



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

Africa means business. Foreign direct investment into 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.



Norio Maruyama, Japan's Ambassador to South Africa

Tokyo International Conference on African Development (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 in Yokohama, Japan.

"Seventy memorandums of understanding were signed between Japanese companies, organizations and African countries following the 2016 TICAD VI held in Nairobi — the first TICAD to take place in Africa," said Hiroyuki Nemoto, executive director of JETRO Johannesburg.

"Respondents to our 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."

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 billion worth of investments into the South African economy over the next five years. Since elected into office in February 2018, Ramaphosa



Hiroyuki Nemoto, Executive Director of JETRO Johannesburg has made inroads into Japan.

"There are many areas for cooperation including the

global 'Industry 4.0' initiative focusing on 'big data' and artificial intelligence," explained Maruyama. "This is a priority for South Africa, as mentioned in Ramaphosa's state of the nation address last February. As ambassador, I want to strengthen ties between Japan and South Africa as politically, culturally 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 business climate in South Africa will continue to improve and attract even more Japanese investment."

www.zaemb-japan.go.jp www.jetro.go.jp/southafrica

SURVEY ON JAPANESE-AFFILIATED COMPANIES IN SOUTH AFRICA			
Reasons for setting up a business base in South Africa	72.9% High growth potential of local market	44.8% Current scale of local market	
Short-term business plan	53.1% Expand	40.6% Maintain current size	
Reasons for expansion in short-term business	78.4% Increased revenue	37.3% Increased sales by export expansion	31.4% High growth rate
Advantages of the business environment in South Africa	73.1% Market size and growth potential	37.6% Communication	30.1% Sufficient Infrastructure
Future investment destinations	62.1% South Africa	54% Kenya	39.1% Mozambique

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

Mitsubishi Corporation — contributing to Africa's development

Mitsubishi Corp. is committed to supporting Africa's economic development. One of Japan's largest trading companies, it is active in 12 countries across the continent and the corporation's business is growing at a breathtaking pace.

2018 saw Mitsubishi celebrate 60 years in South Africa. A restructuring in the same year saw the corporation separate itself from its European headquarters and establish an African headquarters in Johannesburg.

With about 80,000 global employees, Mitsubishi's recently restructured global business covers 10 groups: Natural Gas; Industrial Materials; Petroleum and Chemicals; Mineral Resources (investments

in MOZAL, a large aluminum smelter in Mozambique; Industrial Infrastructure (Indzani Hydraulic Power Plant in Malawi); Automotive and Mobility; Food Industry (trading in coffee and other food materials); Consumer Industry; Power Solution (Olkaria Geothermal Power Project); and Urban Development (Kigali bulk water supply project in Rwanda).

"As we have had a presence in Africa for well over half a century, we understand the rapidly changing nature of doing business across the continent," said Yas Doida, regional chief executive officer for Africa and the Johannesburg branch, and one of Mitsubishi's key executives for Africa since first visiting the continent in 1994.



Yasuhiro Doida, Regional Chief Executive Officer for Africa and the Johannesburg branch, Mitsubishi Corporation

"Mitsubishi Corporation was initially involved in trading

goods such as automobiles, later, investment opportunities in the resources sector led to projects in Angola, Mozambique and Gabon. In the 1980s to 2000s, our focus was on 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. With technology and high mobile telephone penetration in recent years, business is changing again, and we are in a strong position to grow our business in line with these developments."

While 50 percent of Africa's population does not have electricity at home, mobile

telephones have become an economic driver for Africa's economy.

"Mobile phones are a game-changer in Africa," said Doida. "Mobile phones are increasingly used for mobile-money transactions and we are looking to make investments in digitalization initiatives and supporting businesses."

The future of Africa is in the hands of the youth. In Nigeria, for example, the average age of the population is 17 years old and the continent's current population of 1.2 billion is expected to double by 2050. While Africa's lack of infrastructure has held the continent back in terms of attracting investment, economies are rapidly developing solutions.

