

17 - 19 APRIL 2024

## SA DELEGATION TO SINGAPORE: DIVERSITY IN ACTION



On April 17, 2024, our Executive Director, Keridyn Heatlie, extended a warm welcome to the delegation from South Africa and Africa upon their arrival in Singapore. This delegation, organized by members of the SACHamber, Fixing Each Other's Crown, led the charge for the trade mission. Following their arrival, the delegation was graciously hosted at a welcome dinner at the High Commissioners Residence, generously sponsored by members of the Chamber, Goodwins Law Corporation and Plataforma Asia.



The event took place at the residence of Her Excellency Ms. Charlotte Lobe, who delivered an inspiring welcome address to the delegates, urging them to leverage the forthcoming events and networking opportunities. HE Ms. Lobe also expressed gratitude to the South African Chamber of Commerce Singapore for their pivotal role in orchestrating the events and fostering networking opportunities for the visiting delegation. Furthermore, the sponsors and partners of the Chamber, integral to the success of the trade mission, were pleasantly surprised by thoughtful awards given to them by Fixing Each Other's Crown, making the evening truly unforgettable.





# 18 APRIL NETWORKING & PANEL DISCUSSIONS

On April 18, 2024, the Chamber orchestrated the first day of events for the trade mission. Aptly named "Diversity in Action: Women Driving Change," the day featured key note speeches, panel discussions, and networking sessions, recognizing the predominance of female delegates from South Africa and Africa. The proceedings commenced with a welcome address from Her Excellency Ms. Charlotte Lobe, High Commissioner to the Republic of South Africa for Singapore, skillfully introduced by our esteemed Master of Ceremonies, Mr. Grant 'Upbeat' Bosnick, whose role was instrumental in ensuring the event's success.



Our Executive Director, Keridyn Heatlie, alongside the founder of Fixing Each Other's Crown, Tsakani Mpofu, extended heartfelt welcomes to the delegates and attendees, reflecting on the journey thus far and the profound relationship forged not only professionally but also personally, akin to that of sisters and queens.

Keynote speeches followed, beginning with Ms. Carmel Samimi, Vice President of the South African Chamber of Commerce Singapore and General Counsel at Kellanova, emphasizing the significance of women in business and the pivotal role of relationships. She shared insights gleaned from her own trade mission experiences, offering advice on making lasting impressions.





Ms. Rachel Eng, Chairperson for the Singapore Women Entrepreneur Network, emphasized the value of women-led businesses from South Africa and Africa entering the Singaporean market. Remarkably, the support extended beyond female delegates, with male participants, speakers, and sponsors enthusiastically endorsing and championing the mission, underlining their commitment to advancing women in business.

The next keynote speaker, Mr. Llewellyn Vance, Startup Growth Strategist at Huawei Cloud, highlighted Huawei's groundbreaking initiatives and the critical role of AI in business. Following this, Mr. Rex Eng, Regional Director of International and Corporate Relations, represented Bipo, a platinum sponsor of the event. Mr. Eng emphasized Bipo's unwavering support not only as a member of the SA Chamber but also in assisting the delegation with their HR and payroll requirements, while also discussing strategies for global expansion and market readiness.







Our inaugural panel discussion delved into the realm of technology, featuring esteemed panelists including Mr. Yudesh Soobrayan, Head of Innovation at Palo IT; Dr. Suhina Singh, CEO of Jonda Health; and Henry Liew, Head of BIPO's Global Innovation Hub. Moderating the discussion was Llewellyn Vance, Startup Growth Strategist at Huawei Cloud. Each speaker shared invaluable perspectives on the technological landscape driving innovation both in Singapore and South Africa, shedding light on noteworthy trends and emerging technologies crucial for businesses navigating diverse markets.

Following our initial panel discussion, we had the privilege of hosting another distinguished keynote speaker, Ms. Violet Lupuwana, Managing Director of the Chumile Group and a prominent member of the South African and African delegation. Ms. Lupuwana is a trailblazer in the tourism sector, offering invaluable insights into her business endeavors and the broader landscape of South Africa. Additionally, her generous sponsorship of the trade mission further underscores her commitment to its success.







