

# Business opportunities in Sub-Saharan Africa



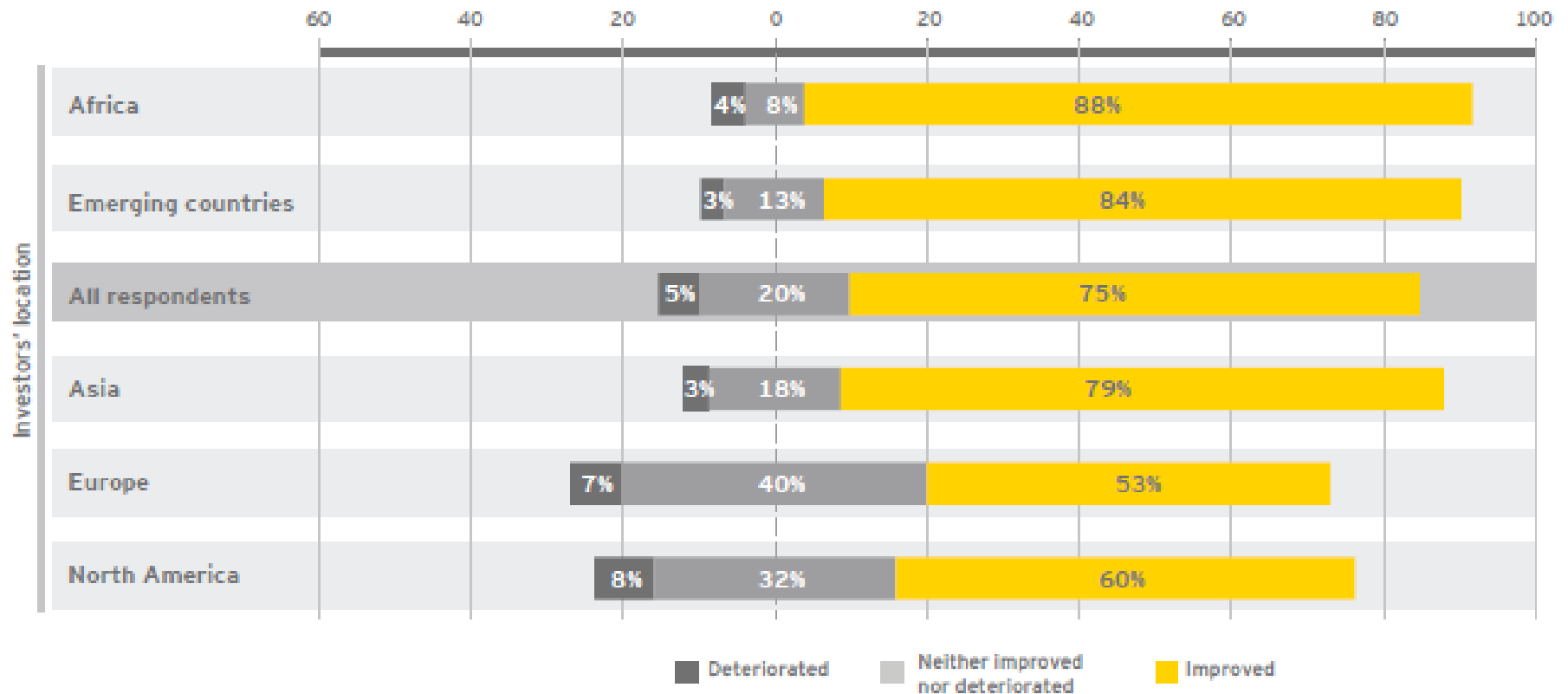
# EU-Africa Summit 2014

**“It was time for a “shift from development cooperation to a partnership of equals with trade and investment playing a key role.”**

