
OUTPUT INDICATOR	2022/23 ANNUAL TARGET	QUARTER 1		QUARTER 2		QUARTER 3	
		Target	Actual Performance	Target	Actual Performance	Target	Actual Performance
3.1.1.1. Number of collaborative activities implemented with local and/or foreign public sector stakeholders domestically	14x collaborative activities implemented with local and/or foreign public sector stakeholders domestically	4x collaborative activities implemented with local and/or foreign public sector stakeholders domestically	<ol style="list-style-type: none"> 1. Africa Focused Activity with GCIS 2. Investment Promotion Activity with Invest SA & Business Sweden 3. Immigration Activity with Human Rights Commission, the DHA & the African Union 4. Youth Focused Activity with dtic, SEFA, NEF & IDC 	4x collaborative activities implemented with local and/or foreign public sector stakeholders domestically	<ol style="list-style-type: none"> 1. Sustainability and Climate Change activity with GPG Agriculture & Rural Development, and the Green Development 2. Governance Focused activity with the DBE and the Ngangezwe Foundation 3. Education Focused Activity with the DBE and the Ngangezwe Foundation 4. Culture and Heritage Focused activity with the GCIS 	3x collaborative activities implemented with local and/or foreign public sector stakeholders domestically	<ol style="list-style-type: none"> 1. Safety Crime and Management focused activity - Presidential Summit on GBV 2. Culture and Heritage activity in collaboration with Con Hill 3. Investment Promotion activity in collaboration with COEGA Development Corporation 4. Collaboration with Government Stakeholders in executing the SADC Media Awards in collaboration with The Presidency, GCIS, DIRCO and IDC
3.1.2.1. Number of collaborative activities with local and/or foreign civil society stakeholders domestically	14x collaborative activities implemented with local and/or foreign civil society stakeholders domestically	4x collaborative activities implemented with local and/or foreign civil society stakeholders domestically	<ol style="list-style-type: none"> 1. Disability Focused activity with Casual Day Launch with NCPD 2. Education Focused activity with Sindisa Dunga Foundation 3. KZN Floods Relief activity with La Msibi Foundation 4. Intolerance engagement with Breaking Down Borders 5. Youth Month activity with SANCA <p>Tactical: What About The Boys project launch</p>	4x collaborative activities implemented with local and/or foreign civil society stakeholders domestically	<ol style="list-style-type: none"> 1. Service Month activity in collaboration with Nelson Mandela Foundation 2. Women's Month activity in collaboration with the Women Lead Movement, US Consulate General 3. Youth Mentorship activity - What About The Boys? Campaign with PrimeStars 4. World AIDS Day focused activity in collaboration with South African National AIDS Council 	3x collaborative activities implemented with local and/or foreign civil society stakeholders domestically	<ol style="list-style-type: none"> 1. Legacy focused activity in collaboration with Tambo Foundation 2. Literacy focused activity - The Bookery Quiz 3. FBO focused activity - Moral Regeneration Focused engagement 4. 20th Nelson Mandela Annual Lecture

