

# NORTH WEST PROVINCE &



# BRICS

## BRAZIL, RUSSIA, INDIA, CHINA, SOUTH AFRICA TRADE, TOURISM AND INVESTMENT EXPO



Brazil



Russia



India



China



South Africa

**BUILD UP DATES: 20<sup>TH</sup> & 21<sup>ST</sup> FEBRUARY 2013**

**EXPO DATES: 22<sup>ND</sup>, 23<sup>RD</sup> & 24<sup>TH</sup> FEBRUARY 2013**

**INTERNATIONAL INVESTORS CONFERENCE: 22<sup>ND</sup> & 23<sup>RD</sup> FEBRUARY 2013**

**VENUE: MMABATHO CONVENTION CENTRE**

BRICS EXPO (PTY) LTD Registration Number: 2011/146833/07

Medina Palace Building, 44 Tenth Avenue, Highlands North, Johannesburg, 2192

Tel: 011 885 1613 | Direct: 011 885 3786 | Fax: 011 885 1628 | Email: [zanedavid@mweb.co.za](mailto:zanedavid@mweb.co.za)

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Department:  
Trade and Industry  
REPUBLIC OF SOUTH AFRICA



Pioneering  
Business Opportunities  
Trade and Investment  
between the



**BRICS**  
Countries and South Africa



# **NORTH WEST PROVINCE and BRICS EXPO (PTY) LTD**



## **MESSAGE FROM THE HON. PREMIER**

The North West Province is delighted to invite and host the BRIC (BRAZIL, RUSSIA, INDIA, CHINA) countries for the first and inaugural NORTH WEST PROVINCE AND BRICS (BRAZIL, RUSSIA, INDIA, CHINA, SOUTH AFRICA) TRADE, TOURISM AND INVESTMENT EXPO.

The essence of the Expo is to create a platform that will bring together under one roof, different people that are geared towards developing links and partnerships through trade and investment networks. In partnership with BRICS EXPO (PTY) LTD, we are excited that this kind of event will not only put the North West Province in the national and international public eye but will also create a platform which will hopefully see a number of multi-lateral agreements being discussed and agreed upon by many of those that shall be participating in the event.

We trust that our esteemed BRIC partners and the International Investors who will be participating in the International Investors Conference would take advantage of the many investment opportunities the North West Province offers in mining, tourism, agro-processing, metal, transport and machinery products, clothing and textiles, chemical and allied industries, food and beverages, business process outsourcing and filming.

The North West Province is the gateway to Africa and would allow your investments and companies and their brands to make a mark in uncharted terrain ahead of anticipated high volumes of trade in the continent.

Our proximity to the Southern African Development Community (SADC), its competitive advantage in key sectors and huge markets potential in SADC makes our Province the best possible potential investment destination in Southern Africa.

We are looking forward to engagement and discussion with our BRIC partners at this auspicious event to further strengthen and solidify our close ties in trade, tourism and investment.

The North West Province and BRICS EXPO is a precursor event and initiative to the BRICS SUMMIT that will be held in Durban Kwa-Zulu Natal in March 2013.

We welcome all our guests and participants to our province and country and wish each of you tremendous success!



**Hon. Thandi Modise**  
Premier  
North West Province





# **NORTH WEST PROVINCE and BRICS EXPO (Pty) Ltd**



## **MESSAGE FROM THE MEC**

I would like to take this opportunity to extend a big, hearty and warm South African welcome to our guests, visitors and investors from Brazil, Russia, India and China!

I am equally delighted to welcome our guests from Africa and all our exhibitors and participants. Welcome to the North West Province!!

I would like to express my sincere thanks and appreciation to BRICS EXPO (PTY) LTD in organizing this landmark and inaugural NORTH WEST PROVINCE AND BRICS TRADE, TOURISM AND INVESTMENT EXHIBITION AND INTERNATIONAL INVESTORS CONFERENCE.

We are excited to co-host this landmark exhibition in collaboration with BRICS EXPO (PTY) LTD.

The exhibition and International Investors Conference will provide us with a platform to showcase the North West Province as an ideal Investment and Tourism destination. We are humbled that the first and inaugural NORTH WEST PROVINCE AND BRICS TRADE, TOURISM AND INVESTMENT EXHIBITION AND INTERNATIONAL INVESTORS CONFERENCE is being held in the North West Province. This will ensure that our multi-lateral ties will be strengthened and cemented with our BRIC partners, by our collective partnership in business and the further economic development and cooperation, in the fastest growing sectors of our Provincial economy. The GDP of the North West Province has grown from R39.8 Billion in 1996 to R129.9 Billion in 2007. We are dedicated in positioning the North West Province to becoming one of the major contributors to the national economy. Trade between the BRIC nations and Africa increased from US \$21.9 Billion in 2000 to US \$164.6 Billion in 2008. By 2030 the trade is expected to exceed US \$4 Trillion.

