

# SOUTH AFRICA Linking the U.S. to a world of development

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Earlier this year, the successful staging of the 2010 FIFA World Cup enabled South Africa to globally kick any lingering prejudices or misconceptions held overseas into touch. The event provided a showcase opportunity to capture the worldwide media's attention and exhibit a modern, dynamic Rainbow Nation to both individuals and companies around the globe.

The country's colorful appellation was first coined by Nobel Peace Prize winner Archbishop Desmond Tutu to describe post-apartheid South Africa, after the country's first fully democratic election in 1994. The phrase was later elaborated upon by President Nelson Mandela in his first month of office, when he proclaimed: "Each of us is as intimately attached to the soil of this beautiful country as are the famous jacaranda trees of Pretoria and the mimosa trees of the bushveld – a rainbow nation at peace with itself and the world."

Redolent of hope and promise, Rainbow Nation encapsulates the extraordinary diversity of races, tribes, creeds, languages and landscape that characterizes modern South Africa. Furthermore, it's a diversity that can also be found in the spectrum of business opportunities that pervade the country's nine provinces.

"It is very difficult to recall South Africa 20 years ago," says Deputy President Kgalema Motlanthe. "South Africa has been doing business with many American companies – for example JP Morgan has been operating here for a long time now. We hope to strengthen these economic ties."

According to U.S. Ambassador to South Africa Donald Gips, more than 600 American companies have operations in South Africa, many with significant corporate social investment (CSI) programs. "A number of these companies are working on education as part of their CSI strategies, so we try to work with these companies, and facilitate what they are doing," he says.



'VARIOUS REGIONAL ECONOMIC COMMUNITIES LOOK TO SOUTH AFRICA FOR GUIDANCE AND LEADERSHIP IN TERMS OF INTERCONNECTIVITY CHALLENGES'

KGALEMA MOTLANTHE  
Deputy President of South Africa

The two nations have long held strong links. "Regardless of whether the U.S. President is a Republican or Democrat, the South African government always has good relations with the Presidency and the government of the U.S.," says Mr. Motlanthe. "We need to cement the relations at a person-to-person level, through tourism and academia exchanges. Many universities in the U.S. have relations with institutions here."



'THE BEAUTY OF SOUTH AFRICA IS THAT IT HAS EVERYTHING. IT HAS A TRULY DIVERSIFIED AND VERY SOPHISTICATED ECONOMY. IT IS ALSO THE ENTRY POINT FOR AFRICA'

DONALD GIPS  
U.S. Ambassador to South Africa

The Ambassador concurs. "When you look at the relationship between countries, sometimes the focus is on the relationship between governments, but the relationship between the people is also very important. There is an incredible bond between South Africans and Americans."

He also points out that with the advent of both President Zuma and President Obama, there is an increased desire to work together on a whole

range of issues, including global issues such as climate change and fighting HIV/AIDS. President Zuma traveled to Washington in April for the Nuclear Security Summit and had an individual bilateral meeting with President Obama.

The U.S. provides around \$600 million dollars a year to support South Africa in the fight against HIV/AIDS, the vast majority of which goes towards building technical assistance and infrastructure so that South Africa can provide its own programs.

"South Africa is one of the few bridges between the developed world and the developing world," says Mr. Motlanthe. "Together with a number of countries in the developing world, South Africa will have to play an important role in ensuring that the UN institutions represent all nations, regardless of size and power. Of course there is also the critical challenge of the global economy. This recession has revealed that the future growth areas lie in the underdeveloped countries, but they do not have the infrastructure and technology."

The Deputy President believes a win-win formula must be developed that will enable developed countries to benefit from that growth as well. He says, "South Africa has a role to play in that regard. Within the SADC (Southern African Development Community), as well as across the whole continent, the various regional economic communities look to South Africa for guidance and leadership in terms of interconnectivity challenges – for example financial institutions, roads, rail infrastructure, freight, movement of goods and people across borders."

The Ambassador adds, "The beauty of South Africa is that it has everything. It has a truly diversified and very sophisticated economy. If you are interested in agriculture, mining, the high-tech field, consumer goods, financial services: it is all happening. It is also the entry point for the rest of Africa."

## Major construction works to continue building up the nation

The massive increase in infrastructure for the 2010 FIFA World Cup showcased the construction industry's talents

South Africa's construction industry impressed many and surprised a few when it delivered the stunning stadia and infrastructure links for the 2010 FIFA World Cup ahead of schedule. In the coming years, the Department of Public Works hopes to build on this success by maintaining a large public works program in the country that will continue to develop infrastructure and create employment in order to give all South Africans a better life.

"We need to be proud of our construction industry in South Africa," says Geoffrey Doidge, Minister of Public Works. "When the recession was beginning to bite and all the economic indicators were falling, in the construction industry the indicators were going up. That was because of the huge infrastructure development program that was going on in the country. Infrastructure in terms of roads, the Gautrain and the stadia. More important is that in the next three years government is budgeting a further 857 billion rand (\$121 billion) for further infrastructure development."