PROGRAMME 3: STAKEHOLDER RELATIONS

PERFORMANCE AGAINST TARGETS							
3. ALIGNED NATION BRAND EXECUTION AND EXPERIENCE DOMESTICALLY AND INTERNATIONALLY							
OUTPUT INDICATOR	2022/23 ANNUAL TARGET	QUARTER 1		QUARTER 2		QUARTER 3	
		Target	Actual Performance	Target	Actual Performance	Target	Actual Performance
3.1.3.1. Number of collaborative activities implemented with local and/or foreign business stakeholders domestically	14x collaborative activities implemented with local and/or foreign business stakeholders domestically	4x collaborative activities implemented with local and/or foreign business stakeholders domestically	<ol style="list-style-type: none"> 1. Top 50 Brands Announcements with Brand Finance 2. Swedish Tech Delegation to South Africa with Business Sweden 3. Business Round Table Discussion - Sustainability Summit with Old Mutual 4. Sports Focused Activity - Doc Khumalo Soccer Tournament with Old Mutual and Coca Cola 	4x collaborative activities implemented with local and/or foreign business stakeholders domestically	<ol style="list-style-type: none"> 1. Fluy Your Flag focused activity in collaboration with Old Mutual Foundation 2. Business Roundtable discussion in collaboration with American Chamber of Commerce (AMCHAM) 3. Sports Focused activity in collaboration with Puma, SuperSport 4. Coding Challenge activity in collaboration with Everboon Foundation, SABC 	3x collaborative activities implemented with local and/or foreign business stakeholders domestically	<ol style="list-style-type: none"> 1. Business Roundtable Discussion - Ambrosetti Europe SA CEO Dialogue 2. Business Roundtable: South African Norwegian Association 3. Corporate PYP activity - Old Mutual community outreach programme
3.1.4.1. Number of Nation Brand Forums aimed at positioning the country positively targeting domestic and international audiences implemented	1x Nation Brand Forum aimed at positioning the country positively targeting domestic and international audiences implemented	No target set for Q1	Not applicable	1x Nation Brand Forum aimed at positioning the country positively targeting domestic and international audiences implemented	Target not met	No target set for Q3	1x Nation Brand Forum hosted

PROGRAMME 3: STAKEHOLDER RELATIONS

PERFORMANCE AGAINST TARGETS							
3. ALIGNED NATION BRAND EXECUTION AND EXPERIENCE DOMESTICALLY AND INTERNATIONALLY							
OUTPUT INDICATOR	2022/23 ANNUAL TARGET	QUARTER 1		QUARTER 2		QUARTER 3	
		Target	Actual Performance	Target	Actual Performance	Target	Actual Performance
3.1.5.1. Number of collaborative activities implemented with stakeholders in targeted markets aimed at positioning the country positively internationally	20x collaborative activities implemented with stakeholders in targeted strategic markets aimed at positioning the country positively internationally	3x collaborative activities implemented with stakeholders in targeted strategic markets aimed at positioning the country positively internationally	<ol style="list-style-type: none"> 1. Meeting of the minds: Youth month celebration, USA 2. Doing Business in SA podcast published in China 3. Africa Centre opening <p>Tactical Canon Collin education Trust. A collaboration that provides post graduate scholarships to Southern African citizens (South Africa, Botswana and Namibia)</p>	6x collaborative activities implemented with stakeholders in targeted strategic markets aimed at positioning the country positively internationally	<ol style="list-style-type: none"> 1. SA- Cote d'Ivoire Business Forum 2. 28 Years of Investment and Trade Relations between South Africa and Botswana 3. The African Business Chamber Business Forum and Team South Africa Commonwealth Games activity incorporated Business Luncheon - UK 4. Spectacular SA Business Seminar in Shanghai - China 5. China Mining Conference & Exhibition 6. NASCAR Xfinity Series at Indianapolis Motor Speedway - US <p>Tactical:</p> <ul style="list-style-type: none"> • Brand South Africa NASCAR Marketing Program Dawn Ultra 150 ARCA Series Race, Mid-Ohio Sports Car Club, 9th July 2022, USA • Brand South Africa NASCAR Marketing Program Wawa 250 NASCAR Xfinity Series Race and Coke Zero Sugar 400 NASCAR Cup Series Race, Daytona International Speedway: 26th to 27th August 2022 	6x collaborative activities implemented with stakeholders in targeted strategic markets aimed at positioning the country positively internationally	<ol style="list-style-type: none"> 1. Global African Awards - UK 2. Global Health Summit - UK 3. South African Film Festival Canada - H 4. Africa Start-up Ecosystem - HO 5. BPO Roundtable - UK 6. Tutu Leadership - UK

PROGRAMME 3: STAKEHOLDER RELATIONS

PERFORMANCE AGAINST TARGETS							
3. ALIGNED NATION BRAND EXECUTION AND EXPERIENCE DOMESTICALLY AND INTERNATIONALLY							
OUTPUT INDICATOR	2022/23 ANNUAL TARGET	QUARTER 1		QUARTER 2		QUARTER 3	
		Target	Actual Performance	Target	Actual Performance	Target	Actual Performance
3.1.6.1. Number of Nation Brand alignment training workshops delivered	4x Nation Brand alignment training workshops delivered	1x Nation Brand alignment training workshop delivered	uMgungundlovu Economic Development Chamber	1x Nation Brand alignment training workshop delivered	Eastern Cape Exporters Symposium	1x Nation Brand alignment training workshop delivered	KZN Expo Week Tactical: KZN COGTA

