



PRESENTATION TO THE PORTFOLIO COMMITTEE

PROGRAMMES INITIATED IN 2022 TO MARKET AND ATTRACT INVESTORS TO SOUTH AFRICA

BRAND SOUTH AFRICA
01 JUNE 2022

CONTENT

- **CONTEXT**
- **COMMUNICATIONS STRATEGY**
- **ACTIVITIES PLATFORMS AND IN SUPPORT OF THE PRESIDENTIAL INVESTMENT DRIVE**

DOMESTIC AND INTERNATIONAL INVESTOR'S PERSPECTIVE OF SA

- Poor Governance has facilitated **ineffective policing of criminals and handling of the Covid-19 pandemic**
- The export industry looks promising - with **agriculture spearheading the sector and gradually boosting the economy**
- South Africa's investments are being threatened by **negative credit, an unstable currency and crypto-currency scams**
- Tourism into the country is possible but not necessarily for investment as Covid continues to pose a **threat to safety, security, business longevity and the currency**
- **Police brutality, gender-based murders and violent crimes** cause insecurity
- **Localisation of the Auto-motive sector and large investments** into local production of Mercedes Benz and Ford parts and models have contributed significantly to our economy and employment rate
- **Covid-19 vaccine manufacturing** by a hub based in South Africa is indicative of the country and the continent's self-determination. This also opens doors for vaccine production in the African market.
- Riots in the country reflect **division of the people due to neglected grievances** and have left the economy even more insecure than before, due to massive looting sprees and arson.

COMMUNICATIONS STRATEGY FOUNDATION

- **Rebuild trust and confidence in South Africa,**
- **Leverage South Africa's history of overcoming the odds, resilience and sound economic infrastructure to appeal to the investor community to positively re-look South Africa, and**
- **Re-assure them of South Africa's ability to rebuild and restore trust.**

Despite the challenges, South Africa is a nation of opportunities and possibilities.

Re-look South Africa

OUR PROPOSITION - A CALL TO ACTION

“WE INVITE YOU . . .”

#BelieveInSA



MESSAGING PILLARS

#BelieveInSA

Re-build confidence in South Africa as a preferred destination for growth and investment

Investment &
Immigration

Travel &
Tourism

Exports

Governance

People

Culture &
Heritage

The integrated campaign that repositions brand South Africa and elegantly assures investors, visitors and citizens on the country's potential and provide evidence based reasons to believe in South Africa as a place that inspires possibilities.

Re-tell the South African story with a fresh voice to inspire investors to relook at us with fresh eyes

Inspiring New Ways

BRAND SA ACTIVITIES IN SUPPORT OF THE PRESIDENTIAL INVESTMENT DRIVE



STRATEGIC PLATFORMS & STAKEHOLDER ENGAGEMENT

- Mining Indaba
- World Economic Forum (WEF) Annual Meeting in Davos
- South Africa Investment Conference (SAIC)
- G20 Summit
- UNGA Business Forum
- Oxford Africa Conference
- Africa Investment Group Conference in London (AFSIC)
- Collaboration with the AfCFTA Secretary General
- SEZ Promotion in Collaboration with the dtic in the UAE
- BRICS Business Forum & Summit
- GSA Activation: Silicon Valley
- JSE Investor Conference in New York city
- Influencer Business Roundtable



MARKETING CAMPAIGNS

- International Media Campaign
- Domestic Media Campaign
- Nation Brand Forum



RESEARCH & ANALYSIS

- Global Reputation Study Launch by Bloom Consulting



COMMUNICATIONS & MEDIA ENGAGEMENT

- Partnerships with international media houses
- Partnerships with domestic media houses
- Media Roundtables
- Digital programme
- CHINA Communications & PR Programme