The North West Province is dedicated in contributing towards this effort and we are looking forward to establishing cooperation and investment agreements with our BRIC partners. We are also delighted that the NORTH WEST PROVINCE AND BRIC TRADE, TOURISM AND INVESTMENT EXHIBITION AND INTERNATIONAL INVESTORS CONFERENCE will also provide a platform for small, macro and medium enterprises (SMME'S) to participate meaningfully in this mega event and give them the opportunity to engage with our BRIC partners to forge partnerships and linkages for mutual benefit. I wish all of you tremendous success and prosperity in all your endeavors. Once again welcome to the North West Province – the ideal trade, tourism and investment destination!!



**Hon. Motlalepula Rosho**

MEC

Economic Development, Environment,  
Conservation & Tourism



## **NORTH WEST PROVINCE and BRICS EXPO (Pty) Ltd**



### **MESSAGE FROM THE ACTING DIRECTOR GENERAL**

I would like to take this opportunity to welcome all our visitors, guests, attendees to the International Investors Conference and exhibitors to the North West Province for the BRICS EXPO.

This is the investment destination that can offer you exciting investment opportunities in tourism, eco-tourism, mining, manufacturing, agriculture, and many more! Modern industrial parks and commercial centres complimented by sophisticated banking and financial services.

A sophisticated infrastructure and road and rail links, and state of the art telecommunications. Close proximity to the Gauteng Province, South Africa's economic powerhouse, and a geographic location which makes the Platinum Province the gateway to the rest of Africa.

A Provincial Government wholly committed to facilitating business expansion. Numerous incentives by government and its support institutions are available for potential investors. Excellent educational and health facilities. Africa's tourism and wildlife Mecca, a climate conducive to the ultimate outdoor life.

To structure all of the abovementioned, the North West Province developed the North West Province Growth and Development Strategy. The intent of the strategy is to realize the opportunities that the Province offers. In addition to this there are other national policies and strategies that guide development and investment example IPAP (Industrial Policy Action Plan) 2&3, and NGP (New Growth Path), the National Development Plan 2030 and NTSS (National Tourism Sector Strategy).

We offer you the opportunity of trade in our commodities and the beneficiation of our resources. A key driver for us as a Province is to utilize our resources across our economic sectors to add value to our treasures. We would like to offer our "BRIC" partners, the opportunity of a lifetime by either trading with us or investing in our resources and their beneficiation.

I would like to extend to you the opportunity of mutual benefit; all parties have so much to offer, let's combine our efforts to the benefit of all. Let the NORTH WEST PROVINCE AND BRICS (BRAZIL, RUSSIA, INDIA, CHINA, SOUTH AFRICA) TRADE, TOURISM AND INVESTMENT EXPO merely be the start.



**Mr. Abram Tlaletsi**  
Acting Director General  
North West Province



## **NORTH WEST PROVINCE and BRICS EXPO (Pty) Ltd**



### **MESSAGE FROM THE ACTING HEAD OF DEPARTMENT**

The purpose of the Expo is to provide a platform and showcase South African and THE NORTH WEST PROVINCE products and services with buyers and exhibitors from the targeted BRICS (BRAZIL, RUSSIA, INDIA, CHINA, SOUTH AFRICA) and other Southern African countries. This is intended to facilitate networking and matchmaking possibilities for both local businesses and their foreign counterparts. The platform will also showcase the NORTH WEST PROVINCE as an ideal tourism and investment destination and strengthen the relationship between South Africa and our BRIC partners.

The key economic sectors being promoted are:-

- Manufacturing
- Mining and Mineral Beneficiation
- Agriculture and Agro Processing
- Petrochemicals and Chemicals Down Streaming
- Transport, Logistics and Freight
- Financial Services and Business Process Outsourcing
- Tourism
- SMME Development
- Infrastructure Development
- Renewable Energy

It is fitting that the first and inaugural BRICS EXPO AND INTERNATIONAL INVESTORS CONFERENCE is taking place in the resource rich NORTH WEST PROVINCE. The Province is an ideal tourism and Investment destination with an impressive range of opportunities and we look forward to forging closer ties and bi - lateral relationships with our BRIC partners for many years to come!!