FINANCE

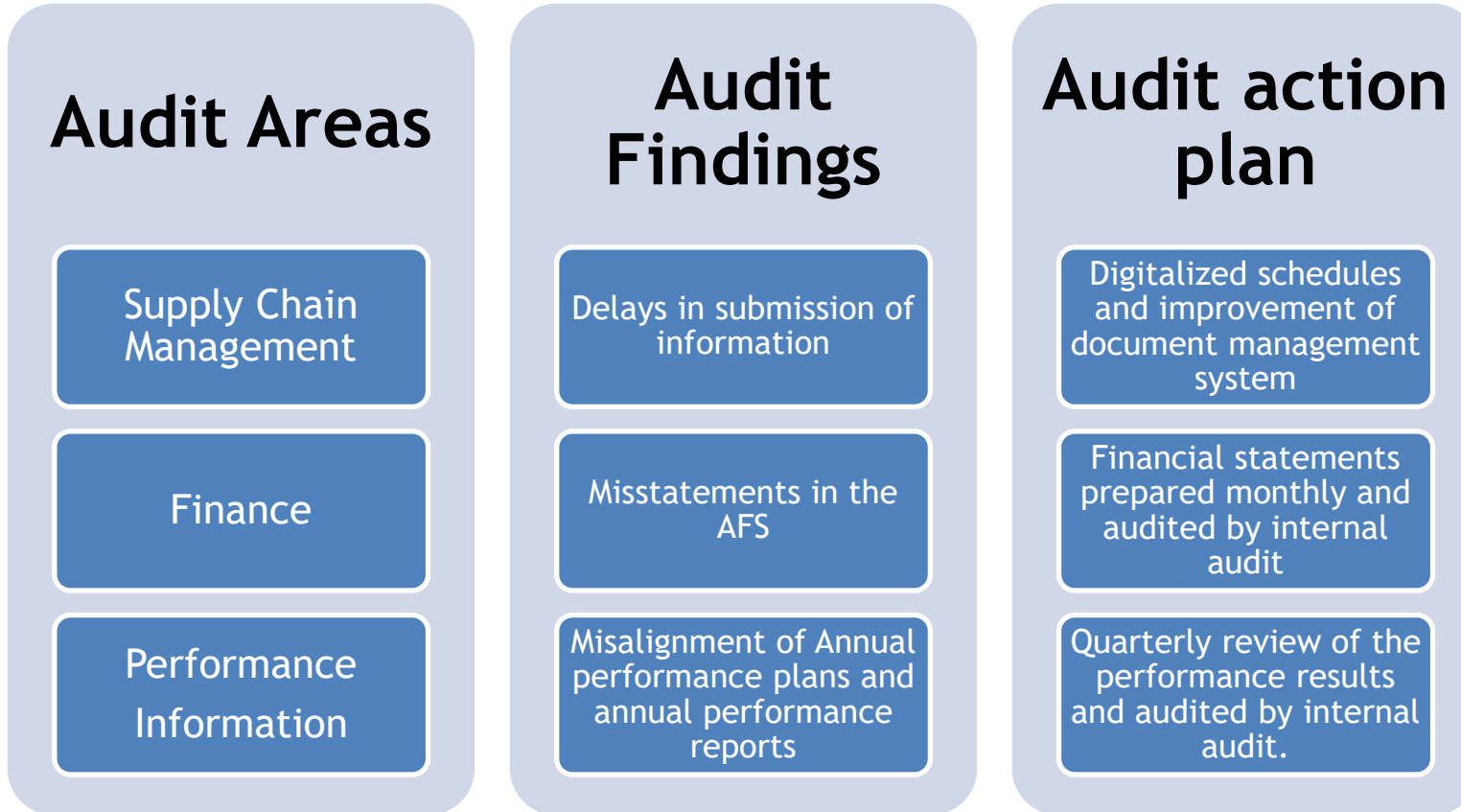


Inspiring new ways

QUARTER 3 BUDGET VERSUS EXPENDITURE

PROGRAMME	YTD Q3 BUDGET	YTD Q3 ACTUAL	YTD Q3 VARIANCE	YTD Q3 VARIANCE %	VARIANCE EXPLANATION
BRAND MARKETING	70,131,000	91,569,560	21,438,560	30.5%	Overspending due to rollover of prior year funds as well as partnership income
STAKEHOLDER RELATIONSHIPS	14,138,000	15,883,125	1,745,125	12.3%	Miscellaneous project differences
ADMINISTRATION	79,323,000	63,574,915	(15,748,085)	(19.8%)	Vacancies and legal costs
TOTAL	163 592 000	171 027 600	7 435 600	23,1%	

SUMMARY OF AGSA FINDINGS - 2021-22 & PROGRESS ON AUDIT ACTION PLANS



The entity has improved its overall control environment on amongst others the following areas:

- ✓ Fully functioning internal audit.
- ✓ Monthly AFS prepared and submitted to EXCO.
- ✓ Audit actions plans developed and on track to be finalized by year end.
- ✓ Irregular expenditure has not been incurred in the current financial year.
- ✓ All the compliance registers have been digitalized to closely monitor the progress to date.
- ✓ Fully digitalized end to end accounting system which allows employees to work remotely.

INTERNAL AUDIT PROGRESS STATUS

AUDIT AREA	QUARTER 1	QUARTER 2	QUARTER 3
Supply Chain Management (SCM) and Contract Management	Satisfactory	Satisfactory	Audit in progress
Quarterly Financial Statements	Satisfactory	Satisfactory	Satisfactory