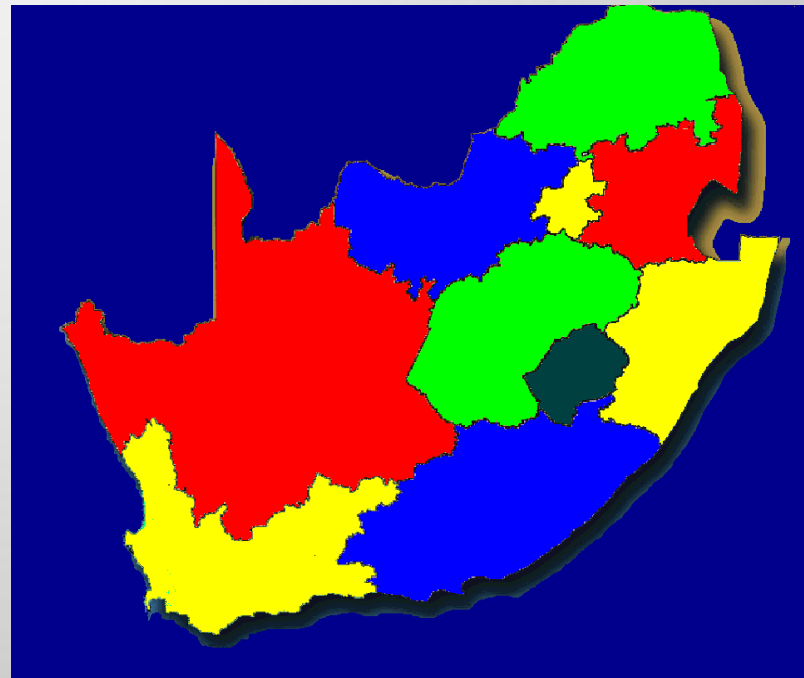
# **Geert Laporte of the European Centre for Development Policy Management.**

**“In just a few years Africa has  
become an attractive bride  
that can choose among  
several candidates.”**

# Africa is becoming more attractive...



# DISCOVERING SOUTH AFRICA



<http://www.youtube.com/watch?v=sYb7gXEAA20&sns=em>



### WORLD SHIPPING ROUTES

Named day services link industries in and around Coega with the rest of the world. The reliable shipping services allow manufacturers based in Port Elizabeth and surrounds to provide just in time deliveries to assembly plants around the world.

- ..... National Roads
- ..... National Railways

The service reflected on this map are a graphic portrayal of the route network and do not replicate actual transportation shipping paths.



## **EU – South Africa FTA**

**Greece and South Africa have a DTA and an agreement for the Protection of Capital and Investments**

**Corporate tax 28%**

**VAT 14%**

# Trade Agreements in Africa





# ECONOMIC PARTNERSHIP AGREEMENT:

**Negotiations for an Economic Partnership Agreement (EPA) with the EU continue.**

- South Africa is an open and diversified international economy.
- South Africa's GDP growth for the period 1982 to 2013 follows global GDP growth trends.
- On average, the economy has grown at 3.2 percent a year from 1994 to 2012, despite the global setback of the 2008 recession.

## SOUTH AFRICAN IMPORTS FROM THE WORLD (in Euro ,000)

Code	Product label	Imported value in 2011	Imported value in 2012	Imported value in 2013
<b>TOTAL</b>	<b>All products</b>	<b>71599290.45</b>	<b>79007733.92</b>	<b>77892581.23</b>
'27	Mineral fuels, oils, distillation products, etc	15248353.97	17755381.05	16774653.72
'84	Machinery, nuclear reactors, boilers, etc	10818318.2	11905000.22	11228256.18
'85	Electrical, electronic equipment	6726254.21	7004358.83	7917737.36
'87	Vehicles other than railway, tramway	6508974.38	7205139.6	6928755.46
'39	Plastics and articles thereof	1727237.3	1892385.27	1897497.38
'90	Optical, photo, technical, medical, etc	1775508.62	1844207.24	1834289.68
'30	Pharmaceutical products	1579231.28	1837251.24	1715310.34
'29	Organic chemicals	1229927.94	1311380.59	1277514.41
'38	Miscellaneous chemical products	1026364.03	1136941.79	1257724.55
'72	Iron and steel	997743.27	956906.16	1174894.88
'73	Articles of iron or steel	1010618.45	1095226.02	1165532.98
'40	Rubber and articles thereof	1077365.75	1158676.76	1096162.31
'28	Inorg chemicals, precious metal compounds	943950.83	909549.23	952443.76
'10	Cereals	854046.45	1001145.87	848954.66
'48	Paper and paperboard, articles of pulp	753973.59	796758.81	797610.64
'64	Footwear, gaiters and the like, parts thereof	662539.23	743215.66	747811.5

