Received By NSD/FARA Registration Unit 2/14/2020 1:16:00 PM

6342 Brand South Africa USA Country Office

01 April – 30 September 2015 Report

- On April 13, met with Ambassador Mahlang, South Africa's Ambassador to the US in New York who was visiting to attend the Ubuntu Tourism Awards function hosted by SA Tourism with Minister Derick Hanekom in attendance. This was an introductory meeting between Brand South Africa and the ambassador. The ambassador then extended an invitation to visit Los Angeles jointly to meet with key stakeholders as part of reaching out. We further agreed on the need to sit down and align our plans where necessary for joint outreach initiatives.

- On April 14, met with the leadership of SAA in the USA to explore areas of collaboration. In attendance it was Messrs Marc Cavalliere, Senior Executive Vice President, Todd Neumann, Senior Executive Vice President and Stroebel Bekker, Vice President Sales. The meeting agreed to follow up at an appropriate time to discuss our plans in detail to identify areas of collaboration and synergy in marketing and branding South Africa.

- On April 15, attended the BUSA - US Business roundtable discussion during the AGOA Advocacy visit to Washington DC by Minister Davies accompanied by business delegation that took place at the Corporate Council on Africa offices. The discussion focused on the U.S.-South Africa trade and investment relationship, with special attention given to the issues surrounding the renewal of AGOA. Brand South Africa's presence presented it with an opportunity to explain our mandate to the gathering which resulted in CCA requesting for a follow up meeting to discuss partnership opportunities to assist us with branding and marketing opportunities to US business community.

- On April 17, attended the US - South Africa Business Council Breakfast Roundtable Discussion hosted at the US Chamber of Commerce for Minister Rob Davies. The event was attended by members of the US - South Africa Business Council, which is an association of business organization invested in South Africa under the umbrella of the US Chamber of Commerce led by former US ambassador to South Africa, Mr Donald Gips.

- On April 16, attended dinner arranged for Minister Davies with business by the Corporate Council on Africa. The Minister talked extensively about the African Growth and Opportunity Act (AGOA) and its importance not only for African countries, but for international companies that benefit from unilateral trade preferences. He mentioned that trade between the U.S. and South Africa is nearly the same at about 70 billion rand (US$5.8 billion) annually.

- On April 28, met with Messrs. Kevin Smith, CEO of SolarReserve, and Stephen Mullennix, Senior Vice President of Operations at SolarReserve regarding their fourth planned investment in South Africa. This is one of the outreach initiatives undertaken jointly with the embassy in Washington DC. SolarReserve was formed in 2008 to commercialise solar power with storage.

Received By NSD/FARA Registration Unit 2/14/2020 1:16:00 PM

- On April 17, met with Ms Emily Simon of Foreign Policy Magazine in Washington DC to discuss the next phase of the partnership and outstanding activities from the previous cycle. This is one of the organization that Brand South Africa has entered into a partnership arrangement to reach out to US influencers, opinion shapers and business leaders.

- On April 27, attended the South Africa Freedom Day Celebration in Los Angeles organized by the Consulate to address key stakeholders and friends of South Africa about developments in South Africa. The function was well attended by stakeholders and friends of South Africa which provided Brand South Africa an opportunity to network with organisations that are potential partners for our work program especially the south africans abroad (GSA initiative).
- On April 26, attended a reception in Los Angeles with Ambassador Mahlangu and Deputy Chief of Mission Ms Luti, and jointly addressed key stakeholders meeting at the reception organized at the Consul General official residence. The reception provided a platform to introduce Brand South Africa to the key stakeholders who were in attendance and who happen not to know of our existence.

- On April 23, met with South African Chamber of Commerce in America (SACCA) executive team to map areas of collaboration and assist to define their focus areas. They were represented by Messrs Willem Ellis, President of SACCA, David J.P. Meachin, CEO of Cross Border Enterprises. The meeting agreed that there has to be reasons why companies should be part of SACCA and the efforts to invest in South Africa.
- On April 28, met with mr Samuel J. Miller, who is the Chairperson of the Los Angeles Chapter of SACCA. We agreed that Brand South Africa should visit to address the business community on opportunities for investment and trade between the US and South Africa.