Quarterly audit of Performance Information	Needs improvements	Needs improvements	Needs improvements

ANNEXURE

EXAMPLE'S OF KEY ACTIVITIES

NATION BRAND FORUM

- The Nation Brand Forum (NBF) is Brand South Africa's flagship annual forum to mobilise, engage and collaborate with diverse stakeholders to shape a coherent agenda for a compelling nation brand image, reputation and competitiveness.
- Brand South Africa's 6th Nation Brand Forum took place in Johannesburg from the 4th - 6th October 2022, to constructively reflect on issues related to the formulation of collaborative solutions to drive the nation's image, competitiveness and reputation.
- The three-day forum was held under the theme, Grow with South Africa | An inclusive partnership to rebuild the economy and drive the nation's competitiveness.
- The 6th Nation Brand Forum kicked off with the Youth Economic Symposium hosted at Emoyeni Conference Venue. The Symposium engaged the youth to develop a "youth-led economic development blueprint" for supporting emerging brands locally and globally, alleviating joblessness and catalysing entrepreneurship.
- Day 2 of the Nation Brand Forum, titled "Nation Brand Roundtable" was hosted at The Nelson Mandela Foundation in Houghton.
- The three-day Nation Brand Forum annual event ended on a high note with the main plenaries hosted at the Sandton Convention Centre.



Platform

- Offline engagements

Method

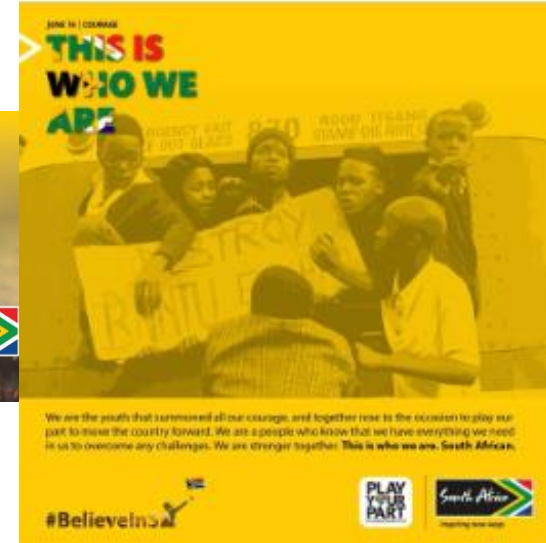
Three days forum.