Mr. Doidge looks after the Construction Industry Development Board (CIDB) and the Council of the Built Environment (CBE). The CIDB regulates companies in the construction industry and the CBE regulates the industry's

professionals. "Before any contractor qualifies for a government tender they have to go for a grading through the CIDB which is a quality assurance professional service that we have to comply with," explains Mr. Doidge. "Our grading meets world standards."

"The professionals we are producing for the CBE, our engineers and our architects, I think are world class," he continues. "Whilst we have a skills deficit in the country, we must also give cognizance to the fact that we have been very blessed to meet these highest standards."

CEO of the CBE Bheki Zulu, believes that cooperation with countries such as the U.S. can help address the skills deficit in South Africa. "We would like to have greater exchange with Americans who are also part of international agreements with regards to our professions," he says. "We would like closer relationships in terms of us being able to get our young people

trained there. I think that we have realized that we are constrained when it comes to the capacity of our higher education system to produce the numbers that we require."

"Where people from outside

One construction program that is giving skills to young South Africans is the Expanded Public Works Program (EPWP). The EPWP created almost 500,000 jobs in 2009 and aims to generate a further 4.5

million jobs by 2014. Although many of the jobs are short-term, the EPWP also gives people in underdeveloped areas key skills and a sense of involvement in their communities. "The EPWP is a very strategic intervention," says Mr. Doidge. "First, it has the poverty alleviation aspect to it. Second, you are aiming at that particular sector of our communities that is unskilled." More of a social program, the EPWP has many success stories such as the home-based care program which young unemployed men can join to help households affected by AIDS in return for a monthly wage.

To continue with its social and economic development, South Africa will need great investment and skills in areas such as energy generation and designing and building dams. "The government will not be able to do it all on its own," admits Mr. Doidge. "For opportunities in investing on this continent, start with us."



GEOFFREY DOIDGE  
Minister of Public Works



BHEKI ZULU  
CEO of the CBE



RONNIE KHOZA  
CEO of the CIDB

South Africa have worked with us in terms of new technologies, we want to expose many of our young people so that we can always compare with the best in the world," adds Ronnie Khoza, CEO of the CIDB.

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A UNITED WORLD SUPPLEMENT PRODUCED IN SOUTH AFRICA BY: Pedro Ferreira and Carlota Pico

This report is available at [www.unitedworld-usa.com](http://www.unitedworld-usa.com)

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Situated in the heart of South Africa, Bloemfontein is home to a rich cultural lifestyle and is a recognized melting pot of creative ideas and expression. With picturesque rural tranquility and a vibrant, dynamic central business district, this modern city is an economic, commercial, cultural and entertainment capital.

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# 'Optimism and patience' pay off for SHM Group

SHM Group now comprises one of the largest private property portfolios in South Africa

South Africa's business entrepreneur Sayed Hoosen Mia describes himself as an "eternal optimist" who has made his good fortune on "optimism and patience".

It echoes the manner he sees SA since achieving democracy 16 years ago, making significant social, economic and political progress. Although more still needs to be done, especially in rural areas, Mr. Mia believes social justice has been achieved through provision of education and accessible health facilities to citizens.

Business entrepreneurs also saw opportunities open. "I personally have been able to access markets and seize business opportunities previously denied to me and people like me because of our race-type," says Mr. Mia, executive chairman of SHM Group.

Born in Johannesburg in the late '40s and growing up in Mafikeng, the North West province, in SA - Mr. Mia followed his mother's footsteps by obtaining a teacher's diploma at the University of Durban, Westville. He progressed to complete a management advancement program at the

Wits Graduate School, another in management development at Harvard University, and obtained an MBA at South West University in New Orleans.

Throughout the decades, Mr. Mia managed to corporatize his business - original-



SAYED HOOSSEN MIA, Executive Chairman of SHM Group

ly founded in 1896 by his grandfather from India - from low-level trade to high-income investments.

The SHM Group has become a reputable empire with a substantial property portfolio (48 property companies) making it one of the largest privately owned and managed portfolios in the country. The

most recently completed project is the R550 million (\$78 million) state-of-the-art Trade Route Mall that has attracted major national tenants.

The group is now a diversified holding actively managing businesses across more than six customer-facing sectors, including QSR food services, consumer health products, Shariah-compliant financial services, food processing and manufacturing, travel, light industry and turnkey projects including industrial air control.

Ventures currently under way include a community hall in Johannesburg and a residential development in the United Kingdom.

Some of the accolades received by Mr. Mia and his group reflect his deep sense of community development engagement and ethos. They include, *The Star* newspaper's Top 100 Stars of the South African Community for contributions to community service, particularly in the area of low-cost housing, a Rotary International Paul Harris Award and receiving the International Year of the Volunteer 2001 award.