"Today, off-grid power solu-

Platinum-driven power leads to strong Japanese ties

Japan is the world's highest per-capita consumer of platinum jewelry.

While the precious metal accounts for over half of all jewelry sold in Japan, the country is also a major innovator in industrial applications for platinum and other members of the platinum group metals (PGM) family.

The 2020 Tokyo Summer Olympics is less than one year away and Japan aims to deliver the most environmentally friendly games the world has ever seen. Athletes and spectators will be transported to and from venues by platinum-based hydrogen fuel-cell electric vehicles (FCEVs).

"These particular metals have unique, elemental properties which enable them to be utilized across a range of industries," said Paul Dunne, chief executive officer of Northam Platinum Ltd. "In

the automotive industry, platinum-based metals increase the speed of chemical reactions in FCEVs, making them more efficient."

Hydrogen and oxygen react and combine using a proton exchange membrane coated with a platinum catalyst to generate electricity in a platinum-based hydrogen fuel cell (heat and water are the only byproducts).

"PGMs are 'green' metals that are playing an increasingly important role in innovative 'environmental technologies,'" Dunne said. "While in its infancy, this technology is expected to be more widely used in the future in FCEVs and hydrogen-fueled cars. Platinum is an essential metal for the future."

An independent, mid-tier and integrated PGM producer, Northam Platinum has a long-standing partnership with the Zondereinde and Booy'sendal mines in the South African Bushveld Complex.



A rope conveyor located at Northam's Booy'sendal mine.



Paul Dunne, Chief Executive Officer of Northam Platinum Ltd.

"We have enjoyed a partnership with Mitsubishi Corporation RIM Japan, including Mitsubishi Corporation, 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 by Mitsubishi Corporation RIM Japan and we recently signed a long-term partnership agreement. Hydrogen is an elegant solution, which has the potential to help Japan meet its energy requirements. PGMs are important in the country's energy drive and with our high-quality, reliable PGM sources we will play our part. We look forward to developing our assets, driving business growth and strengthening our partnerships in Japan."

www.northam.co.za



The Olkaria geothermal power plant located in Kenya.

"The fifth and current President of South Africa Cyril Ramaphosa is leading South Africa into the future," said Doida. "As a company committed to South Africa as a regional hub for the continent, we can see synergies between Africa and our Asian experience," including success stories such as in India, Myanmar and the rest of

Southeast Asia. Africa is challenging, dynamic and diverse, and to succeed here, companies and investors need to better understand the continent. There is huge potential here and we will continue to look toward the future as we contribute to the development of the continent."

www.mitsubishicorp.com

Fujifilm South Africa expands health care products and solutions in Africa

Celebrating 85 years this year, Fujifilm Holdings Corp. is recognized as one of the world's leading photographic and innovation-driven 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 Fujifilm 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. Fifty percent of Fujifilm South Africa's business focuses on medical and graphics products, with consumer products account-

ing for the other 40 percent.

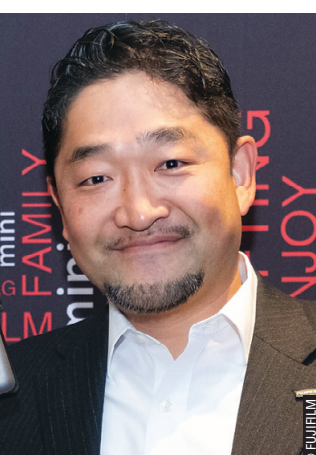
Last year, the company grew its business by a staggering 20 percent — partly due to health care demand growth in neighboring markets such as Zambia.

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

"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 on high-quality products, customer support and educational initiatives."

The company is committed



Takeo Hata, Managing Director of Fujifilm South Africa

to enhancing peoples' quality of life in South Africa and across the African continent by delivering medical solutions.

Fujifilm Holdings developed Fuji Computed Radiography (FCR), the first digital radiography system in the world, and Fujifilm South Africa is actively involved.

