

SOUTH AFRICA ON THE MOVE

JOIN THE DANISH BUSINESS DELEGATION VISITING SOUTH AFRICA ON OCTOBER 1-3 2018

JACOB BUNDSGAARD, THE MAYOR OF AARHUS, DENMARK'S
SECOND CITY, IS INVITING DANISH COMPANIES TO EXPLORE
BUSINESS OPPORTUNITIES IN SOUTH AFRICA

SECTOR FOCUS

| GREEN ENERGY | WATER | AGRI-BUSINESS |
| SUSTAINABLE INFRASTRUCTURE & BUILDINGS |

Register Now: Email carhod@um.dk and the Royal Danish
Embassy in Pretoria will get you signed up.



AARHUS
KOMMUNE





PROGRAMME OUTLINE

**MONDAY
1. OCTOBER**

BUSINESS SEMINAR AT THE INNOVATION HUB:
SOUTH AFRICA ON THE MOVE
*– A BUSINESS CATALYST ON A CONTINENT OF
RAPID CHANGE AND DEVELOPMENT*

WELCOME BY **Mr. TOBIAS ELLING REHFELD**,
DENMARK'S AMBASSADOR TO SOUTH AFRICA

KEYNOTE SPEAKERS / PANELISTS (TBC)

Mr. MCEBISI JONAS - (SPECIAL INVESTMENT
ENVOY FOR THE PRESIDENCY, FORMER
DEPUTY MINISTER OF FINANCE)

Mr. LEOGANG MAILE - (GAUTENG MEC FOR
ECONOMIC DEVELOPMENT, ENVIRONMENT,
AGRICULTURE AND RURAL DEVELOPMENT)

MEET THE DANISH COMPANIES

BUSINESS LUNCH WITH SOUTH AFRICAN
STAKEHOLDERS AT THE INNOVATION HUB

B2B MATCHMAKING MEETINGS, SITE VISITS

NETWORKING DINNER (OWN EXPENSE)

**TUESDAY
2. OCTOBER**

BUSINESS WORKSHOPS AT FREEDOM PARK:
PROJECT DISCOVERY
*– HANDS-ON EXPLORATION OF BUSINESS
OPPORTUNITIES*

KICK OFF SPEAKERS:

Mr. DAVID MAKHURA – PREMIER OF GAUTENG
PROVINCE

Mr. SOLLY MSIMANGA – EXECUTIVE MAYOR
CITY OF TSHWANE

ROUND 1: BUSINESS IN SA? GROUND RULES
ROUND 2: CONCRETE PROJECTS – GET IN!
ROUND 3: PPP'S AND PROJECT FINANCE

NETWORK LUNCH WITH SELECTED SOUTH
AFRICAN STAKEHOLDERS

REAL LIFE: SITE VISITS / BUSINESS MEETINGS

BUSINESS DINNER HOSTED BY THE MAYOR OF
TSHWANE AND THE MAYOR OF AARHUS

**WEDNESDAY
3. OKTOBER**

WORKSHOPS / SITE VISITS / B2B MEETINGS

EXCLUSIVE WATER STEWARDSHIP EVENT FOR
WATER SECTOR DELEGATES

MORE SITE VISITS AND B2B MEETINGS

BUSINESS RECEPTION AT THE AMBASSADOR'S
RESIDENCE IN WATERKLOOF

FINE TUNING

Please note that the final program will be fine-tuned and tailored to match the final profile of the delegation with exclusive program elements linked to your company's sector focus.

To ensure that your company receives the greatest possible exposure to the South African business community as well as political and civil society stakeholders, the Royal Danish Embassy and the Danish Trade Council will "Roll Out The Red Carpet" and invite South African stakeholders for the opening business seminar and other networking activities during the visit.

REGISTRATION

The fee for participation is **DKK 12.500 per company** (Incl. two company representatives). The fee is based on 10 participants and an expected subsidy from the Trade Council. The fee excludes travel costs and accommodation.

To register, please contact Caroline Høding at e-mail: carhod@um.dk or by telephone: +27 82 308 9481 (Morten Hald) and a registration form will be on its way.

Closing date for registration:
31. August 2018.

DENMARK'S TRADE RELATIONS WITH SOUTH AFRICA

South Africa is the 31st largest economy in the world and a member of the G20 and BRICS group as well as a constantly growing market for Danish exporters. Furthermore, it is the largest market for Denmark in Africa – and the primary Business Gateway into Sub-Saharan Africa.

The South African market holds great potential for Danish companies. The visit is an excellent opportunity to create new business and nurture existing relationships. Companies new to the South African market can evaluate the market potential and establish invaluable business contacts, whereas companies with South African experience can hook up with existing business partners and pursue new opportunities. Valuable networking and relationship building comes standard on this exciting trip.

WATER

South Africa is a water scarce country and is currently experiencing a historic water-crisis. In 2016 a solid 1% of the national GDP has been lost due to the current drought. Water loss is becoming critical and the need for saving water, by fixing wasteful leaks and collecting revenue for unaccounted water, is increasing. According to the South Africa government, South Africa's water demand will exceed availability of economically usable fresh water resources by 2025. The continuing trend in industrialization and urbanization of the population is expected to place further pressure on the country's sources of water supply unless appropriate corrective action is taken. This places a great opportunity for Danish water companies to export their technologies or integrated solution to South Africa.



AGRI-BUSINESS

Agriculture and food production in South Africa is a rapidly increasing science based sector – not only because of the need for more food for a fast growing population, but also due to constraints in natural resources, like water. The need for efficient and optimized solutions in both primary agriculture and food processing is an area where Denmark has leading expertise.

As a participant in the business delegation, your company will have the opportunity to investigate potential investment opportunities – ranging from water preservation and precision farming solutions, to processing optimization and renewable energy from agricultural and food waste.





GREEN ENERGY

Since 2010, South Africa's focus on renewable energy has resulted in orders of more than 10,000 MW of renewable energy capacity under the government programme for green energy. Over and above the big "utility scale" projects, the private sector is now driving growth in smaller embedded projects across solar, wind and bioenergy. Electricity and fuel prices are increasing at a drastic rate and new regulation on CO2 emissions are driving the need for embedded green energy projects in South Africa. The increasing energy costs also create a greater focus on energy efficiency and sustainable buildings and infrastructure throughout all sectors of the South African economy. All in all we see great opportunities for Danish companies in the South African market as the switch to green energy and sustainable practices in the built environment gathers momentum.



SUSTAINABLE INFRASTRUCTURE & BUILDINGS

The building sector accounts for 56 per cent of energy consumption in Africa (against 40 per cent in Europe). This highlights the need for efficient and energy-conscious residential and commercial spaces to accommodate the speed of urbanisation, the growing number of middle-class citizens moving into the urban areas, and the changing consumption trends in South Africa, which bodes well for the development of climate friendly buildings and Danish solutions in this sector.

As a participant of the business delegation you will obtain a good understanding of the South African green building space, the property market and its opportunities and you will meet some of the country's largest and most important property developers and portfolio owners. Finally, you will go on site to get an understanding of the reality of things yourself.