# One of a kind debit card brings peace of mind

What if you didn't have to worry about a stolen debit card on your next trip to South Africa? Well, Neo Africa has the answer to that very question



Many international banks perceive South Africa as a risk country, and thus often do not accept certain card transactions, whether fraudulent or not. This can obviously cause major inconvenience to any traveler, and Neo Africa recognized the need to provide a solution to this problem.

Neo Africa is known for its innovation-driven services in many fields. Founder and CEO, Vivien Natasen, explains that the company has now developed a system that will help individual visitors and corporate groups alike secure the money that they bring to South Africa including cash, travelers' checks and debit cards.

Neo Africa has launched a secure debit card solution to give visitors to the country "the power to protect themselves and their money" at the touch of a button from a customized cell phone that is tracked around the clock. Sounds futuristic? Here is how it works:

The phone uses local networks with some units able to insert a second SIM card in order to allow global clients to use their international numbers. An upgraded version will also include 'real-time tracking' 24 hours a day, so that employees are monitored to make sure they are safe in case they enter a Red Zone, the company says.

Furthermore, Mr. Natasen explains that corporate management will be able to load travel allowances directly to employee cards, "thereby ensuring that employees can access funds securely". Itemized billing per card will allow the corporation to reconcile and allocate employees' expenses more accurately.



The futuristic technology of the Secure Solution card is a world first

The card is secure as the default status of the card is off until activated using the customized cell phone linked to it. This means that "no one can access the money", including retailers and restaurants, unless the owner presses a button on the cell phone.

The cardholders will also be able to withdraw cash at any branded ATM within South Africa, purchase goods or services from over 300,000 merchant outlets across the country including hotels, restaurants and airlines that accept debit cards.

Visitors can apply for this secured debit card online or through their travel agents, but the company has also set up kiosks at major airports, namely O.R.

Tambo International Airport in Johannesburg, King Shaka International Airport in Durban, as well as the Cape Town International Airport. International visitors will be required to produce a valid international passport and state their address and contact details.

Through its high-tech network, Neo Africa will be providing its clients with a 24-hour tracking mechanism for the cell phone, which is able to pinpoint the client's position within seconds if a panic button is activated, and dispatch an emergency team to the location, if necessary.

In the unfortunate event that the client loses the card or that it is actually stolen, the cell phone received with the card should be used to cancel the card by simply pressing a button, and then reporting the loss of the card to the call center by pressing another button.

A card call center consultant will inform the client of the nearest location to collect a replacement card or alternatively make arrangements to have it hand delivered by courier service.

In a country that offers countless attractions and activities for all different kinds of travelers, Neo Africa's secure debit card means that visitors to South Africa will be able to travel across the country without having to worry about being rendered penniless.



# A mall for all

**Introducing Trade Route Mall**, South Africa's first mega-mall developed by community leaders. Although Trade Route Mall has been hailed for its top-notch facilities and infrastructure, what truly makes it shine is its reputation as a safe and entertaining place where people of all races, colors and religions can come together.

South Africa is a rainbow nation, and we at SHM Group want to create a lasting legacy that embraces this attribute for generations to come.





## COUNCIL FOR THE BUILT ENVIRONMENT

The Council for the Built Environment (CBE), located in Pretoria, is a statutory body established under the Council for the Built Environment Act (No. 43 of 2000).

It is an over-arching (or umbrella) body that coordinates six relevant Professional Councils for the recognized areas within the Built Environment: Architecture, Engineering, Landscape, Architecture, Project and Construction Management, Property Valuation, and Quantity Surveying.

The CBE is bound by its mandate to promote ongoing human resource development within the applicable professions, and also to provide advice and consultation regarding the development of relevant national policies and legislation. In protecting interests of the public and facilitating maintenance of sustainable built environment, the CBE promotes the following:

- Sound governance of the BE professions;
- Appropriate standards of safety, health and environment; and
- Standards of training and ongoing human resource development in the built environment.

The CBE also serves as a platform where the built environment professions, through their respective Councils, can interact with regard to matters of mutual interest, to the benefit of the built environment. As a regulator, the CBE encourages participation by the built environment professions in integrated development in the context of national imperatives.

The CBE further acts as a sentinel to ensure uniform application of norms and guidelines set by the environment professional council.

**For A Better Built Environment**

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# Primedia's complete media solutions give messages an unsuppressable voice

The specialists in broadcasting, advertising, marketing, promotions, sport, entertainment and digital media

MENTION the name Primedia to any Johannesburg or Cape Town resident and you are likely to hear about the most popular radio stations – Talk Radio 702, 94.7 Highveld Stereo, 94.5 KFM and 567 CapeTalk – owned by the company and that dominate the two cities' airwaves.