# GREEK EXPORTS TO THE WORLD

## (in Euro ,0000

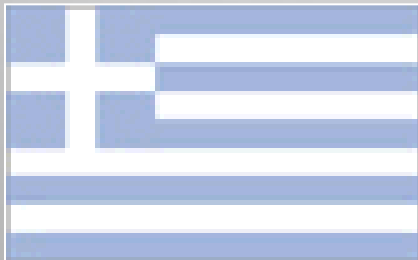
Code	Product label	Exported value in 2011	Exported value in 2012	Exported value in 2013
TOTAL	All products	22767279.82	27354124.23	27298580.23
'27	Mineral fuels, oils, distillation products, etc	6876121.18	10636184.49	10887176.56
'76	Aluminum and articles thereof	1242095.21	1197142.35	1185337.9
'30	Pharmaceutical products	870660.76	956812.08	1047981.08
'85	Electrical, electronic equipment	969775.14	1079527.2	965557.2
'39	Plastics and articles thereof	886585.83	910171.28	903673.79
'20	Vegetable, fruit, nut, etc food preparations	765987.22	873637.13	877730.74
'08	Edible fruit, nuts, peel of citrus fruit, melons	652762.77	757867.89	830536.52
'84	Machinery, nuclear reactors, boilers, etc	762856.91	772059.8	731623.35
'15	Animal, vegetable fats and oils	328050.28	426276.1	607537.32
'03	Fish, crustaceans, molluscs, aquatic invertebrates	580055.68	601633.96	549802.96
'99	Commodities not elsewhere specified	655534.1	551379.87	526542.38
'74	Copper and articles thereof	569930.29	578616.81	500379.5
'72	Iron and steel	846733.31	635669.83	477385.44
'25	Salt, sulphur, earth, stone, plaster, lime, cement	263550.19	385803.63	447204.5
'52	Cotton	346629.65	509824.27	436687.7
'04	Dairy products, eggs, honey, edible animal product	312482.76	364511.09	413852.5
'24	Tobacco and manufactured tobacco substitutes	370529.1	427456.42	391970.42
'73	Articles of iron or steel	489312	385884.5	379449.49

Product code	Product label	Greek imports from South Africa		
		Value in 2011	Value in 2012	Value in 2013
TOTAL	All products	53345.15	46054.52	57425.68
'74	Copper and articles thereof	5445.73	16911.8	23978.06
'87	Vehicles other than railway, tramway	20273.04	8116.11	6763.76
'03	Fish, crustaceans, molluscs, aquatic invertebrates	5995.68	4073.61	4969.68
'27	Mineral fuels, oils, distillation products, etc	48.82	0	4806.3
'08	Edible fruit, nuts, peel of citrus fruit, melons	4741.41	3093.11	4328.23
'39	Plastics and articles thereof	5205.93	4179.35	3215.49
'20	Vegetable, fruit, nut, etc food preparations	1030.27	849.87	1445.5
'89	Ships, boats and other floating structures	2446.09	1712.95	1113.49
'72	Iron and steel	2250.09	570.72	1000.56
'38	Miscellaneous chemical products	478.88	328.13	909.46
'41	Raw hides and skins (other than fur skins) and leather	436.52	562.95	621.12
'84	Machinery, nuclear reactors, boilers, etc	960.63	796.99	617.35
'90	Optical, photo, technical, medical, etc apparatus	1076.22	616.6	566.16
'25	Salt, sulphur, earth, stone, plaster, lime and cement	123.49	66.87	326.74
'85	Electrical, electronic equipment	147.9	512.41	313.19
'32	Tanning, dyeing extracts, tannins, pigments	263.49	167.17	298.89
'44	Wood and articles of wood, wood charcoal	331.7	346.01	272.54
'31	Fertilizers	219.7	122.85	229.62
'33	Essential oils, perfumes, cosmetics, toiletries	160.82	137.63	216.83
'70	Glass and glassware	160.82	80.09	180.69
'76	Aluminum and articles thereof	60.31	0	159.61

