

South Africa and Japan — a flourishing 'Good Hope' partnership

frica means business A Foreign direct invest-ment into Africa is on the rise and Japan is playing an increasingly important role across the continent.

Today, almost 450 Japanese companies are doing business across Africa. Many of these are managing their operations from the continent's most industrialized and diversified economy - South Africa.

"There are 160 Japanese companies operating in South Africa and most cover the African continent from here," said Norio Maruyama, Japan's ambassador to South Africa. "As South Africa focuses on remaining competitive as a nation, companies are looking to Japanese manufacturers to create employment opportunities and develop employee skills."

Japanese companies have already created an estimated 150,000 jobs in the "Rainbow Nation." In a recent study conducted by JETRO in Johannesburg, South Africa was identified as the most mportant country in Africa for Japanese investment.

"With a population of nearly 60 million, the sheer size rican countries following of the market represents tremendous opportunities and is one of the main attributes of doing business here," said Hiroyuki Nemoto, executive director of JETRO Johannesburg. "Respondents to our exchange survey identified communications, sufficient infrastructure and the ability to utilize the country as a gateway to the rest of the continent as the main advantages of doing business in South Africa."



Norio Maruyama, Japan's Ambassador to South Africa

Tokyo International Conference on African Devel

opment (TICAD) Japan is increasing its engagement with Africa through the Tokyo International Conference on African Development (TICAD). Initiated by the Japanese government in 1993, today marks the final day of TICAD 7 (the seventh conference) held ir Yokohama, Japan.

"Seventy memorandums o understanding were signed between Japanese compa nies, organizations and Afthe 2016 TICAD VI held in Nairobi — the first TICAD to take place in Africa," said Nemoto

Driving Japan-Africa

Japan-Africa Public The Private Economic Forum held in May 2018 in Johannesburg attracted 2,000 attendees and included 100 Japanese and 400 African

In May this year, the third

Japan-South Africa Business Dialogue was held in Johannesburg and last month saw the Japan-South Africa CEO Business Roundtable

"Through continued initiatives, we anticipate more companies will come to South Africa to establish relationships and do business," said Nemoto. "We want to see the business environment improve here and encourage more Japanese companies to invest in South Africa." Cyril Ramaphosa, South

Africa's president, has initiated a drive to attract \$100 Hiroyuki Nemoto, Executive billion worth of investments into the South African economy over the next five years. Since elected into office in February 2018, Ramaphosa cooperation including the



Director of JETRO Johannesburg has made inroads into Japan. "There are many areas for

SURVEY ON JAPANESE-AFFILIATED COMPANIES IN SOUTH AFRICA 72.9% 44.8% Reasons for setting up a High growth **Current scale of** business base in South Africa potential of local local market market 40.6% 53.1% Short-term business plan Expand /laintain current size **Reasons for** 37.3% 78.4% 31.4% expansion in short-Increased Increased sales by High term business export expansion growth rate Advantages of the 30.1% Sufficient 73.1% 37.6% business environment Market size an

Infrastructure in South Africa growth pot Future investment **62.1**% **39.1**% 54% destinations South Africa Kenya Mozambigu

Survey conducted Sept. 7 to Oct. 9, 2018, by JETRO Johannesburg. Response - 96 of 120 (80 percent) Japanese-affiliated companies in South Africa

Platinum-driven power leads to strong Japanese ties

rapan is the world's highest the automotive industry, per-capita consumer of platinum-based metals inplatinum jewelry.

While the precious metal accounts for over half of all them more efficient." jewelry sold in Japan, the country is also a major in- and combine using a proton novator in industrial applica- exchange membrane coated tions for platinum and other with a platinum catalyst to members of the platinum generate electricity in a platgroup metals (PGM) family. The 2020 Tokyo Summer cell (heat and water are the Olympics is less than one only byproducts). year away and Japan aims to deliver the most environmentally friendly games the ingly important role in inworld has ever seen. Athletes novative and spectators will be trans- technologies," Dunne said. ported to and from venues y platinum-based hydrogen fuel-cell electric vehicles FCEVs). Japanese authori- future in FCEVs and hydroties believe FCEVs will be an gen-fueled cars. Platinum is mportant automotive innovation in the future.

"These particular metals



An independent, mid-tier have unique, elemental prop- and integrated PGM proerties which enable them to ducer, Northam Platinum has be utilized across a range of two primary operating assets; industries," said Paul Dunne, the Zondereinde and Booychief executive officer of sendal mines in the South Af-Northam Platinum Ltd. "In rican Bushveld Complex.