For a South African media group whose vision is to become a world-class media company, the popularity of its radio stations is one of the symbols of success for a 16-year-old business operating in a hotly contested terrain that has been the domain of state-owned establishments for decades.

The two cities hosted the most 2010 FIFA World Cup games and international visitors were certain to tune in on these stations, which play a leading role setting the political and social agenda of the country.

According to Primedia CEO Kuben Pillay, the World Cup has signaled "the beginning of a new appreciation of South Africa's capacity to overcome hurdles and to host not just at the level of sporting events, but also business, media innovation, rights-driven initiatives, or any other world-class level event."

"We have tested the country's resources over the past six years, to make sure we can meet the challenges of the World Cup. I do not think that we have fallen short in any aspect of it," he says.

Mr. Pillay confesses to being an optimist amid torrents of local and international negative perceptions about South Africa, particularly issues around crime and security. Primedia's radio stations were once platforms of public outrage until the company took a proactive approach by redirecting public anger to public participation against crime.

It uses all its platforms to rally people behind an initiative called 'Crime Line' – a totally anonymous tip-off line where

the public sends alerts to the police about acts of crime they witness in their neighborhoods. As a result, the police reached the 1,000th arrest in only three years, resolving cases that involved millions of rands worth of seized goods, as well as crushing drug and stolen vehicle syndicates.

The company plans to continue punching above its weight by leveraging its content over as many media platforms as possible, adapting traditional media businesses to the new electronic economy, as well as creating



KUBEN PILLAY  
CEO of Primedia

strategic insight into its customers "to develop loyal relationships through knowledge and information."

Primedia is the baby of former CEO William Kirsh who stepped down last year. "I named it," he once said. The group he founded in 1994 grew from one valued at R100 million with Talk Radio 702, a company started by his father Issie Kirsh as the base, to about R7 billion when it delisted in 2007. It was listed on the JSE Securities Exchange from April 1995 until October 2007 when its listing was terminated following a successful private equity transaction.

Mr. Pillay describes Talk Radio 702, which was established at the height of apartheid, as a station that was a thorn in the flesh of

the apartheid government. Because it transmitted from the homelands: "It used the medium to influence and gauge a lot of independent and critical debate about what was happening in South Africa and was instrumental in giving the then banned political organizations a voice."

"For example, during my days at the National Union of Mineworkers (NUM), if I wanted to get a message across to the world I would use the 702 platform... It would be picked up by the foreign media and news agencies," Mr. Pillay adds.

While Mr. Kirsh cut his teeth on dealmaking in New York and has been aggressive in corporate action, Mr. Pillay's story resembles a journey of an ordinary South African male going from student activist to human rights lawyer to chairman at the Mineworkers Investment Company (MIC), executive at Primedia, and now the head of the diversified media group.

He worked closely with many of the country's political icons, such as Cyril Ramaphosa (his early mentor and boss at the NUM in 1986), Marcel Golding (who worked together at NUM), and Deputy President Kgalema Motlanthe (the visionary behind MIC's formation in 1995).

The group is now privately owned by a group of investors comprising majority shareholder MIC (a black economic empowerment company) and minority shareholders Kirsh Consortium (comprising founders of the company) and Brait SA.

Primedia has grown tremendously, boasting a portfolio of businesses that principally cover the advertising and content sectors of the media industry, including sports, entertainment, digital publishing, and media solutions and services. The advertising assets include radio broadcasting, outdoor advertising, commuter and other out-



Primedia's innovative advertising platforms catch the attention of millions of daily commuters

home media opportunities spanning both the traditional and non-traditional media sectors, with an unparalleled reach across the entire South African consumer spectrum.

Mr. Pillay says: "Primedia continues to work hard on being representative of the demographics of this country through sound employment equity principles, the development of its employees, entrenching affirmative procurement, supporting enterprise development initiatives, and developing communities through its corporate social investment initiatives."

On the influence of U.S. culture on South African media, Mr. Pillay says that American audiences may not believe the extent of this phenomenon. "The majority of the movie products we get are from Hollywood. We are the world's biggest distributor of Sony PlayStation in terms of the relative market share. In the rest of the world, there is a ratio of PS3 versus Wii versus Xbox. The ratio of Sony PlayStation in South Africa is the highest relative to other countries."

Primedia already has numerous partnerships with U.S. com-

panies at the licensing level, being the local distributor for Disney's cinema content, for instance. As such, Primedia exhibits the entire Hollywood studio's production. "We are licensees for U.S. companies in terms of in-store media. In other words most of our formats that go in-store are licensed out of the U.S.," says Mr. Pillay.

Primedia also owns the only South African radio station that simulcasts Ryan Seacrest in the evenings. Furthermore, its billboard formats follow international trends.