**Mr Mojalefa Nale**  
Acting Head of Department  
Economic Development, Environment,  
Conservation & Tourism





# **NORTH WEST PROVINCE and BRICS EXPO (Pty) Ltd**



## **MESSAGE FROM THE PRESIDENT AND CEO OF BRICS EXPO (PTY) LTD**

Welcome to the North West Province!!

We are delighted to co-host the inaugural NORTH WEST PROVINCE AND BRICS (BRAZIL, RUSSIA, INDIA, CHINA, SOUTH AFRICA) TRADE, TOURISM AND INVESTMENT EXPO in partnership with the North West Province Provincial Government.

This international event is divided into three areas, viz: the Trade, Tourism and Investment Expo.

We are confident that the NORTH WEST PROVINCE AND BRICS TRADE, TOURISM AND INVESTMENT EXPO will not only stimulate economic growth, but also foster trust and understanding between our countries by promoting trade, cultural and grassroots ex-change.

Further to the BRICS CO-OPERATION AGREEMENT signed by the Leaders of this region, we believe that the inaugural NORTH WEST PROVINCE AND BRICS TRADE, TOURISM AND INVESTMENT EXPO is a reflection of the fundamental importance of our multi lateral relationships with countries from this dynamic region.

I would like to thank the sponsors, the Task Team of the North West Provincial Government, the Project Management Team of BRICS EXPO (Pty) Ltd and all the participants for their significant contributions. Your participation will play an invaluable role in enhancing our ongoing political, commercial and personal partnerships with our friends from BRICS (BRAZIL, RUSSIA, INDIA, CHINA, SOUTH AFRICA)

BRICS EXPO (Pty) Ltd wishes all of you tremendous success and trusts that the NORTH WEST PROVINCE AND BRICS TRADE, TOURISM AND INVESTMENT EXPO will be a platform to promote deep and enduring ties across a broad range of fields.

Welcome again to our country and the NORTH WEST PROVINCE  
– a Province that is resource rich and the ideal Tourism and Investment destination!!



**Mr Zane Dawood**  
President & CEO  
BRICS EXPO (Pty) Ltd

### **BRICS EXPO (Pty) Ltd**

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PA - Ms. Kitty Haffejee  
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# NORTH WEST PROVINCE and BRICS EXPO (Pty) Ltd



## INVESTING IN THE NORTH WEST

North West Province, strategically located between Botswana in the west and the economic powerhouse of Gauteng in the east, is known as the Platinum Province for the wealth of the metal it has underground. It also offers a sophisticated tourist industry and agricultural abundance. There are many opportunities for increasing the income-producing capacities of the local industries, enhancing product beneficiation inside the province and participating more fully in the international markets linked to the region's resources.



### Invest North West

Invest North West is a specialist investment promotion agency offering a comprehensive service to help new investors set up their businesses. The agency gives advice on potential investments, helps investors find the right business location, compile their business plans and source funding, assists with applications for incentive schemes and visas, and identifies suppliers and professional firms who can help establish the business.

### Mining

Mining contributes 39% to the North West Province economy, and makes up 22.5% of the South African mining industry as a whole. Ninety-four percent of the country's platinum is found in the Rustenburg and Brits districts, which produce more platinum than any other single area in the world. Employment along the Platinum Corridor, from Pretoria to eastern Botswana, accounts for over a third of total employment in the North West Province. The province also produces a quarter of South Africa's gold, as well as granite, marble, fluorspar and diamonds. There is a real opportunity to develop industries and associated firms with the mining sector in the Rustenburg and eastern districts and beneficiation and related industries in the Brits-Rustenburg area.

### Tourism

The North West Province has a sophisticated tourism industry, being home to the famous Sun City complex. Situated next to the Pilanesburg National Park. Sun City is one of the world's biggest entertainment centres, with a casino, an 18-hole golf course, theatres, concert halls, man made beach and a wave pool at the Valley of the Waves. A meticulously reconstructed tropical rainforest, and a number of world-class hotels that include the remarkable Palace of the Lost City. Other areas of interest include the Madikwe Game Reserve, Vredefort Dome World Heritage Site and the Taung Skull World Heritage Site.



### Agriculture

Vryburg in the North West Province is also known as the Texas of South Africa, with some of the largest cattle herds in the world found at Stellaland. The Marico region is also cattle country, while the areas around Rustenburg and Brits are fertile, mixed-crop farming land. The province is an important food producer. Maize and sunflowers are the most important crops and the North West is the major producer of white maize in the country.

### Investment Opportunities

A flexible and adaptable labour force, rich natural resources, low cost of living, good quality lifestyle and warm temperate climate have made the North West Province a popular destination for foreign investors.

