NORTH WEST PROVINCE

BRICS EXPO AND INTERNATIONAL
TRADE AND TOURISM CONFERENCE

Mmabatho Convention Centre
26 - 29 March 2014
The world we live in today has changed significantly since the end of the Cold War. A new group of economically influential countries such as Brazil, Russia, India and China (BRIC) are on the ascendancy, and are remapping the contours of political and economic power in the global system. South Africa’s membership of BRICS should be located within this context.

The rationale for South Africa’s approach was in consideration of a matter of crucial importance to BRICS Member States, namely the role of emerging economies in advancing the restructuring of the global political, economic and financial architecture into one that is more equitable, balanced and rests on the important pillar of multilateralism.

Ms Maite Nkoana-Mashabane
Minister: International Relations and Cooperation
on South Africa and BRICS
The North West Province in 2013 hosted the successful inaugural North West BRICS Trade, Tourism and Investment Conference and Expo in its capital of Mahikeng. Since our 2013 event, fruitful interactions and partnerships have been forged, positioning the North West Province as a footprint for BRICS in South Africa, the SADC region and on the African continent.

During the past year, the North West Province has increased its focus on positioning itself as an attractive investment destination. As a result, a number of outbound missions have been undertaken to various international markets. In addition, the North West Province is making big strides in the roll-out of the Provincial leg of the National Infrastructure Plan, namely the SIP4. The SIP4 programme is aimed at unlocking economic opportunities in the North West, and entails:

- Acceleration of investments in road, rail, bulk water, water treatment and transmission infrastructure;
- Enabling reliable supply and basic service delivery;
- Facilitate development of mining, agricultural activities and tourism opportunities and to
- Open up beneficiation opportunities in North West Province.

In further complementing the above initiatives, the Province is investing heavily in enabling its Tourism infrastructure, such as upgrading the roads in our natural heritage parks such as the world-renowned Pilanesberg Game Reserve. Moreover, the North West in 2012 concluded its provincial Industrialisation Strategy aimed at stimulating and accelerating economic growth and capacity through ten key projects, which will be explored in full detail during the 2014 North West BRICS Conference.

South Africa, through its Department of Trade and Industry have identified close to a dozen potential Special Economic Zones (SEZs) to be established. In the North West Province, the envisaged SEZ is planned as a hub for the mining sector and its related activities including platinum beneficiation, fuel cells, a mining supplier park and related linkages. Work on the pre-designation phase for the Platinum Valley SEZ is at an advanced stage. In tandem to the above, the Province has also completed its Renewable Energy strategy, aimed at better positioning the North West Province to reap the benefits from this key economic sector as a driver to enable investment and unlock growth.

As a case in point, the province witnessed in 2013 the site launch of the 7 megawatt RustMo1 solar farm, in which Momentous Energy has invested R200 million.

Therefore, the North West Province is keen to host and welcome investors to the second North West BRICS Conference in March 2014. Interactions, presentations and business-to-business meetings will provide business with a platform to discuss and pursue mutual objectives and establish partnerships within BRICS.

We further extend a warm invitation to our conference delegates to explore and experience the myriad of leisure activities and rich cultural heritage the North West Province offers. We look forward to the rewarding experience of exchanging cultural values so as to jointly establish the North West Province as a holistic footprint for BRICS.
The inaugural North West BRICS Expo and International Trade and Tourism Conference held in 2013 saw the realisation of a long-time goal for the North West Province.

At the first North West BRICS Conference, the province presented its ten Industrialisation Projects, all identified as strategic investment opportunities with high comparative advantages in sectors identified for their high growth potential. Since then, the province has been hard at work in concretising these projects.

It therefore gives me great pleasure to announce that during the second annual North West BRICS Conference, we will be presenting the outcomes of pre-feasibility studies conducted on the first five of the industrialisation projects, highlighting their market potential, viability and their projected socio-economic impact.

The five projects are the cattle beneficiation industrial park, small-scale maize milling, an automotive products and components sectors development zone, a plastics and chemicals development zone as well as a business process services sector development zone. The Province is also in the process of preparing pre-feasibility studies on the balance of the projects.