Following the enlightening keynote address by Ms. Violet Lupuwana on tourism in South Africa, our second panel discussion centered on this pivotal industry. Ms. Lupuwana, Director of Chumile Group, was joined onstage by Mr. Kevin Phun, Director at the Center for Responsible Tourism and a esteemed member of the chamber. Facilitating the discussion was Mr. Llewellyn Vance. The session provided profound insights into responsible tourism practices in Singapore and explored the tourism sector's role in fostering economic growth in both Singapore and South Africa. Both panelists offered invaluable advice on strategies for businesses to leverage the burgeoning tourism markets in both nations.

Our third panel discussion centered on the agriculture and commodities sector, featuring distinguished panelists Nichol Ng, Group CEO of X-Inc Pte Ltd and Co-Founder of The Food Bank, alongside Pradepto Kumar Biswas, Founder of Plataforma Asia. The session was expertly moderated by Llewellyn Vance. The speakers illuminated opportunities for delegates to leverage Singapore's strategic location and extensive trading networks to enhance their global market presence, particularly in agri-processing and commodities. Furthermore, they delved into specific subsectors within agriculture and commodities where delegate companies could gain a competitive edge in Singapore, offering insights on how to capitalize on these strengths effectively.



Our fourth panel discussion centered on green business practices, featuring esteemed speakers including Ann Phua, Founder of The Hemisphere Foundation; Brice Degeyter, Founder and General Manager at Bizsu; and Pradepto Kumar Biswas, Founder of Plataforma Asia. The session was skillfully moderated by Llewellyn Vance. Panelists shared insights into how businesses within their respective industries are integrating sustainability measures into their operations in Singapore. Notably, Brice Degeyter discussed innovative initiatives such as implementing environmentally-friendly mechanisms within air conditioners to mitigate environmental impact. The speakers also explored strategies for businesses to leverage sustainability efforts to enhance competitiveness and appeal to conscientious consumers.





Our concluding panel discussion focused on Women in Business, featuring a lineup of distinguished speakers including Jasmine Goh, Co-founder of Asia Innovate Hub; Tsakani Mpofu, Founder of Fixing Each Other's Crown; and Candice Odgers, Senior Supervising Editor at Dereck and Beverly Joubert's production company. The session was adeptly moderated by Llewellyn Vance. Although Caroline Berube, Managing Partner at HJM Law Asia, was unable to attend due to a flight delay in Dubai, we extend our appreciation for her commitment to participate and her support for women in business.

Panelists candidly shared their personal experiences navigating workplace stereotypes and gender biases, highlighting their resilience in overcoming these challenges. They delivered empowering speeches aimed at inspiring the women in the delegation. Additionally, the panelists discussed the importance of leveraging technology and embracing innovation to drive progress.

They emphasized the value of mentorship from both women and men, drawing from their own experiences with male mentors and advocating for inclusivity in mentorship relationships. The event concluded with a keynote presentation by Linda Nguyen Schindler, Director of AI Competence Centre (Asia) and Director of Ecosystem, Client, and Partnerships at Action Community Entrepreneurs. Ms. Schindler elaborated on her organization's initiatives and their impact on the community. Following her presentation, Her Excellency Ms. Charlotte Lobe delivered closing remarks.

All speakers expressed gratitude for the thoughtful gifts of South African wines provided by our esteemed members at Message in a Bottle.

The following morning, delegates were warmly welcomed at Huawei by Llewellyn Vance and Jasmine Goh for an AI lab tour. Llewellyn Vance discussed the opportunities in technology for their businesses and emphasized the potential for incorporating new technologies to facilitate growth and expansion on a global scale.



# 19 APRIL B2B MATCHING



2023

On April 19, 2024, the South African Chamber of Commerce Singapore orchestrated a B2B matchmaking afternoon for the arriving delegates in Singapore. We were fortunate to have the support of our partners at IWFCI Singapore, Ms. Ann Phua, and the RVI Group, who generously sponsored the venue and refreshments for this event. The cozy setting offered delegates the opportunity for intimate matchmaking sessions with potential partners or business propositions. Additionally, we received support from the Singapore Malay Chamber of Commerce, who contributed to the success of the event by sharing it within their network.