**The province offers investment opportunities in the following key areas:**

**Leather processing and products** - In recent years the North West Province has seen a rapid shift from being a producer of semi-processed hides to finished leathers, specifically for the automotive industry and, to a lesser extent, for leather furniture.



The sector is dominated by the automotive leather market, which is almost entirely export-oriented. Leather furniture is a lower-margin market with a strong local component.

**Meat processing** - The meat industry is based on the extensive livestock available in the province. There are also significant backward and forward linkages in areas such as feed production, animal breeding, feedlot development and animal by-products for the fertiliser industry. The industry offers opportunities for companies looking for both local markets and export platforms into Africa and Europe.

Averaging an annual growth rate of 5% in 2011, the manufacturing sector in the North West Province is very dependent on the performance of a few industries in which the Province enjoys a competitive advantage. The North West Province houses one of South Africa's five automotive hubs and features prominently in South Africa's automotive industry development agenda. Strategically located and in close proximity to the Roslyn Automotive Supplier park, the province produces a wide range of components for the Original Equipment Manufacturer (OEM) market as well as for the after-sales spare parts market. Products manufactured include fuel tanks, wiring looms and harnesses, tyres, tubes, pressings, castings and belts and other accessories.

Three Spatial Development Programmes (SDIs) in the North West Province offer potential investors a wide choice of investment opportunities. The three SDIs in North West Province are:

**The Platinum SDI** - The Platinum SDI will become the central link in the coast-to-coast corridor that will stretch from Maputo, Mozambique on the Indian Ocean to Walvis Bay, Namibia on the Atlantic. The Maputo Development Corridor runs from Maputo to Pretoria, while the Trans-Kgalagadi Highway and the Walvis Bay/Windhoek corridor connect eastern Botswana and the Atlantic. The Platinum Corridor makes the connection between Tshwane (Pretoria) and eastern Botswana.

**Treasure Route SDI** - The Treasure Route Corridor extends from Gauteng Province to the Northern Cape Province and encompasses the major gold mining regions along the southern border of the North West Province.

**Western Frontier SDI** - The Western Frontier is the most recently identified SDI. It links the western extremities of the Platinum and Treasure Route SDIs -the third leg of a triangular shaped development corridor, and covers a distance of roughly 200 kms. Its most important element, which links it into the two other SDIs, is the Special Economic Zone, being proposed around the international airport at Mafikeng.

Other investment opportunities include:

- Food processing and related industries
- Tourism and hotel industries
- Agricultural industries
- Auto-components
- Jewellery
- Manufacturing
- Pharmaceuticals
- Textiles and clothing
- Electronics and electrical appliances
- Furniture
- Manufacturing and tourism







# NORTH WEST PROVINCE and BRICS EXPO (Pty) Ltd



## COST OF PARTICIPATION FOR FEBRUARY 2013

### EXHIBITION FACILITIES & SERVICES

Exhibition Booth packages are available to those exhibitors who require pre-constructed booths.

Minimum Size = 3m x 3m (9m<sup>2</sup>)

Please note that the rates quoted below are exclusive of 14%VAT. Foreign exhibitors may be exempt from paying VAT. Subject to certain conditions.

m <sup>2</sup>	Dimension	Cost
9	3m x 3m	R 22831
12	3m x 4m	R 30442
15	3m x 5m	R 38052
16	4m x 4m	R 40589
18	6m x 3m	R 45663
20	4m x 5m	R 50737
21	3m x 7m	R 53273
24	4m x 6m	R 60884
25	5m x 6m	R 63421
30	6m x 5m	R 76105
36	6m x 6m	R 91326
40	8m x 5m	R 101474
45	9m x 5m	R 114158
50	10m x 5m	R 126842

### FLOOR SPACE

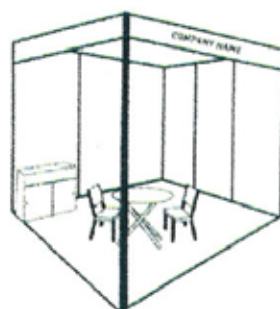
Exhibitors who require floor space greater than 500m (square meters) or more, may provide their own design and construction of their display or pavilion. Kindly note that the construction of all booths and pavilions will be done by BRICS EXPO (PTY) LTD or their approved contractors. A detailed drawing must be submitted to the organisers for approval and submission to the Fire and Safety Authorities.