Moreover, as part of our ongoing pursuit of economic growth, the North West is currently finalising a number of provincial incentives, refurbishing our industrial parks and securing capacity building and expansion in the tourism sector. We also acknowledge the importance of SMMEs in growing and advancing the provincial economy. To this end, we have built sustainable relationships with a number of development finance institutions to boost these enterprises, resolutely propelling economic growth and job creation.

I therefore cordially invite you to join us at the 2014 North West BRICS Conference and take part in the conversation that will shape the economic future of the North West Province and its BRICS partners.
The North West Development Corporation is proud to be a custodian and host of the 2014 North West BRICS Expo and International Trade and Tourism Conference by virtue of it resorting under the Provincial Department of Economic Development, Environment, Conservation and Tourism.

We acknowledge and appreciate our partnership with BRICS Expo (Pty) Ltd and its CEO Mr Zane Dawood, who is supplying his initiative, skills and expertise to the benefit of the North West Province. The foresight and willingness of BRICS Expo (Pty) Ltd to propose this event to the North West Province and thereafter seeing it from inception to successful completion will always be highly appreciated. It is indeed proactive companies such as BRICS Expo (Pty) Ltd, who ensure the stimulation of the economy, thereby ensuring job creation and a better life for all.

The hosting of the North West BRICS Conference highlights complementarities with the raison d’être of the North West Development Corporation. With our vision of being the heartbeat of trade, investment, sustainable economic development and job creation, the hosting of this event speaks exactly to our mandate, targets and objectives.

We look forward to welcoming business, entrepreneurs, economists, development finance institutions, academics, government entities and a score of related stakeholders to the North West Province to jointly explore, discover and solidify partnerships towards attaining our objective of sustainable economic growth.
WHY SHOULD YOU ATTEND NORTH WEST BRICS 2014?

The North West BRICS Expo & International Trade and Tourism Conference will allow you to plan your market entry the right way. Attend this conference to learn your product’s potential in the BRICS market, the best prospects for success and how to tap into this growing market.

BRIC member businesses can use this conference to gain valuable exposure to the African Market through exhibitions and engage in potential business to business relations so as to create a platform from which to launch into the African Market.

Attendees will also gain first-hand exposure to the diverse and vibrant culture and heritage that permeates throughout the North West Province as well as cultural heritage performances by the various BRIC member countries.

With everything to gain by attending, give your business or organisation the advantage:

- Gain valuable insights into business practices in these markets
- Benefit from more than ten Industry Expert Presentations and practical case studies
- Network with over 300+ strategic thinking professionals
- Share insights and participate in workshops with industry leaders …. and so much more

Exciting conference themes and speakers at North West BRICS 2014:

- The Industrialisation Programme of the North West Province – its projects & progress reports
- Renewable Energy initiatives
- Speakers from financial institutions
- Discussions on key economic sectors e.g. energy, manufacturing, tourism, mining & mineral beneficiation
- Discussions on small, medium and macro enterprises
- Network with national government department representatives from the Department of Trade and Industry, MECs, mayors, local economic development experts, academics etc.
- Come and view exhibitions from the renewable energy and fuel cell sectors

WHO SHOULD ATTEND NW BRICS 2014

- Top Government Officials
- Ministries
- Premiers
- Heads of Departments
- Mayors
- NGO’s
- Communications Managers
- Manufacturing Sector
- State owned & Development Agencies
- Chief Executive Officers
- Chief Operations Officers
- Chief Directors
- Directors
- General Managers
- Economists
- Mining & Beneficiation Sector
- Infrastructure Development Sector
- Retail and Investment Bankers
- Top Management Decision makers
- Senior Managers
- Researchers
- Economic Planning
- Councillors
- Agriculture and Agroprocessing Sector
- Renewable Energy Sector
- Strategy Managers
- Marketing Managers
- Investment Development & Promotion Managers
- Sector Specialists
- Facilitation Managers
- Tourism & related services Sector
- Private Investors & Businesses