KEY STRATEGIC PLATFORMS / ACTIVITY	DESCRIPTION	PLANNED DATE	MARKET & AUDIENCE	PARTNERS
<ul style="list-style-type: none"> Investing in African Mining Indaba (Mininig Indaba) 	<p>Mining Indaba is dedicated to the capitalisation and development of mining interests in Africa. Brand SA implemented an integrated marketing and communications programme at the strategic platforms which included:</p> <ul style="list-style-type: none"> Design and construction of the SA Pavilion (funded by DMRE). Hosting of a Welcome Reception Execution of an onsite media programme to position the SA mining sector Facilitation of a post event panel discussion on CNBC Africa 	<ul style="list-style-type: none"> 9 May - 12 May CNBC panel: 26 May 2022 	<ul style="list-style-type: none"> Global Business Audience 	<ul style="list-style-type: none"> DMRE The dtic CNBC
<ul style="list-style-type: none"> World Economic Forum Annual Meeting in Davos (WEF Davos) 	<p>Brand South Africa will once again implement a stakeholder and communication programme, at WEF Davos 2022, to position the Nation Brand. The updated WEF theme for the 2022 meeting is History at a Turning Point: <i>Government Policies and Business Strategies.</i></p> <p>Brand South Africa's agenda at WEF Davos will focus in highlighting the following:</p> <ul style="list-style-type: none"> SA's progress over the past 2 years in managing the pandemic; Progress in the implementation of the ERRP; South Africa's role as a competitive destination for inward investment; The importance, relevance successes of the country's investment drive (investment prospects and opportunities should include potential growth areas such as renewable energy, global business services, agriproducts, and local manufacturing); and SA's's role as a "global player" and a nation able to positively influence the global agenda. 	<ul style="list-style-type: none"> 22-26 May 2022 	<p>Global Business Audience made up of: Chief executives and chairs of Partner and Member companies; Political leaders heads of international organizations, civil society representatives, academic experts, youth leaders and key figures from the worlds of art, culture, science and technology and global media</p>	<ul style="list-style-type: none"> National Treasury SA Business participants at WEF

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5th SA Investment Conference (SAIC)	<p>As South Africa seeks to recover from the economic challenges exacerbated by the Covid-19 pandemic, tackling unemployment, poverty and inequality among others remains a key priority for government. The SAIC is a key component of the Presidential Investment Drive.</p> <p>As a member of the Organising Committee, Brand SA will support the execution of 5th SAIC</p>	16 March 2023	<ul style="list-style-type: none"> • Global and South African Business Audience • Exiting and potential investors 	<ul style="list-style-type: none"> • Invest SA • IDC • SA Business
G20 Summit	Annual strategic meeting of G20 leaders hosted by Indonesia	In November 2022	<p>International Movement stakeholders</p> <p>Global Government, business and civil society audience</p>	Presidency
UNGA Business Forum	<p>Brand South Africa in collaboration with the dtic, US Chamber of Commerce and the Business Council for International Understanding to host a two-hour Roundtable featuring the leaders of South Africa delegation. The forum will be used to profile South Africa as a competitive destination for inward investment, tourism and source of goods and services. Furthermore, the forum will be used to address specific questions on the investment environment e.g.. Constant availability of electricity, perceptions on policy uncertainty, etc. Brand South Africa will lead on coordinating of the business media (print and television) engagements on the sidelines of UNGA High Level meetings to leverage the presence of SA delegation.</p>	21 September 2022	Business Executives, potential investors and companies invested in South Africa.	The dtic, US Chamber of Commerce, Business Council for International Understanding, Corporate Council on Africa.

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Oxford Africa Conference	<p>The Oxford Africa Conference is widely regarded as an influential platform and the largest Africa-focused conference in Europe for the last ten years. The vision and theme for the 2022 conference is <i>Scaling Africa's Start-up Ecosystems</i>.</p> <ul style="list-style-type: none"> • Brand South Africa will articulate South Africa's importance as a competitive business and investment destination of choice and its ability to manage its socio-economic challenges. • Brand South Africa will communicate the areas of strength that South Africa holds as a country, showcasing South African sectors and/or companies/organisations which amplify and support arguments for South Africa as an attractive long-term investment destination • Over the last two years, young organisations otherwise known as "start-ups", have leveraged technology to digitise important services. Their agility, risk-tolerance, and ingenuity, combined with youthful leadership, have driven significant change. 	27 - 28 May 2022	Brand South Africa will have access to major international stakeholders and key global decision makers who will be attending the conference, They will be able to hear South Africa's value proposition as an investment destination for Start-Ups.	Oxford Africa Society
Africa Investment Group Conference in London (AFSIC)	AFSIC is a platform for global leaders in the African Investment and business space and an invaluable opportunity to showcase projects seeking investment . AFSIC attracts investors seeking to invest in specific African countries .Brand South Arica will host a South Africa Country Investment Summit within the conference . The South Africa Summit will showcase the trade, business and investment opportunities that South Africa has to offer.	10 - 11 October 2022	The audience usually consists of Venture Capitalists who are looking for projects that they can invest in .	African Investments