Dimension m <sup>2</sup> (Net)	Rate per m <sup>2</sup>
50m <sup>2</sup> - 79m <sup>2</sup>	R 2768
80m <sup>2</sup> - 99m <sup>2</sup>	R 2518
100m <sup>2</sup> - 149m <sup>2</sup>	R 2462
150m <sup>2</sup> - 199m <sup>2</sup>	R 2389
200m <sup>2</sup> - 299m <sup>2</sup>	R 2235
300m <sup>2</sup> - 399m <sup>2</sup>	R 2050
400m <sup>2</sup> - 499m <sup>2</sup>	R 1976

### INCLUDED IN THE BOOTH PACKAGE

The cost of the booth package option includes the following specification:

- Floor Space
- Shell Scheme
- Company Name of Fascia
- Single Phase Power Supply (22volt)
- 15amp electrical connection
- 2 x 150 watt adjustable spotlights



- Floor Carpeting
- Daily booth Cleaning / Vacuuming
- Furniture included:  
1 x 900mm round conference table  
2 x upholstered visitor chairs

**PLEASE FAX BRICS EXPO (PTY) LTD AT (011) 885 1628  
TO CONFIRM YOUR PARTICIPATION**



**Zane Dawood**

Businessman and entrepreneur Zane Dawood is the chairman of Sultan Zane Construction (SZC) and BRICS EXPO (PTY) LTD.

Through his various projects, including the Asia and Middle East expos, he has been instrumental in attracting investment upward of R1 billion into South Africa. Very little can stand in the way of this self-starter. When he had to drop out of university due to financial constraints, he immediately entered the corporate world in Joburg and started making his mark. He completed his studies in the United States and returned to play his part in building the new South Africa through SZC.

This 100% black economic empowered (BEE) compliant company was started 18 months ago and initially focused on constructing religious buildings and projects for Middle Eastern embassies and high commissions in South Africa.

The company is currently the sole contractor for the King Fahd Religious Centre in Houghton in the Nelson Mandela Precinct. The R50 million contract is wholly funded by the Kingdom of Saudi Arabia and will include a conference hall where people of all faiths and denominations will be welcome. The conference hall will also host lectures by distinguished scholars.

The centre is unique because it will be one of the largest buildings of its kind on the African continent, and it is built on one of the busiest arterial routes in

South Africa.

**What does the position of chairman entail at SZC?**

I'm involved in the negotiations of contracts with countries in the Middle East and Asia and liaising with our Saudi Arabian partners. I'm also responsible for the overall progress of the construction process. Currently the King Fahd Religious Centre is taking up most of my time. I have to take a "helicopter view" of the project but am involved on a daily basis. I have regular meetings with the engineers and site foremen and have to keep abreast of the progress on all the various aspects of the project.

**This project seems to occupy a special place in your heart...**

Yes. I am hoping to use the King Fahd Centre to showcase the quality of our work and ability to construct buildings with unique architectural designs. We will use the centre as a springboard to engage with other stakeholders in the industry to maximise our potential so that we can continue to make major contributions to our country.

**What challenges do you face in the construction industry?**

It is a very competitive industry in South Africa, especially for projects in the R100 million plus bracket.

**Has PBF membership held any benefits for your company?**

The PBF is a wonderful platform to forge relationships with senior members of our party. We also engage with fellow members and attend seminars. We hope to take the opportunity to join fellow members, senior leaders and ministers when they travel overseas on trade and investment missions. The PBF is also very pro-active and provides a tremendous platform for emerging entrepreneurs to network.

**Construction worldwide has been badly affected by the economic downturn. How has SZC dealt with the tough times?**

It has been a very difficult period. We re-negotiated terms with our suppliers and created an awareness campaign for our 200 staff members to look at cost-cutting measures in their various positions and departments.

**What motivates you?**

I am motivated by great leaders such as the Prophet Mohammed as well as world leaders such as former president Nelson Mandela, United States president Barack Obama and current President Jacob Zuma. I have tremendous respect for the American president as well as for our own who, despite trying circumstances, overcame all odds to lead our country and stabilise our economy.

**How do you relax?**

By taking trips in my 4x4 all-terrain vehicle, driving my sports cars, spending time with my family, by reading biographies and taking long walks. I live in Joburg, so I also relax when I visit my condo in Cape Town and spend time on the beach and visiting the other beautiful sites in the Mother City.

**What is the best business lesson you have ever learnt?**

Do not become despondent when you are down or your idea has been rejected. Pick yourself up, and do it again. When one door closes, another one will open.

**What are your future plans for the business?**

I would like to build up SZC to become the leader in the construction market for Middle Eastern countries based in South Africa - in particular Saudi Arabia, Kuwait, Qatar, Oman and the United Arab Emirates. In addition, I would like SZC to build orphanages to continue the company's involvement in the wellbeing of the country and that of humankind.

**What words of wisdom do you have for other business leaders?**

A quote from Muhammad Ali: "If your mind can conceive it and your heart can believe it, then you can achieve it."