Reach

- Delegates 312
- Online views 1052
- Youtube views 3262

DOMESTIC MARKETING CAMPAIGN - “THIS IS WHO WE ARE”

- The focus for 2022/23 is to highlight South Africa’s strengths as per the nation brand hexagon pillars; support the investment drive; and to address the prevailing negative perceptions amongst South Africans, the domestic campaign focuses on the distinctive strengths and achievements of the Nation Brand.
- One of the ways to build pride amongst citizens is to showcase strong reasons to believe in support of an authentic nation brand identity: the integrated campaign aims to encourage South Africans to reassess their moral capacity and true identifiers of what it means to be South African.
- Thus, the latest domestic campaign launched during the month of June, with a Youth Day execution, which was followed up with the flighting of a radio advertisement on several national stations.
- These will be followed by the rolling out of outdoor media in the major commercial centres of the country. The campaign will be further enhanced during quarter 2 with the addition of audio-visual (AV) as well as print media material aligned to the campaign message.



Platform

- Digital platforms (Facebook, Instagram, Twitter, LinkedIn)
- Radio
- Print
- AV

Method

- “This is Who We Are” campaign creative (various executions)

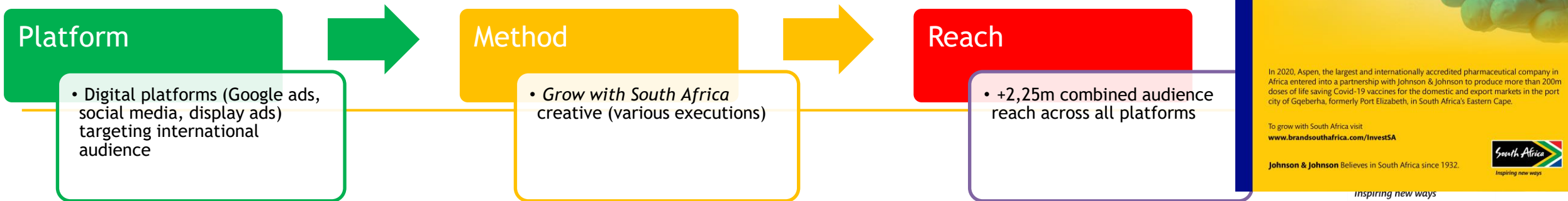
Reach

- To date: 548 000 reached
- Campaign continues Q1 to Q4
- To reach an audience of at least 5mil

BRAND FORUM INTERNATIONAL MARKETING CAMPAIGN

- “GROW WITH SOUTH AFRICA”

- The international campaign leverages global key players in each of South Africa’s priority sectors as outlined by InvestSA, making use compelling quotes from key global players on their motivations for investing in South Africa.
- The strategic aim of the campaign is to leverage the ‘endorsement’ of these blue chip investors to demonstrate South Africa’s proven pedigree as an attractive and sustainable investment destination for investors who seeking growth opportunities in Africa.
- Brand South Africa’s latest ‘*#GrowWithSouthAfrica*’ campaign leverages these heritages as well as recent significant investments from these global players which reaffirm their confidence in our country.
- Key global players such as *Toyota* and *Johnson & Johnson* have built long-standing relationships of investment with South Africa.
- Each month during F2022-2023, the content and messaging will be rotated to focus on each of the key economic sectors so as to achieve all-round exposure and appeal to a wide range of prospective investors.
- The campaign launched in June with material flying on digital media platforms that target a business and investor audience in all the major markets internationally.



GROW WITH SOUTH AFRICA

A recent South Africa Global Reputation perception study across benchmark countries, including the United Kingdom, United States, Germany, France, China, Japan, India, Switzerland, United Arab Emirates, Saudi Arabia, Nigeria, Egypt, Vietnam, Thailand, Turkey, Chile and Brazil undertaken by Spain's nation branding firm, Bloom Consulting has established that South Africa is one of the most prosperous Nation Brands offering outstanding experience in Trade, Talent and Tourism brand dimensions.