Mitsubishi Corporation — contributing to Africa's development

ing at a breathtaking pace.

brate 60 years in South Africa. and Urban Development (Ki-A restructuring in the same gali bulk water supply project year saw the corporation separate itself from its European headquarters and establish an Africa for well over half a cen-African headquarters in Jonannesburg.

ployees, Mitsubishi's recently said Yas Doida, regional chief Industrial Materials; Petro- one of Mitsubishi's key execu-

Corp. is in MOZAL, a large aluminum committed to sup-porting Africa's eco-smelter in Mozambique); In-dustrial Infrastructure (Tednomic development. One of zani Hydraulic Power Plant Japan's largest trading compa- in Malawi); Automotive and nies, it is active in 12 countries Mobility; Food Industry (tradacross the continent and the ing in coffee and other food materials); Consumer Indus-try; Power Solution (Olkaria corporation's business is grow- materials); Consumer Indus-2018 saw Mitsubishi cele- Geothermal Power Project); in Rwanda).

"As we have had a presence in tury, we understand the rapidly changing nature of doing With about 80,000 global em- business across the continent," restructured global business executive officer for Africa and and the Johannesburg branch, covers 10 groups: Natural Gas; the Johannesburg branch and leum and Chemicals; Min- tives for Africa since first visiteral Resources (investments ing the continent in 1994.

(Gas)

Yasuhiro Doida, Regional Chief Executive Officer for Africa Mitsubishi Corporation

initially involved in trading electricity at home, mobile

led to projects in Angola, Moon infrastructure projects, including airport developments. We helped facilitate official development assistance from Japan that contributed to the economic development of Africa and most importantly, the welfare of the population. velopments."

telephones have become an Later, investment opportuni- economic driver for Africa's

global 'Industry 4.0' initiative

focusing on 'big data' and artificial intelligence," ex-

plained Maruyama. "This is

a priority for South Africa, as

mentioned in Ramaphosa's

state of the nation address

last February. As ambassa-

dor, I want to strengthen ties

between Japan and South

Africa as politically, cultur-

ally and economically this

year has been exceptional.

People-to-people exchanges

will continue to bring our

two countries closer together

and I am confident the busi-

ness climate in South Africa

will continue to improve and

investment."

www.za.emb-japan.go.jp

www.jetro.go.jp/southafrica

attract even more Japanese

"Mobile phones are a gameingly used for mobile-money digitalization initiatives and supporting businesses."

The future of Africa is in the Africa and we want to focus hands of the youth. In Nigeria on moving forward with the for example, the average age people. Our investments in "Today, 'off-grid' power solu- South Africa.

tions are a reality and are be ing implemented with surprising speed," said Doida. "Africa does not have 'original' infranot a priority as African econotransactions and we are look- mies can 'springboard' toward ing to make investments in more efficient and cleaner technologies. Life is quickly improving for many people in population, businesses and the

By realizing the potential of



We will develop business across Africa in the spirit of TICAD7





Wilderness Safaris: our journeys change lives

Wilderness Safaris is an ecotourism company dedicated bia and Zimbabwe, offering an impressive portfolio of some 40 camps and safaris.



ties in the resources sector economy. zambique and Gabon. In the changer in Africa," said Doida. structure that needs upgrading 1980s to 2000s, our focus was "Mobile phones are increas- and building electricity grids is



A Mitsubishi Corporation





crease the speed of chemical reactions in FCEVs, making Hydrogen and oxygen react inum-based hydrogen fuel

environmenta



Paul Dunne, Chief Executive Officer of Northam Platinum Ltd

"We have enjoyed a part nership with Mitsubish Corporation RtM Japan including Mitsubishi Cou poration period, for over 20 years and they are one of our largest and most important customers and partners. It is a long-standing partnership rooted in trust," Dunne said "A substantial portion of

our production is purchased Mitsubishi Corporation RtM Japan and we recently signed a long-term partnership agreement. Hydrogei is an elegant solution, which has the potential to help Japan meet its energy require ments. PGMs are important in the country's energy drive and with our high-quality reliable PGM sources we wil play our part. We look forward to developing our assets, driving business growth and strengthening our partnerships in Japan." 🔶 www.northam.co.za

The second second

The Olkaria geothermal power plant located in Kenya

"The fifth and current Presi- Southeast Asia. Africa is chal maphosa is leading South Africa into the future," said Doida. "As a company committed to ter understand the continent. South Africa as a regional hub There is huge potential here for the continent, we can see and we will continue to look nent back in terms of attract- and cross-sector expertise, synergies between Africa and toward the future as we conour 'Asian experience,' includ-India, Myanmar and the rest of www.mitsubishicorp.com

and to succeed here, compa nies and investors need to bet tribute to the development of



The King of the Jungle in Qorokwe

change in the lives of staff, guests and other stakehold-

During their stay, guests intimate back-to-nature exhave the opportunity to ex- periences possible, evoking perience this unique ethos by connecting with unspoiled These include such things as nature and wildlife, seeing guided walking safaris, hotconservation initiatives at air balloon trips or unforgetwork, or enjoying cultural table sleep outs under the encounters with partner stars. ♦ communities.