Product code	Product label	Greek exports to South Africa		
		Value in 2011	Value in 2012	Value in 2013
TOTAL	All products	27986.08	36774.42	40076.62
'85	Electrical, electronic equipment	2231.42	6637.98	9697.68
'30	Pharmaceutical products	4594.94	8265.4	7254.63
'95	Toys, games, sports requisites	2329.06	3998.18	4778.45
'84	Machinery, nuclear reactors, boilers, etc	2634.2	2842.74	2456.61
'99	Commodities not elsewhere specified	1391.41	1447.03	2191.6
'76	Aluminium and articles thereof	897.45	1111.9	2068.13
'74	Copper and articles thereof	428.62	784.55	1060.79
'39	Plastics and articles thereof	984.32	1012.38	954.64
'20	Vegetable, fruit, nut, etc food preparations	1397.15	1006.15	885.37
'15	Animal, vegetable fats and oils, cleavage products	1154.48	1025.59	767.92
'31	Fertilizers	3863.34	0	684.36
'26	Ores, slag and ash	0	1219.2	574.44
'32	Tanning, dyeing extracts, tannins, pigments	626.78	408.99	512.7
'08	Edible fruit, nuts, peel of citrus fruit, melons	79.69	309.47	462.26
'48	Paper and paperboard, articles of pulp	162.26	278.36	392.24
'71	Pearls, precious stones, metals, coins, etc	78.98	73.87	380.95
'64	Footwear, gaiters and the like, parts thereof	281.44	449.43	368.15
'18	Cocoa and cocoa preparations	78.26	224.71	366.65
'33	Essential oils, perfumes, cosmetics, toileteries	268.52	318.8	352.34
'25	Salt, sulphur, earth, stone, plaster, lime and cement	119.18	398.11	329.76
'19	Cereal, flour, starch, milk preparations and products	362.57	346.01	319.22
'68	Stone, plaster, cement, asbestos, mica, etc articles	107.69	127.52	254.47

# Ease of doing business ranking:

**GREECE 72**



**RSA 41**



# South Africa –emerging market perspective

Of 14 emerging markets; Australia, Canada, **Russia**, Mexico, **China**, Poland, Spain, **India**, Korea, **Brazil**, **South Africa**, Colombia, Chile & Argentina

South Africa is:

**2nd** most sophisticated financial market

**2nd** lowest effective business tax rate

**4th** ranked for ease of accessing capital

**4th** ranked i.r.o. the cost of capital

**6th** ranked for infrastructure

**7th** for FDI as a % of GDP

**Brazil, Russia, India, China, South Africa (BRICS)**





## South Africa wins another outstanding investment performance award

South Africa wins at World Investment Forum 2014 for outstanding performance in attracting foreign direct investment (FDI) that supports sustainable development. South Africa wins another outstanding investment performance award. The United Nations' Conference on Trade and Development (UNCTAD) has recognised the achievements SA has made in attracting foreign direct investment (FDI). During the grand opening of the UNCTAD World Investment Forum held in Geneva, 31 projects from 29 agencies were shortlisted.

Indonsa, meaning "morning star" in isiZulu, is one of the projects assisted by Trade and Investment South Africa (TISA), a division of **the dti**, which was nominated in this category. It is the state-of-the-art dry foods production plant outside Durban producing Aromat, Knorr, Knorrox, Rajah and Robertson's brands and as Minister Davies pointed out is a global first for the group (Unilever) in terms of advancing its focus on advanced sustainable green technology. Successes such as this is a pace setter for other players in the private sector.

South Africa congratulates Unilever's chairperson, Marijn van Tiggelen on setting new global standards in responsible and sustainable dry food production through advanced technology and corporate commitment.



**the dti**

Department:  
Trade and Industry  
REPUBLIC OF SOUTH AFRICA

**towards full-scale industrialisation and inclusive growth**

the dti Customer Contact Centre: 0861 843 384

the dti Website: [www.thedti.gov.za](http://www.thedti.gov.za)



# South Africa's FDI Composition

Rank	Sector	Proportion %
1	Coal, Oil and Natural Gas	25.13%
2	Metals	20.75%
3	Automotive OEM	8.15%
4	Alternative/Renewable energy	7.53%
5	Communications	7.32%
6	Hotels & Tourism	5.49%
7	Real Estate	3.00%
8	Chemicals	2.89%
9	Building & Construction Materials	2.78%
10	Transportation	1.89%

# Investment Opportunities

Sector	Sub-sector
<b>Agro-processing</b>	Fisheries and Aquaculture, Floriculture, Fruit and Vegetable Processing Plants, Juices, Meat Processing, Wine Production, Confectionery, Indigenous teas and Natural Fibres.
<b>Automotives</b>	Interiors, Engine Parts/Components, Electronic, Drive Train Components, Body Parts, Aluminum Components and Diesel particulate filters.
<b>Chemicals and Allied Industries</b>	<ul style="list-style-type: none"> <li>▣Titanium Beneficiation Initiative, Fluoro chemicals Expansion Initiative, Polypropylene Conversion.</li> <li>▣Restructuring of State Owned Chemical Enterprises.</li> </ul>
<b>Business Process Outsourcing &amp; IT Enabled Services</b>	<ul style="list-style-type: none"> <li>▪Call Centres, Back Office Processing and Shared Corporate Services.</li> <li>▪Enterprise solutions viz. fleet management, knowledge management, asset management solutions.</li> </ul>
<b>Electro Technical</b>	Manufacturing of: automotive electronics, microchips and telecommunication equipment.
<b>Tourism</b>	Hotels and self-catering holiday resorts, Adventure-, Eco-, Sport- Conference- and cultural tourism, gaming, infrastructure development, leisure complexes and world class golf courses, harbour & waterfront developments, transfrontier conservation areas, cruise liners & transportation.