ORGANISATIONS YOU CAN EXPECT TO MEET

Banking, Finance & Investment | Chambers of Commerce | Corporate Consultants | Customs Agencies & Services |
Development Banks | Export Agencies | Free Trade & Special Economic Zones, Regions & Authorities |
Government Trade & Investment Ministries & Authorities | Industrial, Science & Business Parks | Investment Promotion Agencies | Legal Consultants | Major Consultants & Advisory Companies |
Master Planning & Infrastructure Consultants | Media | Multilaterals | Multinationals & SMMEs |
Ports, Airports & Logistics Organisations | Regional Development Agencies | Site Selection Advisory |
State Owned Entities | Trade Compliance | Trade Organisations & Associations
South Africa's North West Province, also known as the 'Platinum Province', is centrally located between Botswana to the north, Africa’s economic powerhouse, Gauteng, to the east, and three other provinces; Limpopo, Free State and Northern Cape. The province boasts rich and abundant mineral resources, a well-developed infrastructure, thriving agricultural and manufacturing sectors and a fast-growing tourism industry.

The North West Province covers an area of 104 882 km², 9.7% of South Africa, with a population of 3 554 558, representing 7% of South Africa’s population (Source: Census 2011). The capital city is Mahikeng, with the principle languages being Setswana, English and Afrikaans. Other major cities in the province are Rustenburg, Brits, Tlokwe, Matlabosana and Vryburg. The province’s climate is arid with an average rainfall of 400mm to 700mm per annum. When considering the economy, the Real GDP in 2012 at 2005 constant prices was R101,222,080, contributing 6.4% to the South African GDP. The GDP per capita is R 28,447 with an economic active population of 1.093 million representing 30.8% of the total population of the province. (Source: Global Insight Regional Explorer 2013).

The North West has a well-developed infrastructure with airports in Mahikeng and Pilanesberg. Its infrastructure network further includes an extensive road, rail and air network, sufficient access to water, electricity and telecommunications as well as a good supply of residential & commercial land. Quality of life is supported by competitive healthcare and higher education facilities and attractive tourist destinations which includes superior convention and exhibition venues.

The North West Province's economy has a relatively high concentration of economic contribution from the primary and tertiary industries. The main sectors and industries driving the provincial economy are mining, agriculture, manufacturing, trade, transport, and the financial services sector. The provincial economy is dominated by mining but poised for growth across the board. The province is the richest in the country in terms of mineral production, contributing 25.2 % of South Africa’s total mining output. Community services, including government, is the second largest sector accounting for 23.9% of employment opportunities in the province.

Straddling across all other sectors, the green economy in the province is becoming increasingly important and has immense potential for the generation and use of renewable energy. Focus areas identified for the green economy in the province are solar water heating, energy efficiency, municipal solid waste to energy, solar photovoltaics (pv technologies), co-generation and waste heat recovery, hydrogen and fuel cell technologies.

With the exception of the mining sector, the economy of the province is predominantly made up of small, medium and micro enterprises (SMMEs). The economy is characterised by primary industries and strategies for growth are aimed at adding value with the objective of moving the economy from a resourced-based to a knowledge-based economy.

Given the sensitivity of the province’s economy to world mineral prices, the North West plans to reduce its dependence on the mining sector, with an increased diversification to mineral beneficiation, agri-business, tourism and non-mining related manufacturing industries.
Industrialisation Initiatives

The North West Province recently identified a number of key industrialisation projects, on which research and consultation have commenced, offering a range of investment and partnership opportunities. Industrialisation projects include establishing a number of Special Economic Zones (SEZs) in key sectors, infrastructure projects, a mining supplier park and agro-processing projects.

Following the outcome of a very comprehensive analysis of the provincial economy, the following high impact, high value industrialisation opportunities were identified as having significant potential to advance industrialisation in the province:

- Infrastructure Projects
- Agro Processing – Livestock Beneficiation
- Agro Processing – Small Scale Maize Milling
- Mining Supplier Park
- Metal Fabrication, Capital and Transport Equipment
- Automotive Products and Components
- Platinum Beneficiation
- Plastics and Chemicals
- Green Economy - Renewable Energy
- Electronics Components
- Business Process Services

Embarking on this new path of industrialisation, the North West Province is demonstrating a renewed commitment to industrialising and growing the provincial economy.

The 2014 North West BRICS Conference sessions will cover the industrialisation projects and their progress in further detail.