InvestSA, South Africa's pre-eminent investment promotion agency, is a one-stop shop for investors seeking growth opportunities in South Africa.

Whether you are a prospective investor looking to invest in South Africa, to expand your investment in South Africa or to invest in Africa through the gateway South Africa represents to the continent, InvestSA will guide investors through all the stages of their investment process with practical information, specialized assistance and right connections to facilitate the business establishment and expansion plans.

South Africa boasts a diversity of investment and growth opportunities for new and established investors spread across key sectors in the nine provinces.

HEALTHCARE AND LIFE SCIENCES	DIGITAL ECONOMY & ICT	AUTOMOTIVE AND COMPONENTS
GROW YOUR HEALTHCARE BUSINESS WITH SOUTH AFRICA The medical device sector is a priority sector for the South African government. Whilst a number of the products in this market are imported, analysts expect that the African device market is expected to grow at a compound annual growth rate of 6.1% from 2017-2023, reaching around \$ 7.1 billion in revenue by 2023. As a result of the Covid-19 pandemic, global supply chains disrupted giving way to emerging opportunities presenting itself in the SA and African market. There many global manufacturers with a presence in South Africa, including, Medtronic, J&J, Abbott Laboratories, GE, Siemens Healthcare, Philips, Becton Dickinson and Fresenius Medical Care and B Braun. South Africa boasts many world-class local manufacturers, including, Dräger, B Braun, Magister, Medtronic, Evergreen Latex, ANKA.	GROW YOUR AUTOMOTIVE BUSINESS WITH SOUTH AFRICA Government has created a favourable environment to stimulate investment in internet infrastructure and continues to establish regulations (Digital Migration, POP Act, Spectrum Auction, Cloud Policy Development and ICT Masterplan) to support growth of the sector. By 2030, ICT is expected to underpin the development of an inclusive dynamic information society and knowledge economy through the development of a comprehensive and integrated e-strategy that reflects the crosscutting nature of ICT. South Africa has relevant expertise related to fibre, datacentres, wireless infrastructure, computing and storage facilities, cybersecurity and institutional and operational capacity across hardware and software infrastructure required.	GROW YOUR DIGITAL ECONOMY WITH SOUTH AFRICA The South African automotive industry consists of over twenty companies involved in the production of cars and commercial vehicles. Among these are seven major vehicle manufacturers/assemblers (car and LCV) and several assemblers of medium and heavy commercial vehicles (HCV, HCV and buses). In addition, there are also twenty-one companies involved in the importation and distribution of new motor vehicles in the country. Approximately 500 automotive component suppliers, including 180 first-tier suppliers. The value chain is primarily driven by the seven OEMs: BMW, Ford, Isuzu, Mercedes-Benz, Nissan, Toyota, and Volkswagen. These companies make a huge impact on the economies of Gauteng, the

GROW YOUR HEALTHCARE BUSINESS WITH SOUTH AFRICA

In 2020, Aspen, the largest and internationally accredited pharmaceutical company in Africa entered into a partnership with Johnson & Johnson to produce more than 200m doses of life saving Covid-19 vaccines for the domestic and export markets in the port city of Gqeberha, formerly Port Elizabeth, in South Africa's Eastern Cape.

To grow with South Africa visit
www.brandsouthafrica.com/InvestSA

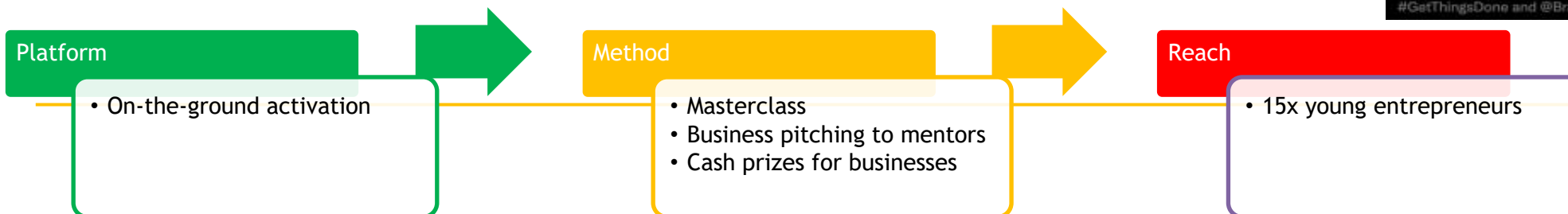
Johnson & Johnson Believes in South Africa since 1932.