# Incentives

Incentive	Benefit	Main Conditions
<b>The Enterprise Investment Program (EIP)</b>	The EIP (manufacturing) is a cash grant for locally based manufacturers who wish to establish a new production facility, expand an existing facility or upgrade an existing facility in the clothing and textiles sectors	the EIP will be used to stimulate investment within manufacturing and tourism.
<b>Foreign Investment Grant</b>	To compensate qualifying foreign investors for the cost of moving qualifying new machinery and equipment from abroad to SA.	Foreign investors only
<b>Industrial Development Zone</b>	Exemption from VAT when sourcing goods and services from South African customs territory and duty-free imports of raw materials and inputs for export	Prospective SDZ operator companies must apply for permits to develop and operate an SDZ

# Incentives

Incentive	Benefit	Main Conditions
<p><b>Section 12i Tax Allowance</b></p>	<p>Tax deductions of up to R 900m depending on status viz. preferred or qualifying projects.</p> <p>Training allowance/ deduction of up to R30m or R36 000 per employee.</p>	<p>Valid until December 2015</p> <p>Capital investment &gt; R 200m</p>
<p><b>Critical Infrastructure Fund</b></p>	<p>Infrastructure projects intended to service SDZ, shall qualify for a grant of 30% of the qualifying infrastructure development cost</p>	<p>The minimum qualifying infrastructure development cost is R15m</p>



## **CONSERVATIONIST DREAM IN THE HEART OF THE CERES KAROO**

**This 6755 hectares of undeveloped and unspoiled nature in the Cederberg is approximately 80 km from Ceres. The second longest canyon in South Africa, the Riet River Canyon, and the well-known Zoo Ridge, with its strange and inspiring rock formations, are situated on the property. A great concentration and large variety of fine rock art, caves, fynbos and endangered Renosterveld are just a few of the many exceptional attractions. Leopards and endemic birds like the Verreaux Eagle contribute to the uniqueness of this pristine piece of nature. The property is ideal for an upmarket retreat or a camp style retreat for nature lovers. R9 900 000.00 neg. (£560 000) (€700 000).**

**For further information contact : [Debbie@omegainvest.co.za](mailto:Debbie@omegainvest.co.za)**

## **FRANSCHHOEK FARM**

**Situated on the main road to Franschhoek, this 10 hectare wine, grapes and olive farm is on the urban edge of Franschhoek. The three entrances to the main road create several opportunities for development, marketing of products or possible sub-division.**

**Buildings include the three bedroom 1920 main house with 2, 5 bathrooms, lounge, kitchen and loft, the 1905 Barn, smaller outbuildings and two cottages which can be renovated as guest facilities. Water for irrigation of the 4, 5 hectare sauvignon blanc and semillon vines and the 4 hectares olive trees is supplied by a strong borehole ( $\pm 15\ 000\text{l/h}$ ).**

**R12 Million, £652,000, €818, 000**

**For further information contact : [Debbie@omegainvest.co.za](mailto:Debbie@omegainvest.co.za)**

## **BABYCCINO COMPANY**

**Babyccino and its product is committed to acquiring the rights for Greece and the company's funding in South Africa is also progressing well with a local investor. However further investors are required.**

**Babyccino is a term used throughout the world, the directors have registered as a trademark the name Babyccino and its logo in the territories listed below.**

**United States of America, South Africa, EU and UK, Switzerland and China:**

**The trademark for the English translation has also been done.**

**Babyccino Company has also trademarked the word "Fluffycchino" and the 'Cup Logo' in: Australia and New Zealand.**

**For further information contact : [Debbie@omegainvest.co.za](mailto:Debbie@omegainvest.co.za)**



## **Construction Projects**

**This project involves housing estates, schools and property developments. The property development includes several shopping malls for a major company wishing to enhance its footprint in South Africa.**

**For further information contact : [Debbie@omegainvest.co.za](mailto:Debbie@omegainvest.co.za)**

## **Farms**

**Numerous farms are available, especially cattle, sheep and wine-producing operations. The cattle and sheep farming will also present opportunities for investment in abattoirs in the region of these specific farms .**