ACTIVITY	DESCRIPTION	PLANNED DATE	MARKET & AUDIENCE	PARTNERS
Collaboration with the AfCFTA Secretary General	Collaboration on a webinar looking at the Status of AfCFTA and how South Africa major industries will benefit from supporting AfCFTA.	August 2020	Continental media. Manufacturing, Mining, Pharmaceutical & Healthcare and Tourism Industry Stakeholders.	AfCFTA and the dtic
<ul style="list-style-type: none"> SEZ Promotion in Collaboration with the dtic in the UAE 	Promotion of South Africa's SEZs in the UAE through a Stakeholder Engagement including the launch of the SEZ marketing campaign in the Market.	September 2022	Business Chambers and Media Stakeholders	the dtic, the South African Consulate in Dubai and SABCO
<ul style="list-style-type: none"> BRICS Activities 	<p>PR / Comms / Media / Roundtable engagements aimed at:</p> <ul style="list-style-type: none"> Maximising South Africa's consistent visibility on the key BRICS platforms, starting with BRICS China 2022, leading through to BRICS South Africa 2023; Utilising South Africa's upcoming Chairship to leverage the objectives attracting investment to both South Africa and the rest of the African Continent. Increasing Nation Brand awareness and positioning South Africa as a competitive business / investment destination and trade partner in the BRICS markets; Driving a favourable narrative about South Africa amongst a high-level business audience within BRICS markets; and Generating positive sentiment ahead of South Africa's chairship of the next BRICS Summit in 2023. 	June 2022 - March 2023	C-suite business people and potential investors based in BRICS countries.	SA BRICS Business Council; DIRCO; SA Missions in BRICS countries.

ACTIVITY	DESCRIPTION	PLANNED DATE	MARKET & AUDIENCE	PARTNERS
Global South Africans Programme	The Global South Africans programme is an advocacy programme calling on South Africans based abroad to be patriotic citizens and continue to fly the South Africans flag high in their adopted countries. Furthermore, the programme calls for Global South Africans to reinvest back in the country in terms of skills, funding, or mentorship. We also calling for corporate South Africa with a footprint outside the borders of the country to be socially responsible corporate citizens wherever they are.	Across the world	South Africans based abroad	SA High Commission, Consulates and Embassies. Business & Civil Society
JSE SA Tomorrow Investor Conference	Brand South Africa in collaboration with the dtic, Standard Bank and Business Council for International Understanding will organise a roundtable on the margins of the JSE SA Tomorrow Investor Conference. The Business Roundtable will feature SA Business leaders, senior government officials speaking about doing business in South Africa and the enabling environment. Spotlight key sectors of investment to targeted potential US investors.	3rd Week of October 2022	US business executives, potential investors, South African business executives and government officials.	The dtic, Standard Bank, Business Council for International Understanding.
Influencer Business Roundtable	This is an invitation-only event with key business leaders, opinion influencers, key policy makers and business journalists. The High-level Influencer Business Roundtable luncheon discussion will focus on the Future of Work, featuring one of the Investment Envoys, government minister, and President's Economic Advisor, specifically spotlighting how education and training, automation, AI, and technology overall can spur investment and economic development. This will also address measures South Africa is implementing to create an enabling environment for investment in this area of focus. Brand South Africa will also provide support structured around communications, PR and Marketing components, and thought leadership.	24 September 2022	Business leaders, Business journalists, policy makers, opinion influencers.	Thatcher and Co., Business Council for International Understanding.