South Africa
Inspiring new ways

inspiring new ways

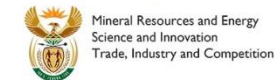
PLAY YOUR PART IGNITE

- PYP Ignite is a continuation of Play Your Part's commitment to nurturing economic growth, designed to inspire budding entrepreneurs from across the country by providing mentorship classes, led by industry professionals, as a platform to pitch their business ideas to a panel of judges.
- The inaugural Masterclass brought together business potential and business opportunity to create a mutually beneficial network of entrepreneurs contributing to South Africa's economic growth.
- The first class was hosted in June attended by budding entrepreneurs, addressed by multi-award-winning businesswoman and Play Your Part Ambassador, Farah Fortune.
- She spoke on pitching, with confidence, as well as tips on sourcing investment for existing businesses or business ideas.
- The judges, were comprised of JSE SME Development Head, Cleola Kunene, Head of Small to Medium Enterprises Development at the Johannesburg Stock Exchange; Elaine Brass, CEO of Health and Welfare Sector Education and Training Authority (HWSETA); and businesswoman and Apiarist Nomfundo Peter.
- Some participants walked away with cash prizes they will use to manifest improvements in their businesses, including mentorship commitments from the judges.
- Over the year the initiative will be extended to other provinces.



DOMESTIC STRATEGIC PLATFORM: MINING INDABA

- Brand South Africa collaborated with the Department of Mineral Resources and the Department of Trade Industry and Competition in the execution of Team South Africa's participation in the Investing in African Mining Indaba 2022, in Q1.
- Brand South Africa took a lead role in:
 - Procurement of the design and construction of the SA pavilion.
 - Development of communications assets.
 - Hosting a welcome reception
 - PR and media programme




INTERNATIONAL STRATEGIC PLATFORM WEF DAVOS ANNUAL MEETING 2022

Under the theme *History at a Turning Point: Government Policies and Business Strategies*.

- For the first time in 2 years, a WEF Davos annual meeting was hosted in person.
- Brand South Africa implemented an integrated stakeholder and communication programme, to position the Nation Brand.
- Brand South Africa's programme focused on the following activities:
 - Development of messaging for team SA lead by Minister Kubayi.
 - Hosted a **Team SA Breakfast** which allowed the Minister to engage the business delegation message alignment and participating on the media programme.
 - The Brand South Africa Chief Executive Officer (Acting), (ACEO), was featured in a WEF Davos panel discussion focusing on “**Driving Development with Investment Alliances**”.
 - Brand South Africa hosted an **OPS Room** which was used to host a Welcome Breakfast with Team SA; facilitate interviews; and was also used for B2B meetings by the Minister and other business stakeholders
 - Brand South Africa executed an **extensive communications programme** aimed at positioning South Africa, which targeted international and domestic media.
 - The media programme was reinforced with strategic media partnerships with EuroNews / AfricaNews, Arena Media Holdings, and Radio 702.
 - **Media interviews** were facilitated for Minister Kubayi, the Brand South Africa ACEO and various member of the Team SA delegation.



INTERNATIONAL STRATEGIC PLATFORM WEF DAVOS ANNUAL MEETING 2022




Brand South Africa
33,989 followers
1mo · 🌐

The Minister of Human Settlements and Head of the Cabinet Economic Cluster, Ms **Mmamoloko Kubayi** becomes the first female Minister to lead a South African delegation to the **World Economic Forum** in Davos.

At this morning's engagement hosted by **Brand South Africa**, Minister Kubayi spoke to business leaders about SA's strategic role at **#WEF22**. She also mentioned that sixty percent of the Economic Reconstruction and Recovery Plan (ERRP), which aims to build a new economy and unleash South Africa's true potential, has been implemented to date.