Platinum Valley Special Economic Zone

One of South Africa’s ten identified SEZs is to be located in the North West Province within the Bojanala Platinum District Municipality. Known as the Platinum Valley Hub, the SEZ is currently under investigation by the province while the Department of Trade and Industry (dti) advances the SEZ Bill through the Parliamentary approval processes.

The Platinum Valley SEZ concept is made up of two high potential industrialisation programmes, namely, Platinum Group Metal (PGM) beneficiation and the establishment of a Mining Supplier Park (MSP). The outcome of a high level prefeasibility study reveals that both concepts are economically and financially viable with a high degree of industry attractiveness.

With platinum emerging as a significant energy mineral, the Platinum Valley SEZ will seek to leverage South Africa and Africa’s need for clean energy.
The SEZ will also capitalise on the fact that South Africa has the world’s largest PGMs reserves, currently representing about 70% of global output. The Platinum Valley SEZ will further seek to advance the Hydrogen Fuel Cell Technology (HFCT) strategy which aims to supply a quarter of the world’s demand for fuel cell catalysts by 2020.

Targeted sectors within the PGMs beneficiation industry include automotive (autocatalyst), jewellery, industrial applications and fuel cells.

Based on a joint socio-economic development project involving key mines and the provincial government, the MSP constitutes a purpose built industrial and commercial facility that will be allocated to the production of localised mining goods and the provision of mining related business services.

Targeted sectors within the MSP concept are those that fall within the metal fabrication, capital and transport equipment cluster of sectors.

**Mahikeng International Airport (MIA)**

Commonly referred to as the “gateway to Africa”, Mahikeng is located approximately 240 kilometres from Johannesburg and only 45 kilometres from the Botswana border. As the capital city of the North West province Mahikeng not only acts as the meeting point that links South Africa’s N14 highway in Vryburg with the N4 in Zeerust but also links the three spatial development initiatives that straddle the length and breadth of the North West Province.

With a runway of 4,6 kilometres the Mahikeng International Airport (MIA) runway is the sixth longest in the world and fourth longest runway in Africa. It is further alleged the MIA is the only airport where the Airbus 340/600 can land and make a 180-degree turnaround.

The Mahikeng Airport remains a strategic location for an SEZ, especially now that government has improved the land by investing on key infrastructure services. An SEZ linked to the MIA will provide the basis for more equitable geographic spread of economic activity in the province as well as play a leading role in advancing regional economic integration efforts. To this end, the envisaged Mahikeng SEZ and related MIA development will be a welcomed feat by regional and international trade partners as it will improve regional connectivity of the East-West corridor, mitigate high transport costs and border delays and ensure easy international access to SADC and other markets.

In order to fast-track industrialisation in the province, a concerted effort is being placed on developing an SEZ adjacent to the MIA, which will provide the necessary access to an international port and secure customs area in compliance with established guidelines and requirements.
A number of key industrialisation and commercial themes were identified for location at the airport and this should include the development of an Airport City Project to meet international standards for both cargo and passenger services.

The following seven investment themes characterise the MIA:

- Logistics hub
- Manufacturing and export hub
- Multimodal transport facility
- Agro-processing industrial park
- Central business services
- Fuel Farm
- Solar panels manufacturing

**Partnership opportunities in the North West**

From the above snapshot narratives, it should become clear that the North West Province offers ample investment and partnership opportunities.

- There is a large scope for both local and international partnerships to promote investment and trade, be it in the green economy, industrialisation projects, the Platinum Valley SEZ or at the Mafikeng International Airport logistics hub
  - Rich grounds exist for cultural and heritage exchange that will not only promote international relations but also boost the tourism sectors of the participating economies, both in BRICS and further afield.
  - Opportunities abound for knowledge exchange and joint research programmes through partnerships among institutions of higher learning

For pioneers and first movers, the North West Province economy offers ideal investment and business opportunities, many of which are now being established and developed, waiting to be explored.

*We look forward to engaging with current and future partners during North West BRICS 2014.*
LIFESTYLE & TOURISM 
IN THE NORTH WEST PROVINCE

Welcome to the North West Province!