On expansion into the Southern African Development Community (SADC), Mr. Pillay says that they have invested in traditional media and not yet in electronic media. "Africa is not necessarily suited for every media type." However, Primedia's outdoor businesses are involved in Zambia, Lesotho, Botswana, Namibia, Swaziland, and Zimbabwe. "We erect wraps on construction sites and billboards. It is low cost to enter and not high cap or high risk. Slowly we will build the base of our Africa business," Mr. Pillay says.

In assessing the future of the

media industry in South Africa, Mr. Pillay has advocated for new broadcasting licenses to be granted so that "private operators can compete more fairly with an equal footing" with state-owned SABC on a national basis. "We need more free-to-air TV stations," he has said. However, further growth for Primedia in the media sector is constrained by the regulatory environment that stops companies from owning too many South African radio stations and limits cross-holdings across radio and print. Asked about the future of Primedia, Mr. Pillay says it should be judged "by the strength of its brands, the credibility and independence of its news, the depth and vision of leadership, the transformation and the solutions it brings to our advertisers." And this is what makes it a credible partner to those with media interests in South Africa, and utilizing South Africa as the gateway to Africa.



## LEGAL SERVICES

### Among the 'Big 5,' ENS are the leaders of the pack

In a highly competitive market for legal services in South Africa, Edward Nathan Sonnenbergs stands out at the top

South Africa's five leading law firms are informally referred to as the 'Big 5,' an allusion to the five most difficult animals to hunt in Africa. Wildlife aside, Edward Nathan Sonnenbergs (ENS) managed to carve out its leading position amongst South Africa's law firms by fostering a solid one-firm culture. But ENS's expertise extends beyond South Africa's borders.

According to chief executive Piet Faber, investors in Africa can rely on ENS because of the firm's widespread network on the continent. "You need people that specialize locally and who have local knowledge [about] how to enter a country, set up your business, repatriate money, and make sure that you deal with the right people."

He points out that ENS is very familiar with American corporations (clients include Coca-Cola and General Electric) and law firms. Furthermore, his company works very closely with a number of Wall Street institutions.

ENS does it all, including organizing visas and work permits, even structuring remuneration packages with tax efficiency in mind. "We do not only have the proximity and skill, but we can also do it at a very competitive price," Mr. Faber explains.

On ENS's expansion throughout the continent, Mr. Faber says that his ambition is to open offices and establish the same brand and skills in countries such as Nigeria, Ghana, Kenya, Botswana, and Angola.

Deputy chief executive Mzi Mgudlwa points out that South African law is the law by which most transactions are concluded locally. How-



PIET FABER  
Chief Executive of ENS



MZI MGUDLWA  
Deputy Chief Executive of ENS

ever, this is rare in the rest of the continent, where most of the big transactions are still being done either under English or French law, depending on the colonial past of the country.

South Africa's accounting and auditing standards have been rated second in the world, and Mr. Faber says "there are areas where work still needs to be done but our infrastructure, such as airports and roads, are also of first-world standard. Our legal system and law firms are on par with what you will find on Wall Street. However the problem is that our brand is not being sold effectively."