**And for those hoping to enter the construction industry?**

Study your market, do a risk analysis and try your best.

**Are you excited about the FIFA World Cup coming our way?**

I am very proud of our country. South Africa will be known and spoken about from Paris to Phuket, Los Angeles to Laos and Damascus to Djibouti. I think the tournament will create a tremendous impetus for foreign investment and tourism in South Africa. South Africa will do Africa proud, and I am especially delighted for former president Mandela, Uncle Kathy Kathrada and all our stalwarts who sacrificed so much for our country.

*Article from PROGRESSIVE LEADER  
Publication of the ANC Progressive  
Business Forum, Issue 4*

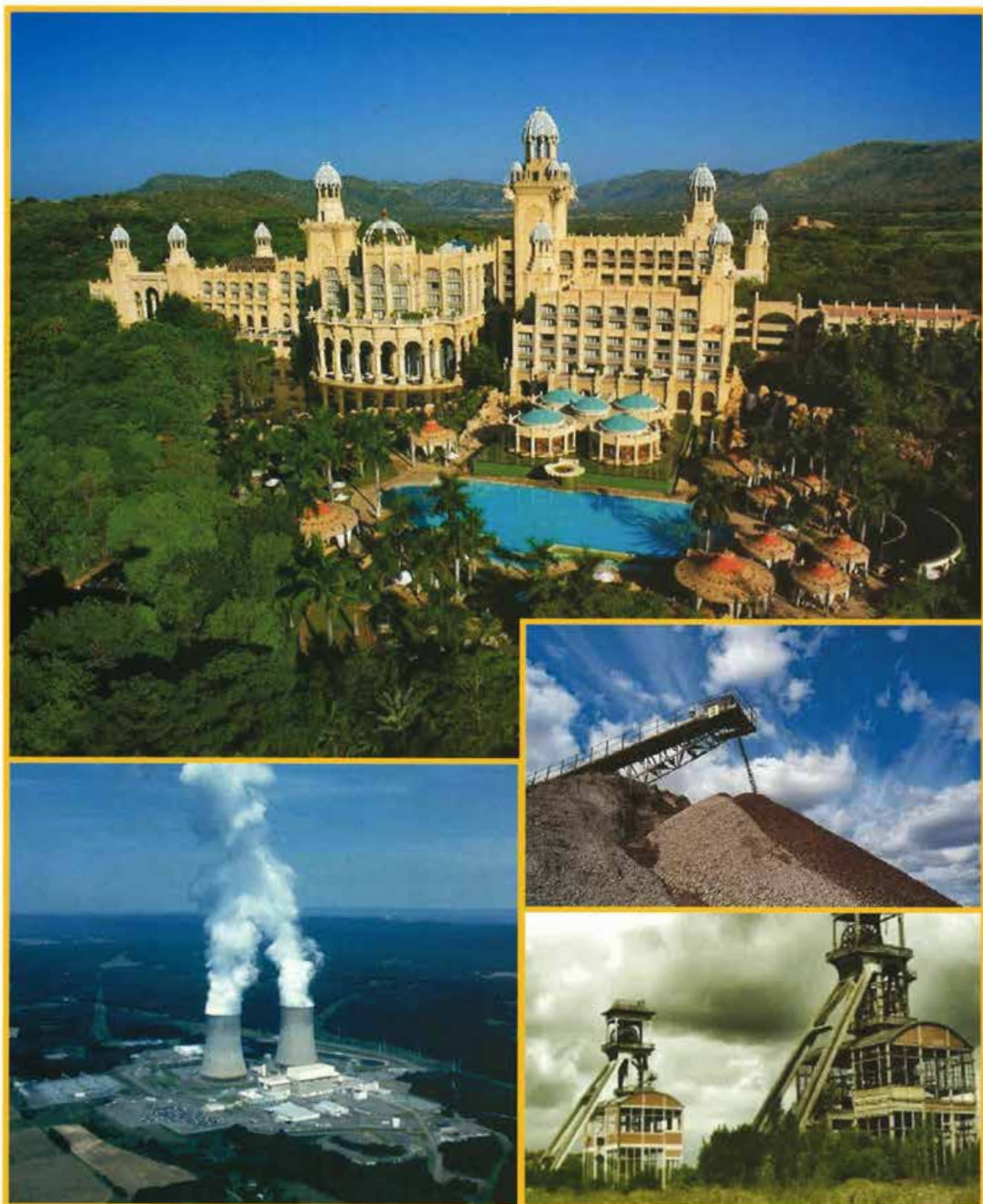




# **NORTH WEST PROVINCE and BRICS EXPO (Pty) Ltd**



## **PHOTO GALLERY**



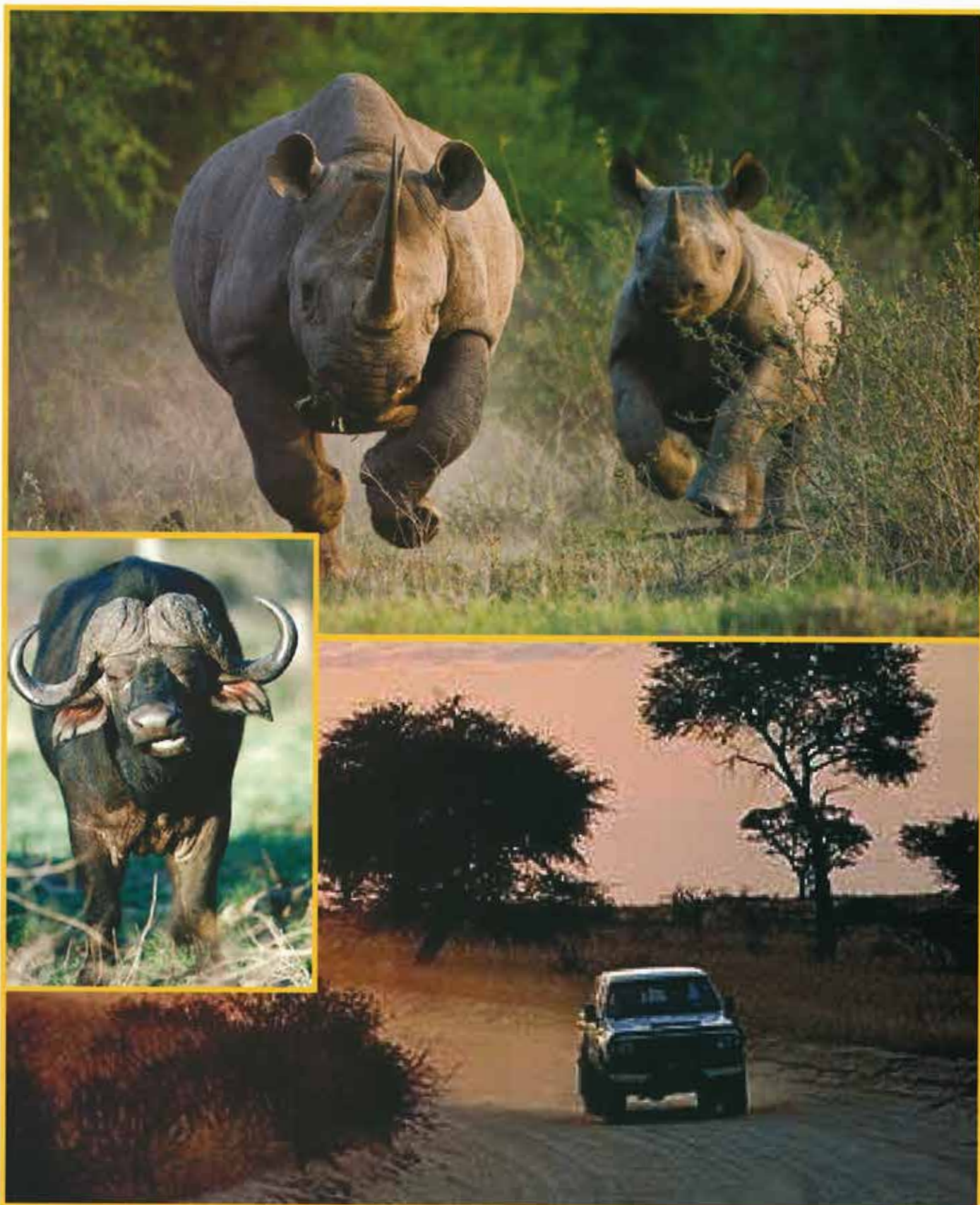




# **NORTH WEST PROVINCE and BRICS EXPO (Pty) Ltd**



## **PHOTO GALLERY**







# NORTH WEST PROVINCE and BRICS EXPO (Pty) Ltd



## PHOTO GALLERY



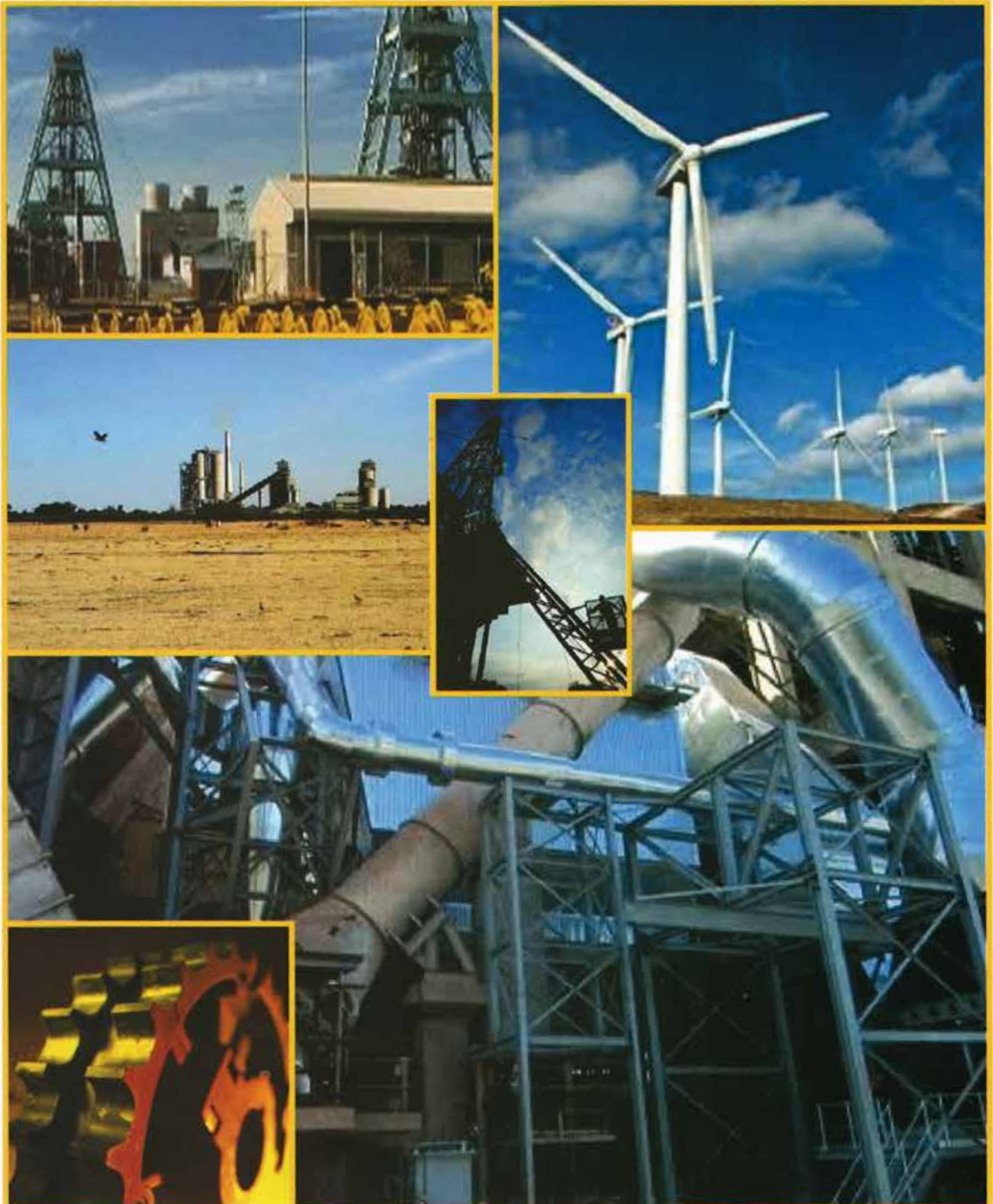




# **NORTH WEST PROVINCE and BRICS EXPO (Pty) Ltd**



## **PHOTO GALLERY**







# NORTH WEST PROVINCE and BRICS EXPO (Pty) Ltd



## ORDER FORM FOR THE COST OF PARTICIPATION FOR 22<sup>ND</sup>, 23<sup>RD</sup>, 24<sup>TH</sup> FEBRUARY 2013

### EXHIBITION FACILITIES & SERVICES

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- Furniture included:
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  - 2 x upholstered visitor chairs

### CONFIRMATION ORDER

Organisation: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Tel: \_\_\_\_\_ Fax: \_\_\_\_\_  
Cell: \_\_\_\_\_ Email: \_\_\_\_\_  
Space Required: \_\_\_\_\_ Amount: \_\_\_\_\_

#### BANKING DETAILS

Name of Bank: FNB • Account Name: BRICS EXPO (PTY) LTD • Account No: 62380691313 • Branch Code: 258624  
Kindly Fax / Email Proof of Payment to: Ms Kitty Haffejee at Fax: (011) 885 1628 • Email: zanedavid@mweb.co.za

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