- On April 24, attended the New York- New Jersey Springbok Club to introduce Brand South Africa mandate in the USA and specifically brief the gathering about the GSA initiative. This is a group of white South Africans in the New Jersey - New York region. We agreed with Warren who is the leader of the group to follow up on a much more formal setting in order to discuss how the grouping should get involved in assisting with the branding and marketing of the country and other initiatives on the ground.
- On April 24, met with Odette and Marelize Dingman who are south africans representing an Afrikaans organization based in Orlando, Florida to discuss a possible visit to address the organization. They also represent South African artists in music and film sectors.
- Met with Money Physicians which is a company that funds start up companies in the healthcare, hospitality, clean technology, green technology and real estate sectors. Brand South Africa is expected to identify start up companies to be invited to a venture fair to be held in Chicago on 6 - 8 October 2015.
- Met with Mr Robert Bradshaw, President and Chief Operating Officer of Cape Classics who are the biggest importers of South African wines into the USA. The plan is to partner the Omni Group of Hotels to feature everything South African during the 4th quarter of the year. This is supposed to get americans excited about South Africa as there is currently very little positive messaging about South Africa especially promoting wines as compared to other countries such as New Zealand who are consistent in their messaging. Brand

Received By NSD/FARA Registration Unit 2/14/2020 1:16:00 PM

South Africa will coordinate participation of other South African stakeholders such as SAA (SAA magazine to be in hotel rooms for 2 months), Nandos (sauces used in restaurants owned by Omni Hotels), Cape Classics (wines served at restaurants and hotel rooms), Ceres juice (served at restaurants owned by Omni hotels).

- Met with Business Development Institute to package a roadshow to 3 cities (New York, Boston and Chicago) between July and September 2015 targeting news and media outlets, fund managers and business owners. The first meeting took place on 13 May and the follow up discussion to nail down the details of the proposals was held on 18th May 2014.
- Met with Jim Clarke, Marketing Manager of Wines of South Africa (WOSA) in the USA, and agreed to collaborate on a wine tasting event involving journalists and social media experts. The event is planned to take place in July 2015 possible at Kaia which is a South African owned restaurant in New York located on 91st street and 3rd avenue.
- Met with the Embassy of South Africa in Washington DC to profile South Africa at the African Ambassadors Gala Dinner to celebrate Africa Day in DC. The collaboration will involve co-sponsoring the dinner with South African wines and branding at the venue. The platform will be used to address the recent xenophobic attacks in South Africa.
- Met with Charlise Ferguson, a journalist with Daily Beast online digital media outlet, who intends to visit South Africa in July 2015 to focus on the following: what youths are doing to change the entrepreneurial landscape in joburg featuring the Curiosity Backpackers facility in Maboneng Precinct. This piece will also look at what the youths are doing on Arts and Culture, Fashion, etc.; Millenials travelers with a special focus on those that are targeting Africa, and what attracts them to the region?
- On 02 June 2015 held a meeting with Ms Thulare Monareng of Fashion Deli, regarding a collaboration on a September fashion event that will assist to introduce sustainable, profitable RSA brands in the USA and enhance the profile of RSA as a whole by ensuring that those who come into contact with RSA products change their perceptions about RSA as a design force.
- On 04 June 2015 held a meeting with the Business Council for International Understanding based in New York with offices in different regions of the world and with strong links to the Fortune 500 companies who make up their membership. The meeting agreed on jointly hosting Roundtable Discussions with Brand South Africa in multiple cities.
- On 08 June 2015 a meeting was held with Antonio Lyons and Adetoro Makinde of Backdoor Films regarding a promotional event at Georgetown University for a movie on Vivienne who is a woman wine producer from South Africa, who will be touring the USA to promote her story and the wine label she produces.
- 0n 18 June 2015 a meeting was held with Mr Eddie Bergman, Executive Director of Africa Travel Association to discuss collaboration around major events in the USA by Brand South Africa and ATA, especially those that are taking place in New York City.
- On the 24th of June 2015, in collaboration with Imbizo New York Host Committee, which is an association of South Africans in the USA, I hosted “an evening with Brand South Africa event” to mobilize and get South Africans in the tristate region (New York, New Jersey, and Philadelphia) engaged in initiatives to play their part through skills development programs, exchange initiatives, investing in South Africa, and by being good brand ambassadors.