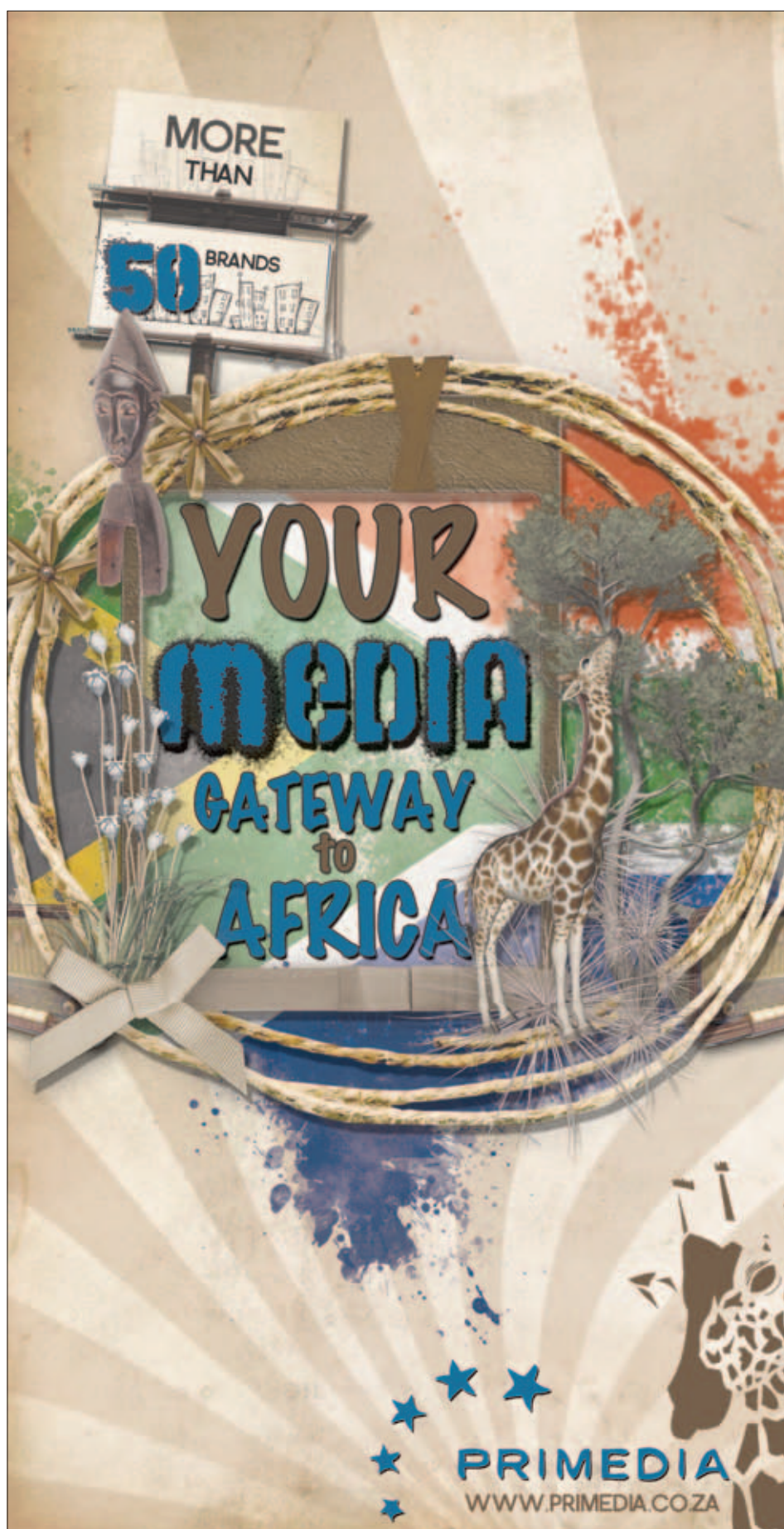
His sentiment is not an isolated outlook of a patriot but a reflection of the national pride oozing out of South Africans since the successful staging of the 2010 FIFA World Cup, and Mr. Faber believes that the immediate benefit and legacy of the tournament relate to the country's international reputation.

Mr. Mgudlwa is also confident about the prospects of his country's development, pointing out that there is in excess of ZAR 800 billion (\$113 billion) worth of infrastructure that will continue to be built after the World Cup. These investments are particularly important in light of concerns voiced over economic growth in South Africa once the event was over.

ENS is proud of employing some of the most skilled and highly qualified legal professionals in the country, while ensuring their continuous training through an in-house training department.

Pro bono is also high on ENS's agenda. The company has two designated pro bono offices in the impoverished areas of Alexandra (Johannesburg) and Mitchells Plain (Cape Town), where every single lawyer in the firm does a minimum of 32 hours work per year. "We do not know of any other model where people actually get out of their comfort zones, go into these poor areas and render the legal services there on the doorstep of the poor and needy," Mr. Faber explains.

ENS is definitely doing things right: last year the firm was rated the best employer in the legal industry and the second best employer in the country overall.



KWAZULU-NATAL

# Full speed ahead with infrastructure development

After a successful stint as one of the hosts to World Cup, infrastructure projects KwaZulu-Natal province are moving up a gear

KwaZulu-Natal is a province galloping with infrastructure development, such as world-class roads, rail, a port and an international airport, with the aim of reducing the costs of doing business in South Africa, in addition to attracting direct foreign investment.

Willies Mchunu, MEC for Transport, Community Safety and Liaison, explains that while KZN successfully hosted many 2010 FIFA World Cup games, the province has no intentions of slowing down. It has shifted gears, kick-starting another phase of building access roads and rail infrastructure programs to link rural villages faster and easier to the province's towns and cities.

"It is about striking a balance between urban and rural development, which has always favored the urban dwellers," the MEC explains.

Meanwhile the province admits facing a challenge to always setting aside funds to repair certain older roads, as more than 70% of its road network is beyond its design life. "If not attended to by being refurbished, they will end up in a total state of disrepair," Mr. Mchunu says.

Ambitious plans to build a rapid rail transportation system, such as a speed train, are in progress. The province is determined to improve its rail systems to move both goods and people "quickly and safely" between its own Durban metropolitan area and Johannesburg and Cape Town. "We need to ensure that there is a variety of choices for commuters," he says.

The infrastructure also has the crucial role of facilitating better intra-trade connection

within the country's provinces, and with neighboring states such as Lesotho, Swaziland and Mozambique.

Mr. Mchunu admits that SA cannot do all this by itself, especially KwaZulu Natal, which has a challenging topography of hills, rivers and ravines. "Bridges are highly technical and America has the technical know-how that we can benefit from... We need all skills available internationally to develop that field!"