When taking to the road in the North West one is often surprised by the harsh contrast in the landscape, varying between lush forest-scapes, to arid plains, rolling grasslands, and bushveld. But the North West is all about the authentic African bush and heritage experience and it is the hot, dry African climate, which is truly unique.

Home to the fantastic Pilanesberg and Madikwe game reserves, the North West Province offers up the Big 5, fantastic bird-life and wide-open African skies.

The area boasts archaeological discoveries that go back to the beginnings of humankind, as well as the world-famous Sun City hotel complex, creatively dedicated to ancient lost civilizations and modern-day pleasures.

The province extends all the way from Gauteng to the Botswana border. The area is flanked by the Magaliesberg and the Kalahari Desert, and has a population of just over three million people. Summer brings hot, sunny days (temperatures in the region of around 22 to 34 °C); winters are relatively warm during daylight hours, however the evenings can get somewhat chilly (temperatures range from 15 to 22 °C).

Small wonder then, that so many choose to stay in a region of sun-baked, often intemperate climate. The Province of the North West is a must-see destination - one that is diverse and exciting.

Visitors seeking to experience the wilderness and cultural treasures of the North West may do so conveniently because of its proximity to the Johannesburg International Airport and the major centres of Johannesburg and Pretoria.

While visiting the North West, the traditional warmth of the province will be shared with you, as well as pride in the history and culture of the province, and visitors can take home with them lasting memories of a special experience. There’s no reason not to make your next holiday one to the North West.

For all your information requirements, contact the North West Parks & Tourism Board's Call Centre on 0861 111 866.
**2013 EVENT SNAPSHOT**

**SPEAKERS FROM NW BRICS 2013**

- **Honourable Ms E Thabethe**
  - Deputy Minister of Trade and Industry
- **Mr M Basadian**
  - Deputy Director of BRICS at DIRCO
- **Ms Motlalepula Rosho**
  - MEC for DEDECT, North West Province
- **Prof R Rossouw, Dr H Bezuidenhout & Prof LJ Grobler**
  - North West University
- **Dr M Davies & Ms H Edinger**
  - Frontier Advisory
- **Mr G Junfeng**
  - Sino-Africa Trade
- **Mr X Yang**
  - International Ferro Metals
- **Mr T Venkateswaran**
  - India’s National Small Industries Corporation Ltd

- As well as speakers from The Department of Mineral Resources, Department of Communications, SANRAL, IDC, Small Enterprise Development Agency, Productivity SA & the Manufacturing Circle, among other
CONFERENCE REGISTRATION FORM
NORTH WEST BRICS INTERNATIONAL
TRADE AND TOURISM CONFERENCE
27 & 28 MARCH 2014
29 MARCH 2014 - Premier Awards & Gala Dinner

Name: ____________________________________ Name of Company: ________________________________

Designation / Job Title: _______________________________________________________________________

Telephone: ________________________________________ Mobile: ___________________________________

Fax: _______________________________________ Email: _______________________________________

Physical Address: ____________________________________________________________________________

CONFERENCE REGISTRATION INCLUDES:
• 1 x Gala Dinner
• Opening Ceremony Reception Tea, Coffee and Scones
• Closing Ceremony Reception and Cocktails
• Conference Material / Name Tags

Conference Package Deal: R1450.00 per person, payable in advance

☐ Yes, I will attend
Number of Attendees: _________
Name of Attendees: ___________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________

Dietary requirements:
☐ None
☐ Vegetarian / Vegan
☐ Halaal
☐ Koster
☐ Other: _________________________

For accommodation options in Mahikeng, visit tourismnorthwest.co.za or contact the
North West Parks & Tourism Board call centre on +27 (0)861 111 866

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

Please note that all payments need to be received in advance.
Closing Date for Booking Confirmation:
CONFERENCE 15 MARCH 2014 • GALA DINNER: 10 MARCH 2014
Exhibition Booth packages are available to those exhibitors who require pre-constructed booths.  
2 Minimum Size = 3m x 3m (9m²)

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

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INCLUDED IN THE BOOTH PACKAGE

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

- Floor Space
- Shell Scheme
- Company Name of Fascia
- Single Phase Power Supply (22volt)
- 15 amp 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

EXHIBITION ORDER FORM

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
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