Out in the wild, "off the

vehicle" experiences are

tailored to ensure the most

explorations of a bygone era.

Fujifilm South Africa expands health care products and solutions in Africa

elebrating 85 years this year, Fujifilm Holdings Corp. is recognized as one of the world's leading photographic and innovationriven technology companies. The company's main business segments cover imaging solutions, health care, industrial products and document solutions. In recent years the company has increased its ability to deliver solutions to the health care and technology sectors. Fujifilm South Africa's Fuji-

film Innovation Center Africa in Roodepoort, Johannesburg, has opened its doors to new opportunities, products and services.

The imaging company's first innovation center on the African continent is designed as a one-stop-shop for Fujifilm's solutions and will also enhance the company's existing product offerings.

South Africa is home to one of Fujifilm Holdings' principal regional offices. Sixty perousiness focuses on medical and graphics products, with consumer products account-

ing for the other 40 percent. Last year, the company grew its business by a staggering 20 percent — partly due to health care demand growth in neighboring markets such as

Zambia According to Takeo Hata, Fujifilm South Africa's managing director, "Fujifilm Innovation Centre Africa encompasses the company's 'Never Stop' tag-line and global 'Create Change' slo-

"We have incorporated 'Create Culture' into our local slogan as our desire is to shape synergies between our products and solutions and the cultural diversity found across the African continent,

Hata said "Through our printing solutions, we are creating new opportunities and encouraging our customers to be inspired by our product innovations and new photograph printing techniques. Fujifilm South Africa's success is founded cent of Fujifilm South Africa's on high-quality products, customer support and educational initiatives

The company is committed

Takeo Hata, Managing Director of Fujifilm South Africa

o enhancing peoples' quality of life in South Africa and across the African continent by delivering medical solu-

Fujifilm Holdings developed Fuji Computed Radiography (FCR), the first digital radiography system in the initiatives across the African world that was released in continent while collaborat-1983. Fujifilm has been ex- ing with the Japanese governliagnostic field, including Xrav systems, mammography

solutions and ultrasounds in areas associated with medical information technology solu-The company is a pioneer in

systems, CT scans, endoscopy

diagnostic imaging and information systems for health care facilities. Newly launched artificial intelligence solutions will also bring innovation to the medical sector, especially in Africa.

Fujifilm South Africa has been educating people about the importance of early detecion to minimize the risk of lisease while working together with nongovernmental organizations such as Pink Drive, an educational and fundraising NGO focused on breast cancer awareness and treatment. The program is supported by the panese government and Fulm South Africa is actively involved

Fujifilm South Africa will continue to support health panding its success in the ment and life-saving NGO programs. 🔶

In the last seven years,

growth in terms of value and

he business has doubled in

"We constantly re-invest

PPSA has achieved record

Africa.

www.fujifilm.eu/za/

Pilot Pen South Africa – the mark of success

PILOT Corp., one of the world's leading writing **L** instrument manufac turers, celebrated its 100th

anniversary last year. With over a century of providing innovative, stylish and high-quality writing nstruments to consumers around the world, the Japanheadquartered company continues to draw international attention as a market

PILOT's pens have been used in South Africa for over lot Pen South Africa (PPSA) was established by Pilot Pen U.K. in the country in 1997. In 2006, the ownership was transferred to PILOT Corp. (Japan). Since 2008, PPSA has expanded to nine other countries on the African continent. PILOT is also do-



"We have a well-trained, quality-driven team of people." - Steven Groenewold, Managing Director of PPSA

ing business in many other relatively flat market over the PILOT offers a wide range in South Africa has grown of innovative products to from strength to strength," suit all writing requirements. said Steven Groenewold. Products include the limited- managing director of PPSA. edition Namiki fountain pen, "We have grown the business PILOT's erasable FRIXION, based on the awareness of gel-ink pens and traditional the PILOT brand, our prodballpoint pens. "Despite operating in a marketing strategy."

back into the business and high-quality PILOT prodwe have a well-trained, qualty-driven team of people," said Groenewold. "In terms chi, director of PPSA. of delivering high-quality customer service, Japanese ompanies are head and shoulders above the rest and

years, our business

achieve great things in South Africa and other African an affordable pen to a more markets. In 2008, PPSA launched a that they will enjoy using and livelihood program in several treasure for years to come." South African townships. www.pilotpensa.co.za The company provided residents with the opportunity to uct range and our successful sell PILOT pens and the initiative created commercial

management.