Received By NSD/FARA Registration Unit 2/14/2020 1:16:00 PM

- On 26th June 2015, in collaboration with South Africa Chamber of Commerce in America, South Carolina Chapter in Greenville, I hosted an Investor Roundtable discussion highlighting key priorities and investment opportunities in South Africa.
- On 25th June 2015, a meeting was held with the Consul General for South Africa in New York, Ms Mathula Nkosi regarding registration of Brand South Africa office with State Department, and accreditation of he Country Head (Mudunwazi Baloyi), a matter that the consulate has been handling for a while.
- In July 2015, I visited Atlanta to support the minister of Communications, Deputy Ministers of Small Business Development, and Arts, Culture and Heritage by arranging business meetings and media engagement. They addressed Invest Atlanta, Film and Entertainment office in Atlanta, and the Women Entrepreneurship Initiative.
- On 08 July 2015 I arranged a meeting with Ambassador Andrew Young of GoodWorks International Inc. and one of his business television program anchor (Ms Felicia Mabuza-Suttle) for the ministers and the select delegates to share their perspective on their visit to the USA.
- I hosted a reception in partnership with DTI in Washington DC at the AmericaSmart for the ministers attended by buyers, arts and crafts artists, furniture manufacturers, media, agents of major wholesalers and South Africans in Atlanta.
- Arranged a business meeting for the Deputy Ministers of Small Business Development, and that of Arts, Culture and Heritage and their delegation in Santa Fe, New Mexico with Mr Tom Aageson, who is a co-founder of Creative Start-Ups, which is an accelerator hub for new entrepreneurs seeking funding to launch their business ideas.
- Attended a meeting with Secretary Gonzalez of Department of Cultural Affairs, New Mexico State with Deputy Ministers and delegation, to share experiences and best practice on how to promote and use culture and the creative industry as engines for economic growth.
- Spoke at a roundtable discussion on our experience with the JCI South Africa partnership during the Junior Chamber International Summit in New York in July 2015.
- On 24th July 2015 held a meeting with Ms Rosalind McLymont, Executive Editor of The Network Journal, and who is also CEO of AfricaStrictlyBusiness.com LLC, both influential publications in the USA among black professionals and black business.
- On 04 August 2015, met with Mr Eric Trachtenberg of McLarty and Associates, who represent Cold Storage Inc. technology in the USA, Africa and Latin America, which is suitable for retail, trucking companies, engine manufacturers, fruits, vegetables, meat and dairy industries. I introduced them to the USA Commerce department who were organizing a trade mission called “trade winds” to South Africa in September to also form part of the delegation to explore possible partnerships.
- On 03 August 2015, conducted a meeting with Ms Emily Simon of Foreign Policy Magazine in Washington DC to outline the key areas for the partnership.
- On 04 August 2015, I conducted a meeting with Ambassador Mninwa Mahlangu and Deputy Chief of Mission Ms Nowetu Luti concerning collaboration in hosting the South Africans in the Beltway area (Washington DC, Virginia and Maryland).
- On 06 – 08 August 2015, I attended the African Global Economic and Development Summit in Los Angeles at the University of Southern California which was focusing on

Received By NSD/FARA Registration Unit 2/14/2020 1:16:00 PM

Africa's top and fastest growing economies, by connecting USA entrepreneurs and business communities to the opportunities and growth potential of the African continent.

- On 24 August 2015, I met with Ms Debert Cook of Golfer's Digest to discuss a possible collaboration in hosting a Mandela Charity Golf Day, possibly in spring of 2016.
- On 02 September 2015, I conducted a meeting with Thatcher & Co. and Business Council for International Understanding (BCIU), to explore partnership on a concept of introducing South Africa Business Ambassadors' visit to the USA on an annual basis.
- On 17 September 2015, I met with Ms Emily Simon of Foreign Policy Magazine to further discuss the outline of the partnership and agree on an excel spreadsheet on tasks and milestones.
- On 18 September 2015, I attended the Heads of Mission Conference in Washington DC to present Brand South Africa's work programme and highlight key areas for collaboration.
- On 24-25 September 2015, I hosted a Heritage Dinner in partnership with HomeComing Revolution, and also made a presentation at the SpeedMeetAfrica Event on the 25th September at Thomson Reuters building in New York city.
- On 28th September 2015, I conducted a meeting with Mr Fritz McLymont (National Minority Business Council), Sabrina Eady (Network Journal), Mona Davids (Azania Inc.) to discuss the partnership to host a Business Conference on South Africa focusing on ICT and Renewable Energy sectors.
- On 28 September 2015, I met with Ms Emily Simon of FP magazine to review the milestones spreadsheet on the partnership activities.

Received By NSD/FARA Registration Unit 2/14/2020 1:16:00 PM