Follow Team SA's agenda at WEF this week: **#SAinDavos22** **#WEF22**



Special report

Brand SA sponsored feature



Emerging investment case

SA offers a safe haven amid global turmoil

The annual meeting of the World Economic Forum (WEF), which wrapped up in Davos, Switzerland on May 20, was an opportunity for leaders to discuss the most urgent global issues and challenges.

Not surprisingly, one of the main topics was Russia's invasion of Ukraine and its impact on the global economy, including disrupted markets and supply chains and rapidly rising prices of commodities such as oil, wheat and grain. The war has been a huge setback for global economic recovery after the Covid pandemic.

Other topics on the table included the future of globalisation, the resilience of food and energy security, both of which are linked to the war in Ukraine, a significant producer of wheat and other food staples, and the impact of climate change on the global economy.

There is a growing consensus that there is a genuine good prospect for emerging market investors, said HSBC CEO Gideon Hooley.

Not only do countries still positioned relative to other members of the BRICS countries, but it is the only emerging market that has improved its GDP growth since 2018, he said. The country has strong growth potential as a result of its abundant commodities and the growing demand for its exports.

Technology underpinned many of the conversations at Davos, particularly the long-standing opportunity that offers for the global South and how emerging economies will affect people's lives.

There is no question that Africa and SA stand to benefit from resources and connectivities. One of the discussions at Davos focused on the opportunities for mining and a global transition to a green economy.

He does it in a responsible way that does not hurt the economy and ensure workers in the coal sector don't pay the price for the transition.

Another big topic at Davos was the role of business and entrepreneurs. This has particular relevance for SA. Strategic relationships with business leaders to the private sector are playing a key role in public-private collaborations, said Brand SA acting CEO Williams.

africanews. 

NEWS BUSINESS SPORT CULTURE SCIENCE & TECHNOLOGY NO COMMENT PROGRAMMES

Energy revolution at the heart of South Africa's post-pandemic recovery



SPONSORED CONTENT: Brand South Africa

WEF meeting key to attracting investment

SA delegation to show what Africa's most industrialised economy can offer

For a crisis-ridden world, the global community gathered in Davos, Switzerland, for the 51st Annual Meeting to discuss the most pressing issues facing the world.

Convened under the theme "Recovery at the Speed of Change", the WEF 2022 is the first major face-to-face meeting of political, economic and business leaders since the start of the Covid-19 pandemic. The event brings together nearly 2,500 leaders and experts from around the world including heads of state, government ministers, business leaders and thought leaders.

The investment opportunities offered by Africa's most industrialised economy. The year will also show SA's progress in implementing the New Growth Path and the role of business and entrepreneurs. This has particular relevance for SA. Strategic relationships with business leaders to the private sector are playing a key role in public-private collaborations, said Brand SA acting CEO Williams.

SA has much to offer the world. It is a first world country with a third world economy. It has a strong and growing economy, a growing middle class, a growing population, a growing workforce, a growing market, a growing infrastructure, a growing innovation, technology and talent pool.

SA is not the first time Brand South Africa has been part of the South African delegation to Davos. In fact, the investment dates back to the 1990s.



INTERVIEW

Minister Mmamoloko Kubayi will be on the following Radio and TV stations for a discussion on South Africa's participation at the World Economic Forum (WEF).

MONDAY, 23 MAY 2022

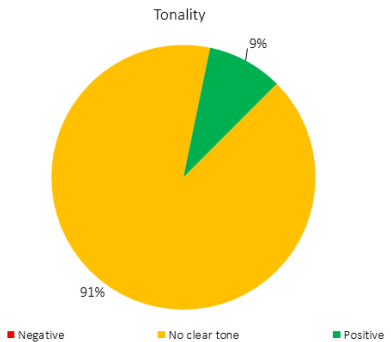
SA FM - 15:45
Newzroom Afrika - 19:00



Media monitoring showed that Minister Kubayi and Brand South Africa's ACEO emerged as the top drivers of conversation. It is notable that although 91% of coverage had no clear tone, 9% percent was positive, and there was 0% negative tone





Thank you