Standard Bank is providing can rand (about \$2.1 billion) www.icbc.com.cn

Providing significant growth opportunities across Africa and international markets

for growth.

continent

pools of capital in developed

markets. With a balanced

significant opportunities

The group has over 53,000

9,000 ATMs on the African

Standard Bank's complete

range of services includes

🗖 tandard Bank Group S is the largest African bank by assets. Headquartered in Johannesburg, the group is listed on the Jo hannesburg Stock Exchange (share code SBK) and the Namibian Stock Exchange share code SNB).

With a 156-year history in South Africa, Standard Bank began building its network outside southern Africa in the early 1990s.

Today the group's strategic position enables it to connect Africa to other emerg- of Standard Bank Group

BY MALU LAMBERT

🕑 @MaluLambert here's no place quite are famous for certain wines, wine resurgence. It was origilike the Cape wine-L lands of South Africa. tip of the African continent, buffeted by the planet's wildfind historic estates embedded into the landscape, many graphically, one could say South Africa slots into the ing. But that's not quite true. This is arguably the most fering deeply concentrated, The "Old World" lives here exciting category in South complex wines that can age too, in terms of both style African wine. It also makes with cellaring. and tradition. South Africa up the majority of overall also has some of the world's vineyard area, and in fact we **Pinotage** oldest soils, demonstrated by have more plantings of chen- Pinotage is South Africa's pinotage draws on the grape's Roederer International Wine

Sim Tshabalala, Chief Executive

South Africa's ancient yet new winemaking world

The region sprawls along the est ocean, the Atlantic. You'll of which have been familyowned for generations. Geo-"New World" of winemaksteep, folded mountains, like in than any other region in very own cultivar. It was first pinot noir heritage. These Writers' Awards 2019.

the pages of a well-thumbed the world. Dubbed the Cin-Valley

Though the country's wine- bulk wine. It can be made in makers display considerable a diverse range of styles, from prowess with a number of va- fresh and fruity, to waxy and rieties, the point of difference floral, as well as rich and honfor an international taster is eyed. The wines can be dry or most certainly our chenin sweet, as well as sparkling. blanc and pinotage.

Chenin blanc

novel. The national vineyard derella grape, it's only been is made up of a wide variety in the last decade or so that of cultivars, and sub-regions chenin has enjoyed its fine such as Stellenbosch for cab- nally planted as a workhorse ernet sauvignon, or chardon- grape, mainly for the producnay in the Hemel-en-Aarde tion of brandy, as well as being a blending component in Some of the most covetable chenins are produced in low yields from old bush vines of-

and total assets amounted to www.jse.co.za 2.1 trillion rand (about \$148 www.nsx.com.na billion). Standard Bank's employees across approxi- market capitalization on mately 1,200 branches and Dec. 31 was 289 billion rand serves customers with over (\$20 billion). With widely held shares, just over 50 percent of the group's shares are owned by international investors. The personal and business bank- largest shareholder (with a

ber of styles. Classic pinotage

plum and black currant on a food and wine journalist. She medium to full-bodied palate, won the title of Veritas Young complemented by oaking, Wine Writer in 2015 and is curwhile the "new wave" style of *rently nominated in the Louis*





ing, corporate and invest- 20.1 percent shareholding)

The spectacular Swartland vineyard region

planted in 1925 by professor wines are medium- to light-Abraham Izak Perold, who bodied and offer floral wines crossed pinot noir and cin- with plenty of red fruits and a sault to create the new vari- distinct minerality. The new ety. It's also a grape that can be vinified in a diverse num- wave producers also shy away from using new oak. ♦ offers flavors of black cherry, Malu Lambert is a freelance

25 years on, South Africa continues to inspire in new ways

ince the advent of South Africa's democracy 25 years ago, Japan and South Africa have enjoyed close and constructive diplomatic and economic ties.

