



**REPORT ON SOUTH AFRICA-ITALY SUMMIT ON 23,24 October 2018 at the Maslow
Hotel, Sandton
139363/DH/SER/MULTI**

Report submitted to:

The Delegation to the European Union, Pretoria, South Africa

Background:

The European House – Ambrosetti organises an annual platform for dialogue and debate between Southern African and European political and business leaders. The purpose of the summit is to foster cross-national business engagement and investment relations as well as increase mutual knowledge for concrete business opportunities.

The EU Delegation in South Africa suggested to engage into a cooperation with the European House - Ambrosetti through the EU SA Economic Partnership Programme. The event was identified as an excellent platform to promote economic relations between SA and EU businesses.

Of interest to note is the high-level representation from the Southern Africa and Italian governments that attended the event including Mr. Blade Nzimande - Minister of Transport in South Africa; Mr. David Makhura – Premier of Gauteng in South Africa; Mr. Lorenzo Fioramonti – Deputy Minister of Education, University and Research in Italy as well as Ms. Bernadette Jager – Deputy Minister of Environment and Tourism in Namibia and Serena Foracchia -Deputy Mayor and Council Member for International Relations in the city of Reggio Emilia.

European businesses with strong relations in South Africa continue to contribute to the local economy by using the country as a base for African operations. Companies like Airbus Helicopters, Lamborghini, CLN-MA Group, ENI and Thyssenkrupp demonstrated EU's broader participation in the country and on the continent.

Speaking opportunities of panelists were secured for two senior European business leaders from EU companies based in South Africa; the EU logo was included on screens in the venue, on the website as well as on the folder. Two recent research and policy papers prepared by the EU were included in the delegate bags and referenced during the opening remarks and EU and EPA banners were also placed around the venue.

Invitations were sent to selected South African and EU small businesses (see table below) who were identified by the EU delegation in Pretoria

List of invited businesses

NAME	ORGANISATION
Stefano Rausch	Commerzbank
Marjolaine Pierrat-Feraille	French South African Chamber of Commerce
Marc Van Pelt	Pepperl Fuchs
Ignaz Fuesgen	Afrika Verein
Markus Thill	Bosch



Desiree Brouwer	NONZêRO
Jorge Rodriguez	Torrecid Tiles
Christine Charlton	L'Oreal
Kruger Donnee	Nordic Chamber; KZN Trade and Investment).
Angelica Mkok (participating in the Tourism and Territorial Branding panel on Wednesday, 24 October 2018 at 09:30 – 11:00)	Head of Industry Affairs for Southern Africa at Amadeus Integrated Solutions
Arnaud Montalvo (participating in the Intermodal Paradigm in Transport and Logistic panel on Tuesday, 23 October 2018 at 14:00)	CEO of Airbus Helicopters Southern Africa

TOPICS AND DISCUSSION PAPERS

The EU had the opportunity to include two inserts in the delegates packs – “*The Contribution of EU Investments to Inclusive Growth in South Africa*” and “*Investing in South Africa*” discussion paper.

Two more discussion papers were presented during the event. One was titled “*The Development of Intermodal Transport in the SADC region: main challenges and business opportunities*” and the main finding was that multimodality is the most cost-efficient solution to boost physical and economic connectivity also freeing up spaces for small and medium enterprise growth and allowing the reduction of logistics costs and related negative externalities.

The other discussion paper was titled “*Implications and opportunities for the Southern Africa tourism industry in the digital age*” the findings included realising that competition will increase and new tourists’ flows will arrive and to achieve positive outcomes, coordinated actions and investments at all levels are required, together with European institutions and private players in tourism value chain.

Session on *Skills for Smart Manufacturing and Latest Technologies* noted the lack of skills in the manufacturing sector for companies interested in doing business in SA and the MEC of Education in Gauteng, Panyaza Lesufi confirmed his commitment to provide the necessary resources for such partnerships.

PROGRAMME AND SPEAKERS

The EU SA Economic Partnership Programme was noted in the opening session by Mr Valerio De Mollì; Mr Stefano Manservigi - DG of International Cooperation and Development at the European Commission as well as Ambassador of EU to SA, Mr Marcus Cornaro represented the organisation. Invited panellists, Ms Mkok from Amadeus and Mr Montalvo from Airbus Helicopters added the voice of EU business to discussions.



BRANDING

The EU booklet, brochure, banners at the summit provided an excellent platform to showcase EU's presence, projects as well as far-reaching voice in strengthening engagement and economic flows. The EU logo was present on all printed material and electronic platforms (screens and website).



CONCLUSION

Overall observation is that the event was well executed and informative; as it allowed for interaction between businesses and institutions to discuss challenges faced by different sectors. Non-Italian entities seemed to be happy with event and suggested that they would look at leveraging on the event in the future.

Some suggestions we would make is for improved digital solutions to connect with universities and allow others who couldn't attend to participate. We would also like to start soon with preparations of the flagship event for next year.