Fujifilm South Africa will continue to support health initiatives across the African continent while collaborating with the Japanese government and life-saving NGO programs.

www.fujifilm.co.za/

Pilot Pen South Africa — the mark of success



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

ing business in many other African markets. A subsidiary, Pilot 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-

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Providing significant growth opportunities across Africa and international markets

Standard Bank Group is the largest African bank by assets. Headquartered in Johannesburg, the group is listed on the Johannesburg Stock Exchange (share code SBK) and the Namibian Stock Exchange (share code SBN).

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-



Sim Tshabalala, Chief Executive of Standard Bank Group

ing markets and access pools of capital in developed markets. With a balanced portfolio of businesses, Standard Bank is providing significant opportunities for growth.

"The group has over 53,000 employees (a combined network of 1,200 branches and serves customers with over 9,000 ATMs on the African continent."

Standard Bank's complete range of services includes personal and business banking, corporate and invest-

ment banking and wealth management.

In 2018 headline earnings were 27.9 billion South African rand (about \$2.1 billion) and total assets amounted to 2.1 trillion rand (about \$148 billion). Standard Bank's market capitalization on Dec. 31 was 289 billion rand (\$20 billion).

With widely held shares, just over 50 percent of the group's shares are owned by international investors. The group's largest shareholder (with a 20.1 percent shareholding)

is the Industrial and Commercial Bank of China — the world's largest bank. ♦

www.icb.com.cn www.jse.co.za www.nsx.com.na

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

Since 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 Africa.

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



President of South Africa Cyril Ramaphosa

address he noted, "We are 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 emphasized 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 agreements 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, TICAD 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

at the forefront of the "Fourth 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 companies 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.com



South Africa, a globally competitive destination

Suzuki: A way of life in South Africa

The importance of South Africa's automotive sector cannot be overstated.

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 best-ever 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-to-back years (2017 and 2018), Suzuki was designated South Africa's Automotive Dealer of the Year by market specialist Lightstone Auto — making Suzuki the first repeat winner.



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

On Aug. 1, Suzuki Auto South Africa launched the new Swift Sport in South Africa. The new Swift Sport features a 1.4 liter "Boosterjet-engine" with 105 kW and 230 Nm added to the front wheels via a six-speed manual transmis-

sion for improved performance. "We want to attract new customers to the Suzuki brand through our knowledgeable and passionate dealers," said Sato.

"We have instilled a Japanese culture in South Africa and our dealers are committed to supporting our customers even after a sale is made. In addition to entering a new segment early next year, we will continue to provide affordable and safe transportation solutions to our customers across South Africa and drive our business forward." ♦

www.suzuki.co.za



We will develop business across Africa in the spirit of

TICAD 7

SUPPORTING AFRICA'S FUTURE GENERATIONS

Wilderness Safaris: our journeys change lives

Wilderness Safaris is an ecotourism company dedicated to conserving and restoring Africa's wilderness and wildlife. The company creates journeys that change people's lives in some of the most remote and pristine areas in the seven African countries of Botswana, Kenya, Namibia, Rwanda, South Africa, Zambia and Zimbabwe, offering an impressive portfolio of some 40 camps and safaris.

Behind everything Wilderness Safaris does, there is a purpose. Whether it is conserving endangered wildlife, ensuring that the benefits of ecotourism reach the people that live in or near the areas in which the company operates, or inspiring positive change in the lives of staff, guests and other stakeholders.

During their stay, guests have the opportunity to experience this unique ethos by connecting with unspoiled nature, both style and conservation initiatives at work, or enjoying cultural encounters with partner communities.

Out in the wild, "off the beaten path" experiences are valued to ensure the most intimate back-to-nature experiences possible, evoking explorations of a bygone era. These include such things as guided walking safaris, hot air balloon trips or unforgettable sleep outs under the stars. ♦

www.wilderness-safaris.com