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6342 Brand South Africa USA Country Office

01 October 2015 – 31 March 2016 Report

- On 05 – 06 October 2015, I organized a media engagement programme for the Governor of the Reserve Bank, Mr. Lesetja Kganyago who was chosen to represent the JSE led visit to New York as the person to engage the media.
- On 07 – 09 October 2015, I visited Chicago to attend the 39th World Hospital Congress of the International Hospital Federation organized by the American Hospital Association and the Colleague of Hospital Executives. I spoke on the panel discussion on HealthVenture, and also hosted a delegate boosting reception for the 2016 Conference in Durban, South Africa.
- On 20 October 2015, I attended the FP magazine Diplomat of the Year Awards Dinner event in Washington DC where I hosted 10 guests including the South African Ambassador, Mr. Mninwa Mahlangu. The event honored Secretary John Kerry with the Diplomat of the Year Award and Secretary Prietzker with the Commercial Diplomat of the Year Award. I was requested to honor Vital Voices, an NGO doing Women Empowerment work in South Africa and other developing nations with a Citizen Diplomat of the Year Award, which was being given for the first time this year since the inception of these awards 4 years ago.
- On 22 October 2015, I hosted a 'doing business in South Africa event' in partnership with the National Minority Business Council at the Bank of New York Mellon building. The conference focused on Renewable Energy and ICT opportunities in South Africa.
- On 27 October 2015, I met with Mr James Newlands, EY Business Leader for Africa to share information on Brand South Africa mandate and objectives in the USA.
- On 29 October 2015, I conducted a meeting with Mr Lanre Oladipo, the Chairperson of the New York Chapter of Africa 2.0 to discuss collaborating on several fronts including the commemoration of President Nelson Mandela legacy.
- On 03 November 2015, I conducted a meeting with SA Consul General Ms Mathula Nkosi to discuss development of a common calendar that goes beyond December 2015, and discuss strategic interventions that could be leveraged to jointly promote the brand.
- On 13 November 2015, collaborated with Shared Interest on co-hosting Southern Africa Fashion & Craft Showcase featuring designers from South Africa.
- On 03 December 2015, I conducted a meeting with Amer and Emily (Executive Vice President and Vice President respectively) of FP Group, who are publishers of Foreign Policy magazine and media partner for Brand South Africa to discuss the partnership deliverables in particular the launch of the e-newsletter.
- On 05 December 2015, I co-hosted in collaboration with the SA Consul General a "South Africans in New York Event" to commemorate and celebrate the legacy of former President Nelson Mandela.
- On 04 January 2016, I conducted a teleconference meeting with Amer and Emily (Executive Vice President and Vice President at FP Group) to go over the closing project report for the 2015 media partnership by reviewing the subscriber list of the "South Africa Now!" newsletter as of to date, advertising creative, the next issue of the newsletter and

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the renewal of the media partnership including agreeing on stop gap measures to assist in the production of the newsletter outside of the partnership.

- On 13 January 2016, I met with Mr Robert O'Brien, a Private Equity Investor who represents Fortune Brands and companies in the Renewable energy sector.
- On 21 January 2016, I met with Ndosi Strategies to discuss an event to celebrate the youth in June titled "Meeting of the Minds" Imbizo to develop a path forward for Youth in South Africa.
- On 21 January 2016, I conducted a meeting with Emily, Aaron and Chris of FP Group to discuss progress regarding launching of the e-newsletter especially issues related to performance of Issue#3 which saw the subscriber base grow to 437 from 300 and the average performance was 50.8% from 46.8% on the second issue.
- On 27 January 2016, I attended a National Day celebrations planning meeting at the South African Consulate offices together with other Team SA stakeholders based in New York (e.g. SA Tourism, SAA, Standard Bank).
- On 29 January 2016, I visited Boston, Massachusetts and conducted meetings with South Africa Partners Inc., US Commercial Services and Massachusetts Life Sciences Center who run a number of international programs with international partners.
- On 05 February 2016, I conducted a teleconference discussion with Ms Cathy Laforge of South Africa Partners Inc. in Boston regarding Ahmed Kathrada and Barbara Hogan's visit to receive awards at a Gala dinner event to be hosted by South Africa Partners inc. on 14 May 2016.
- On 10 February 2016, I attended a Strategic Planning session in Chicago convened by the Consulate General Ms Vuyelwa Tulelo attended by members of Team SA in the Mid West region, as well as South Africa's honorary consuls in the mid west.
- On 12 February 2016, I addressed a reception of business people hosted at the offices of Igbanugo Partners law firm jointly with the International Leadership Institute. The reception was well attended by a diverse group of business owners interested in hearing and learning more about doing business in the African continent.
- On 23 February 2016, I conducted a TV interview with eNCA representative agency (Feature Story News) based in New York on how well the South African economy is perceived as doing abroad, and what people in New York think about the investment climate in South Africa.
- On 25 February 2016, I arranged for a TV interview with eNCA representative Ms Lorna Shadick to interview South Africa's ambassador to the United Nations, Mr Kingsley Mamabolo who was appointed to the UN Mission to Darfur as the Deputy Permanent Representative at the Mission.
- On 01 March 2016, I conducted a meeting with Ms Bangu Masisi, the President of South Africa Tourism in New York who has just been appointed to the position early in the year. The meeting discussed the Ubuntu Awards by SA Tourism in the USA, and Siyabonga Awards whose inaugural event was held in 2014 by Brand South Africa in collaboration with the Consulate office in New York.
- On 03 – 06 March 2016, I participated at the 2016 USA Rugby Sevens Tournament where South Africa rugby team also participated. SA Tourism and I, secured exhibition booths which were next to each other and shared them with SAA and the South African Consulate in Los Angeles who were also in attendance.

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- On 08 March 2016, I attended a Team South Africa Strategic Planning Session in Washington DC, where Brand South Africa also presented its plans including proposals for joint collaboration.
- On 10 March 2016, I arranged media engagement opportunities for Minister Pravin Gordhan during his roadshow to New York. Interviews were conducted with Bloomberg TV, Wall Street Journal newspaper, eNCA TV, SABC and EWN Radio service.
- On 23 March 2016, I met with Mr Stephen Hayes, President and CEO of the Corporate Council on Africa to discuss collaboration in promoting the South African brand in line with their acquisition of Africa Travel Association to be part of the CCA family.
- On 29 March 2016, I attended the World Affairs Council honors gala dinner where South Africa is one of the honorees for the Distinguished Diplomacy. I supported the event through branding and procuring a designated table for key contacts and stakeholders to the embassy and South Africa.

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