'AMERICA HAS THE TECHNICAL KNOW-HOW THAT WE CAN BENEFIT FROM'

WILLIES MCHUNU  
MEC for Transport, Community Safety and Liaison of KZN

He is therefore hoping that foreign companies with special technical engineering skills and experience in the construction of bridges should take the opportunity to come to the province.

Infrastructure aside, the province's traffic officers are known to be the least corrupt compared to their counterparts in other provinces. Law enforcement against speedy drivers is exemplary, and licenses of unworthy vehicles, including taxis and buses, are regularly cancelled and owners heavily fined. Mr. Mchunu attributes this to stringent training and adherence to professional work ethics.

NEO AFRICA

# Driving positive change from within

Neo Africa's unique approach in everything it does is to focus on sustainability, accountability, relationships, and on the positive force of change

In Greek, 'neo' means new and different. In Sotho it means gift. In *The Matrix* trilogy, the character Neo represents the concept of transforming from within. The company Neo Africa, though named after the films' protagonist, truly embodies all of these.

Founded by Vivien Natasen, the whiz kid who was made partner at Deloitte at the age of 28 and who left just two years later to venture out to follow his own unique path, Neo Africa is a diversified company whose main purpose is to help clients overcome challenges and find solutions.

Neo Africa's approach differs from the competition, however, in that it steers business principles away from pure profitability and instead towards

long-term sustainability for both business and community.

"Neo Africa is a group of companies whose success is founded not only on solid business principles, but also on the power of the human spirit. It strives to overcome challenges for the betterment and upliftment of the world around us," explains Mr. Natasen.

Behind Neo Africa's core competences of consulting and IT lies a strong focus on accountability. "Whilst traditional consulting is about coming in, doing reviews, and putting a report out, we tend to prefer taking on assignments that are highly topical. We got a fair amount of risk, and that demands someone coming in that will take on accountability, responsibility and authority, to be



'NEO AFRICA'S SUCCESS IS FOUNDED ON THE POWER OF THE HUMAN SPIRIT'

VIVIEN NATASEN  
Founder and CEO of Neo Africa

able to transform that issue," says the founder and CEO.

The other areas in which Neo Africa is active include security, aviation, environmental management, energy, lifestyle, event

management, travel and property. Aside from being the youngest sponsor of this year's World Cup, Neo Africa put its expertise in various areas to task, playing an important role in the event. For example, its charter airline services catered to the VIP market while its sponsored fan fest centers around the country were venues where the masses could watch the soccer games for free on big screens.

Like Neo in *The Matrix*, Mr. Natasen sees his company as the force that will go into a space, in this case the entire region, "and from the inside, you transform outwards. More than inter-management, it is about getting that pulse," he says. With the credibility the company has gained from working with the government, sponsoring the World Cup, and from partnerships with global brands, Neo Africa is set to be a flagship of change in the African continent.

MANGAUNG

# Free State's capital targets added value

The sixth largest city in South Africa, Mangaung is the executive, commercial and judicial capital of the Free State province and is investing in adding value to its industries

Until the staging of the FIFA 2010 World Cup, the world knew little if anything at all about South Africa's city of Mangaung. In Sesotho, its name means place of cheetahs, and colonizers renamed the city Bloemfontein, meaning the fountain of flowers.

The exposure of the city to the world has made locals and businesses look forward to an increasing number of international tourists discovering the beauty and splendor of Bloemfontein – the only city in South Africa (SA) with a nature game reserve in the center.

The sixth largest city in SA, the Mangaung municipal area

also offers excellent recreational, shopping and entertainment facilities. It is both the executive and commercial capital of the Free State province, and also has the honor of being the judicial capital of the country.

Bloemfontein's economy is mainly based on the services and government sectors. It is also ideally equipped to support demanding industrial activities and is the base of a huge agricultural area. The city is incomparable in terms of location, facilities, viability and accessibility, and displays a proud tradition of hospitality.

But the city is also hoping that the international exposure will make potential investors wanting to venture into Africa to consider establishing their plants here. So it is investing strategically on developing infrastructure in anticipation of such investments from coun-



'WE WANT TO MOVE INTO PROCESSING AND ADD VALUE TO [OUR AGRICULTURAL] PRODUCTS'

PLAYFAIR MORULE, Executive Mayor of Mangaung Local Municipality

tries like the U.S., particularly in manufacturing, which will create much needed jobs that will enable the city to break the circle of poverty.

With more than 30,000 farms, which produce over 70% of the country's grain, the Free State is known as SA's breadbasket. As such, Mangaung is surrounded by agricultural production, but it is without many value added services.

"We produce various vegetables, such as potatoes, but we do not have processing plants to make things like chips. We want to move into processing and add value to these products," says Playfair Morule, Executive Mayor of Mangaung Local Municipality.