**For further information contact : [Debbie@omegainvest.co.za](mailto:Debbie@omegainvest.co.za)**

## **Industrial opportunities include**

- **Water meters**
- **Security systems**
- **An innovative Litho Printing Project.**

**These opportunities require funding.**

**Separate studies and business plans are available in each category.**

**For further details please contact [Debbie@omegainvest.co.za](mailto:Debbie@omegainvest.co.za)**

## **The Taxi Industry in the Western Cape**

**The South African National Taxi Council (SANTACO) is the only taxi body supported both physically and financially by the South African Government. In the Western Cape SANTACO operates 9 regions which include 153 separate taxi associations reporting to the 9 regional structures. The 153 Associations boast 6,000 paid up members who are operating 15,000 licensed taxis carrying in excess of 1.4 million passengers per day.**

**This is an enormous industry offering tremendous investment opportunities to serious investors. The opportunities are of two kinds: Firstly, New Vehicle Finance which is guaranteed in a unique but tested way; and secondly, investment in the building of new taxi ranks with the involvement of oil companies, appropriate retail and fast food outlets, etc. For full details and business plans please contact:**

**[denisw@omegainvest.co.za](mailto:denisw@omegainvest.co.za)**

## South Africa - Cameroon

**SA firms will work on \$2.2bn photovoltaic park in Cameroon - Local company GSC Energy will start work on a 500MW solar photovoltaic park costing about \$2.2bn in Cameroon in the second half of this year. GSC Energy heads a consortium that includes Austria's Sun Value, and two other South African firms, Tricom Structures and Conco, a subsidiary of the JSE-listed Consolidated Infrastructure Group. The project would create 3,000-4,000 direct and indirect jobs in SA and Cameroon. Some of the materials would be sourced from China and some from SA. It is expected that about 20%-30% of the content of this project to come from SA. Renewable energy projects around Africa have been gaining momentum in the past few years, partly because they attract more developmental financing than coal-fired energy projects as Coal-fired power contributes to global warming. Cameroon, with a population of about 20-million, remains largely without electricity in rural areas. Its government has a Power Sector Development Plan to 2030, which aims to boost total access to electricity to 75% from about 57%.**

**63rd CIDESCO World Conference and Exhibition  
Sandton Convention Centre, Johannesburg, South Africa  
23 - 25 May 2015.**

**The global beauty and health industry is a vital and lucrative one.**

**South Africa continues to fare well. The overall sector contributes more than R 25 billion to the economy, and is continuing to make real gains to become more competitive in the global arena.**

**The South African Association of Health and Skincare Professionals (SAAHSP) is hosting the Global Beauty Industry as representatives of CIDESCO (Comite International de Esthetique), to a Conference and Exhibition in South Africa, scheduled at the Sandton Convention Centre from the 23rd to 25th May 2015.**



**63rd World Congress & Exhibition  
22-25 May 2015**

# Greek Presence in South Africa

**NBG**

**INTRALOT,**

**PHILIPPOU GROUP**

**FRIGOGLASS**

**PETZETAKIS**

**GERMANOS**

**METALUMIN,**

**GEROVASSILIOU, TSAKSARLIS, SOLDATOS -  
ESCAPADES WINES**

## USEFULL CONTACT INFORMATION

- **Federation of Hellenic Communities in SA**  
email [federationsa@speedweb.co.za](mailto:federationsa@speedweb.co.za)
  - **Hellenic, Italian, Portuguese Alliance**  
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  - **Hellenic News of South Africa**  
email [sahellenicnews@gmail.com](mailto:sahellenicnews@gmail.com)
  - **JCCI Johannesburg Chamber of Commerce**  
email [info@jcci.co.za](mailto:info@jcci.co.za)  
[www.jcci.co.za](http://www.jcci.co.za)
- Department of Trade and Industry, South Africa**  
Web [www.thedti.gov.za](http://www.thedti.gov.za)

# USEFULL CONTACTS / WEBSITES

**Hellenic-African Chamber of Commerce & Development**

**email: [info@helafrican-chamber.gr](mailto:info@helafrican-chamber.gr)**

**web: [www.helafrican-chamber.gr](http://www.helafrican-chamber.gr)**

**MARKET ACCESS DATA BASE OF THE EU**

**<http://madb.europa.eu/madb/>**

**Panayiotis Dermentzoglou**

**Greek Commercial Counsellor in South Africa**

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# South Africa today is one of the most sophisticated and promising emerging markets globally, mainly because of

