



2nd Annual South African International Trade & Investment Conference and Exhibition

DATES: 30-31 October 2008

VENUE: International Convention Centre, Cape Town,
South Africa

ABOUT THE CONFERENCE

Trade & Investment South Africa and the Provincial Investment Promotion Agencies are preparing to host the second annual South African International Trade & Investment Conference and Exhibition from the 30 – 31 October 2008 to be held at the International Convention Centre, Cape Town, South Africa.

The Department of Trade & Industry and the Provincial Investment Promotion Agencies around South Africa have identified and selected Western Cape as the province to host this international event.

This event is an absolute essential marketing tool to grow the economy of South Africa. It will also provide an opportunity for South African and international organizations to forge relationships and form business linkages with key players and decision makers in the various sectors globally.

The conference, exhibition and business matching meetings will be used as a platform to promote South Africa as a premier investment destination and a leader in export trade. Flagship projects, products and services produced locally, from around South Africa will be presented, highlighting the great opportunities not only for investing in the various provinces and sectors but showcasing the export potential outside of South Africa.

The successful marketing and promotion of South Africa through this event will attract an influx of investment opportunities which will lead to the heightening of economic activity improving the country's economy and the lives of South Africans.

This project has firm government commitment and is part of the annual calendar to further make South Africa a must visit destination for any serious investor or trader from anywhere in the world.

ABOUT SOUTH AFRICA

South Africa is one of the world's top business destinations and is strongly supported by a well developed infrastructure, equipped with every convenience and high levels of service expected by visitors and delegates.

South Africa's expertise in hosting large scale conferences and events is firmly established. Events attracting international interest such as the World Economic Forum (Africa), Soccerex, Tourism Indaba, African Renaissance, A1 Grand Prix and many others give a new impetus to the positioning of South Africa as a truly international destination. South Africa will be hosting the FIFA 2010 World Cup. South Africa is a must visit destination for any serious investor or trade from anywhere in the world.

As the biggest economy in Africa, South Africa provides the key platform for investment into Africa and the strategic access point for the Indian Ocean and Atlantic Ocean markets. Since Africa is the world's last unexploited market, foreign business can find much interest here, with South Africa as the starting point. This is not least because South African businesses have seized the moment to become the biggest single investor in sub-Saharan Africa. Africa is open for business and South Africa is leading the way.

PROGRAM OVERVIEW

Trade and Investment Conference (30 October 2008)

The conference will entail plenary sessions and breakaway sector sessions. Content for business presentations will be based on practical business opportunities, funding, trade agreements and incentive schemes. Packaged projects from municipalities around South Africa will be presented. The focus will be on ensuring investors will be able to access the projects.

The conference will incorporate sector breakaway sessions. These will be smaller focused sessions looking at specific sector investment opportunities and will include speakers representing government, academic and private sector business.

Trade and Investment Exhibition (30 October 2008)

The exhibition will provide a platform for companies and government agencies to exhibit their products, services and investment projects at individual exhibition stands. This will afford both private and public sector exhibitors the opportunity to secure business and developmental opportunities, build partnerships and facilitate collaborative networks.

Business Matching Meetings (31 October 2008)

The aim of business matching meetings is to ensure that relevant international businesses are matched with local business. The business matching one-on-one meetings will follow the interactions at the conference and exhibition. This will ensure ease of access for those delegates attending the conference who are keen to meet specific company representatives for detailed discussions.

All one-on-one meetings will be pre-booked and pre-scheduled to ensure a smooth flow of the consultations between established business and partners. All local companies participating in the sessions will be briefed prior to the meetings giving them advice on how to present their business to potential investors.

PROVISIONAL / DRAFT PROGRAM

Thursday, 30 October 2008

Venue: Cape Town International Convention Centre

07h00 - 08h30	Registration and refreshment
08h30 - 09h00	Opening and welcome by DTI
09h00 - 09h30	Presidency of RSA
<i>09h30 - 10h00</i>	<i>TEA</i>
10h30 - 12h30	Speakers 1 - 4
<i>12h30 - 13h30</i>	<i>LUNCH</i>
13h30 - 14h30	Breakaway Sessions (concurrent panels) <ul style="list-style-type: none">o Tourismo Energy
<i>14h30 - 14h45</i>	<i>TEA</i>
14h45 - 15h45	Breakaway Sessions (concurrent panels) <ul style="list-style-type: none">o Financial Serviceso Manufacturing including beneficiation
16h00 - 16h45	Report back to plenary
17h00 - 18h00	Panel Discussion (Made for TV)
18h00 - 18h15	Closure

Banquet Dinner

19h00 - 19h30	Delegate arrival - Guests seated at tables by 19h30.
19h30 - late	Start of evening function with DG as host.

Friday, 31 October 2008

One-on-one meetings as scheduled

Monday, 3 Nov 2008

Start of provincial site visits

KEY SECTORS

South Africa has scenic beauty, it is rich with natural resources, has a dynamic manufacturing sector, a strong financial services sectors backed by a sound regulatory and legal framework, a growing economy and many other attributes which would encourage international investment. To this end, key sectors for the event have been identified encompassing a broad sector base each offering phenomenal growth potential.

- Energy
- Tourism
- Financial Services
- General manufacturing including beneficiation

TARGETED COUNTRIES

South Africa has established relationships in many countries around the world. Key representatives from various sectors in targeted countries will be invited to the conference and exhibition so that they can be exposed to local investment and trade opportunities. Companies from targeted sectors will be invited and matched with local partners to form joint ventures and collaborations which will enhance the South African economy. Our focus is to attract potential investors and importers from regions where we have strategic alliances.

- Europe
- America
- Asia
- Far East
- Middle East
- Africa

DELEGATE TARGETING

The event will draw representation from both local and international business sectors and governments.

- Business / Private Sector representatives
- Investors
- Exporters
- Foreign importers
- Department of Trade & Industry foreign economic representatives
- Diplomatic community
- Academics
- Chambers of Commerce and Industry
- Foreign government departments and agencies
- National and Provincial government departments
- District and local municipalities
- Media