As the city lies in the center of the country, the municipality is also expanding the hospitality industry, hoping to entice people passing through to other provinces and the neighboring country of Lesotho to stay for longer. With low crime statistics, the city sells itself as a safe and secure family environment to live in, visit, and do business.

CONSTRUCTION INDUSTRY DEVELOPMENT BOARD



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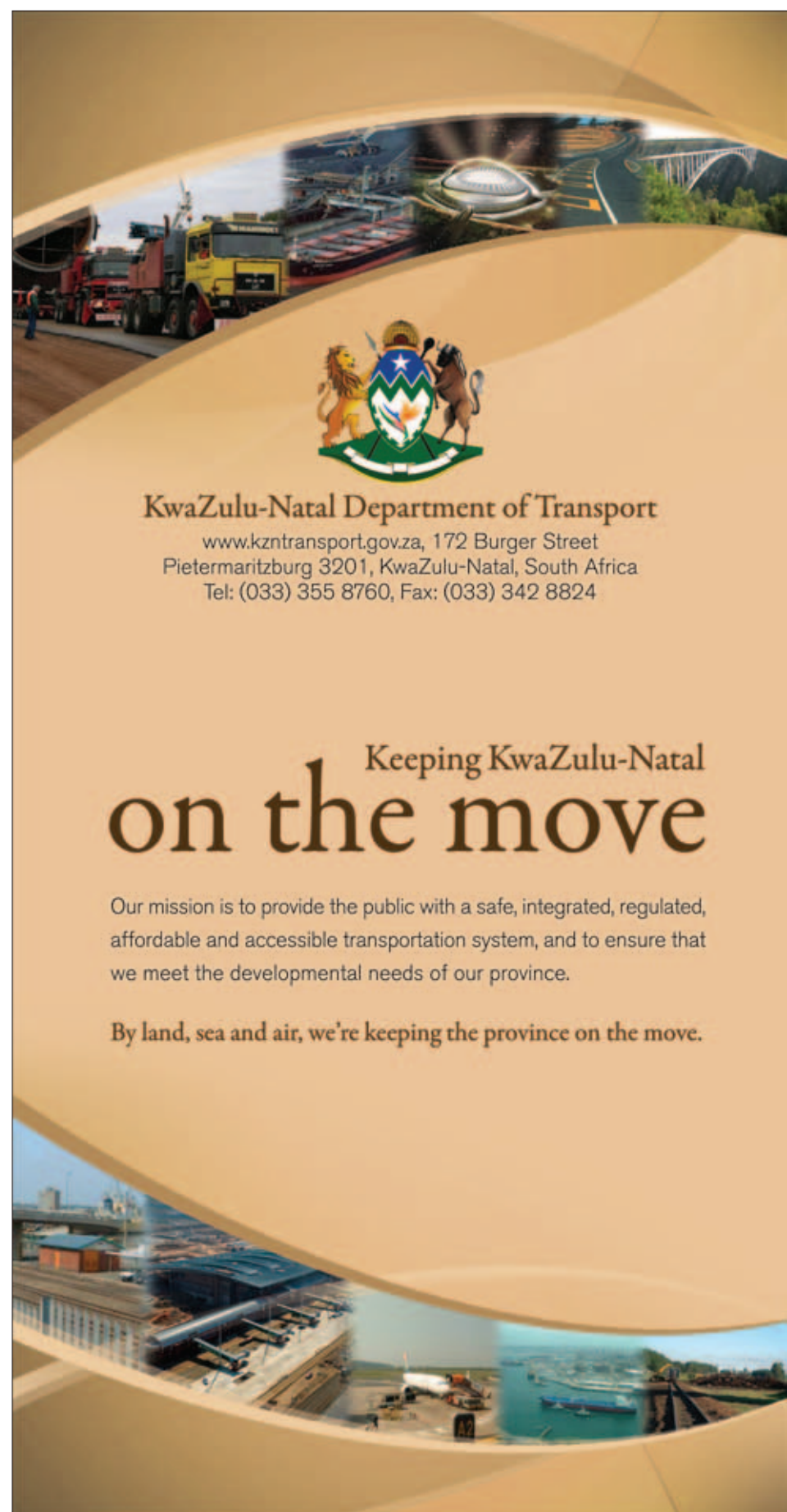








## BUILDING SOUTH AFRICA'S FUTURE

South Africa's construction sector remains strong and continues to outpace expectations. The Construction Industry Development Board (CIDB) promotes construction delivery to boost South Africa's social and economic growth and also leads industry stakeholders towards improved performance in meeting construction demand and delivering best value to clients and society with a strong transformation agenda.





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## Keeping KwaZulu-Natal on the move

Our mission is to provide the public with a safe, integrated, regulated, affordable and accessible transportation system, and to ensure that we meet the developmental needs of our province.

**By land, sea and air, we're keeping the province on the move.**