These are most visible in the solid footprint of the 160 Japanese companies doing business in South Africa. The Seventh Tokyo International Conference on African Development (TICAD 7) offers a unique opportunity for the two countries to further enhance their relations by strengthening and growing

new partnerships. In 2018 the inaugural South African Investment Conference profiled the country as a competitive investment destination. Major local and international corporates pledged close to \$20 billion toward investment in South

South Africa's administration under President Cyril Ramaphosa has made the improvement of the country's investment attractiveness a key priority. In his most recent State of the Nation

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President of South Africa Cyril Ramaphosa

address he noted, "We urgently working on a set of priority reforms to improve the ease of doing business by consolidating and streamlining regulatory processes, automating permits and other applications and reducing the cost of compliance." Addressing the National Assembly in July, Minister of

Trade, Industry and Competition, Ebrahim Patel empha sized the African Continental

Free Trade Area (AfCFTA) as the single biggest initiative to expand markets for South Africa's products and facilitate entry into those markets. He said AfCFTA agree-

ments will "lay the basis for increased intra-African trade and can cement the continent's position as the next growth frontier.

As the theme of this year's conference aptly puts it, TI-CAD 7 will help the continent solidify this status by advancing Africa's development through people, technology and innovation. With a shared passion for the future, TICAD 7 will help position South Africa and Africa

Industrial Revolution."

By promoting its investment proposition, location, infrastructure and logistics, South Africa has positioned itself as a destination of choice. As the most industrialized country on the African continent South Africa continues to make massive investments in infrastructure development with many international com panies utilizing the country as a strategic base for their operations on the African continent. South Africa looks forward to continuing on this positive path together with its Japanese partners. 🔶 👘 www.brandsouthafrica.co

South Africa, a globally competitive destination

Suzuki: A way of life in South Africa

he importance of South Africa's automotive L sector cannot be over-

South Africa has been manufacturing vehicles since the 1920s and its legacy as a production base is further strengthened today by the country's position as a springboard economy to the rest of the vast continent.

While the southernmost African country has yet to reach its 2006 peak for total vehicle sales, Suzuki Auto South Africa is driving sales growth exceeding expectations and raising the brand awareness of Suzuki across the country.



Yukio Sato, Managing Director of Suzuki Auto South Africa (Pty) Ltd.

Suzuki, the Japanese compact-car specialist, has reason to celebrate. Last year marked Suzuki Auto South Africa's 10th anniversary and the company recently achieved its bestever sales month.

"For the first time in a decade, we sold 12,000 units last year and last June was our best month on record," said Yukio Sato, managing director of Suzuki Auto South Africa (Pty) Ltd.

"I have had the pleasure of working in South Africa for six years so far and I am very pleased with our efforts and the progress we have made. Our growth during this period has been phenomenal; we have doubled our market share and Suzuki has become the fastest growing automotive brand in the country."

Brand recognition and customer service have been the pillars of the company's achievements. In back-toback years (2017 and 2018), Suzuki was designated South Africa's Automotive Brand of the Year by market specialist Lightstone Auto — making Suzuki the first repeat win-



The new Suzuki Swift Sport features a 1.4 liter Boosterjet-engine

"The Brand of the Year sion for improved perfor-Award is chosen purely on mance. uestionnaire feedback from low South Africans, which through our knowledgeable is a sure sign that our hard and passionate dealers," said work done on our service lev- Sato. els, vehicle line-up and pricket," Sato said following the and our dealers are commitaward ceremony.

1.4 liter "Boosterjet-engine" tion solutions to our custom-

"We want to attract new cus ,500 verified owners and fel- tomers to the Suzuki brand

"We have instilled a Japa ing is welcomed by the mar- nese culture in South Africa ted to supporting our custom-On Aug. 1, Suzuki Auto ers even after a sale is made. South Africa launched the In addition to entering a new Vitara Turbo and the new segment early next year, we Swift Sport in South Africa. will continue to provide af-The new Swift features a fordable and safe transportawith 103 kW and 230 Nm ers across South Africa and added to the front wheels via drive our business forward." \blacklozenge a six-speed manual transmis- www.suzukiauto.co.za



opportunities while supportng education and the arts. "The program has really gained traction in the last three years and reflects our commitment to provide ucts to all strata of the population," said Masahiro Horiu-"As African economies con-

tinue to develop, purchasing power will increase." said Groenewold. "We want PIthis same customer-focused LOT to be the first brand approach has enabled us to that comes to mind when upgrade from premium-quality pen — one

PILOT

ing markets and access ment banking and wealth is the Industrial and Commercial Bank of China – In 2018 headline earnings the world's largest bank. ♦ portfolio of businesses, were 27.9 billion South Afri- www.standardbank.com