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<ul style="list-style-type: none"> Global Reputation Study Launch by Bloom Consulting 	<p>The Global Reputation Study is part of Brand South Africa's annual program in which the Nation Brand is assessed across five dimensions: Investments, Exports, Tourism, Workers/Students, General Reputation. The survey was deployed in 13 markets across the world, with a sample size of 700. The markets were chosen according to their strategic importance to South Africa. These markets are: United Kingdom, United States of America, Germany, France, China, Japan, India, Switzerland, UAE, Saudi Arabia, Canada, The Netherlands and Australia.</p>	20 June 2022	Key Government, Business, Civil Society and Media Stakeholders.	Brand Leadership

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Media partnerships with domestic and international media platforms	<p>As part of its efforts to positively profile South Africa to targeted audiences domestically & internationally, Brand South Africa partners with strategic media houses to ensure visibility and messaging that enhances a share of voice for the country's investment promotion activities. This includes a combination of advertorial and editorial content, targeting potential investors across the world, on multimedia platforms such as</p> <ul style="list-style-type: none"> • Branded interviews • Virtual or live panel discussions • Opinion editorials • Placement of advertorial content • Digital amplification on social media 	April 2022 - May 2022	Company CEOs, Business Leaders, Business Analysts	EuroNews Africa News Forbes Africa CNBC Africa Arena Media Holdings PRIMEDIA: 702
Media Roundtables	<p>As part of its integrated communications, PR & media strategy, Brand South Africa hosts quarterly engagements with selected domestic & international media, to provide insights on South Africa's performance and to pitch relevant content on the country's progress in investment promotion. These engagements ensure positive coverage and for Brand South Africa to be the key source on investment promotion content</p>	April 2022 - March 2023	Domestic and international media	
Digital Programme	<p>Brand South Africa develops and leads the implementation of the digital programme for key strategic platforms such as WEF, Mining Indaba and the South Africa Investment Conference. Investment messaging is developed, disseminated & promoted on an ongoing basis on digital platforms, supported by paid media, to increase audience reach.</p>	April 2022 - March 2023	Domestic and international audiences	Brand Leadership Group Facebook Twitter YouTube

ACTIVITY	DESCRIPTION	PLANNED DATE	MARKET & AUDIENCE	PARTNERS
<ul style="list-style-type: none"> CHINA Communications & PR Programme 	<ul style="list-style-type: none"> Develop and publication of Nation Brand building content (feature articles, social media etc.) on Chinese digital platforms <i>Doing Business in SA</i> Podcast series (in Mandarin) <ul style="list-style-type: none"> currently published on China's Ximalaya podcasting platform. Episodes to continue rolling out throughout the year; to provide in-depth insights tailored toward the Chinese business community on navigating South Africa's business and investment landscape. 	April 2022 - March 2023	Chinese business people and potential investors	SA Missions in the market; Chinese business stakeholders.

ACTIVITY	DESCRIPTION	PLANNED DATE	MARKET & AUDIENCE	PARTNERS
<ul style="list-style-type: none"> Marketing Campaign 	<p>“BelieveInSA” Above-the-line marketing campaign:</p> <ul style="list-style-type: none"> aimed at enhancing SA’s Nation Brand awareness, increasing share of voice and share of visibility, enhance South Africa’s positioning as well nation brand associations. Flighting mainly on digital platforms & other media partner platforms internationally 	<p>June 2022 - March 2023</p>	<p>International investors in key markets abroad:</p> <ul style="list-style-type: none"> Global Continental Domestic 	<p>n/a</p>
<ul style="list-style-type: none"> Nation Brand Forum 	<ul style="list-style-type: none"> The Nation Brand Forum (NBF) is one of Brand SA’s flagship programmes through which the organisation seeks to co-ordinate the active participation of all the relevant stakeholder groups in achieving a coherent and compelling Nation Brand image, reputation and identity. It is platform where stakeholders are afforded an was intended as an opportunity to engage and share knowledge, experiences, and discuss the best ways to market and communicate the country’s image across the world (How best to export South Africa to the world). 	<p>October 2022</p>	<ul style="list-style-type: none"> Primary: South African public and private sector, decision makers and thought leaders who can contribute significantly towards strategic Nation Brand building collaborations. Secondary: Media stakeholders who can potentially contribute positively towards SA’s Nation Brand building efforts. 	<p>Business stakeholders in South Africa; Local media.</p>

STRATEGIC PLATFORMS LEVERAGED IN Q4 - SAIC



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