Numerous delegates provided positive feedback following the event, expressing satisfaction with the opportunities to connect with potential partners or clients. Others noted the valuable learning experience gained from networking in Singapore and conducting business with individuals from diverse cultural backgrounds. Given Singapore's multicultural environment, interacting with people of varied backgrounds serves as an excellent introduction for businesses seeking broader exposure.





B2B matchmaking plays a pivotal role during trade missions, offering a structured platform for businesses to connect and explore mutually beneficial opportunities. By facilitating strategic partnerships, expanding market access, and maximizing time and resources, B2B matchmaking optimizes the potential for productive interactions. It fosters innovation and collaboration by bringing together businesses with complementary expertise, while also providing valuable insights into market trends and enhancing market intelligence. Moreover, B2B matchmaking cultivates relationships built on trust and rapport, laying the foundation for long-term partnerships and collaborations. This, in turn, drives economic growth by promoting trade, investment, and entrepreneurship, ultimately contributing to sustainable development. In summary, B2B matchmaking is indispensable during trade missions, enabling businesses to capitalize on opportunities, achieve growth objectives, and thrive in the global marketplace.



Once again we would like to thank all our sponsors and partners for their participation during these two events in Singapore!



26 – 30 APRIL 2024

## SINGAPORE DELEGATION TO SA: A TASTE OF SINGAPORE



### **Singapore Asia Food Fair**

On April 26th, a delegation from Singapore's food and beverage industry, spearheaded by the esteemed members of Biz Africa Events, Mr. Ezekiel and Ms. Faustina Lee, arrived in South Africa. The theme of their visit mirrored that of the previous year, focusing on a Singapore-Asia Food Fair aimed at providing delegates with opportunities to explore the South African market, whether it was their first visit or a return to establish further partnerships and engage with potential buyers. This food fair was organized in conjunction with the International Johannesburg Food Festival, hosted at Emperors Palace in Johannesburg, which showcased culinary delights from around the globe.







## NETWORKING DINNER

On April 26th, our Executive Director, Keridyn Heatlie, and Operational Director, Nigel Ritson, participated in a welcome networking dinner held at Emperors Palace in Johannesburg, South Africa, to greet the Singapore delegation that had arrived earlier that morning. During the event, they had the opportunity to engage with His Excellency Mr. Zainal Arif Mantaha, the High Commissioner for the Republic of Singapore in South Africa, and his wife, Ms. Jennifer. Additionally, they met with our partners at the Gauteng Growth and Development Agency, who played a crucial role in collaborating with the chamber for this trade mission. Moreover, they had discussions with influential individuals in the food and beverage industry. The delegates had journeyed to South Africa to explore opportunities in the food and beverage as well as health and wellness sectors.







On April 30th, the South African Chamber of Commerce Singapore organized a special event for the Singaporean delegates at the esteemed venue of our partner, Crystal Partners Global, located in Sandton, Johannesburg. We extend our sincere gratitude for this partnership and anticipate further growth in this mutually beneficial relationship. The elegance and charm of their venue left a lasting impression on the delegation.

The morning commenced with a warm welcome from Ezekiel Ang, our esteemed member from Biz Africa Events, who led this trade mission. Crystal Partners Global then delivered an impressive presentation, captivating the delegates with insights into their company and their remarkable success story. Following this, Nigel Ritson, our Operational Director and COO of Roubler, emphasized the significance of entrepreneurship and the value of fostering strong relationships.







Amanda Ganca from the Gauteng Growth and Development Agency also addressed the audience, highlighting their participation and support for our members. The event witnessed a significant turnout from the department, underscoring the enthusiasm and backing for Singaporean businesses seeking expansion opportunities in South Africa.

Following the keynote speeches, the delegates had the opportunity to showcase their businesses, revealing a diverse array of ventures spanning the food and beverage, renewable energy, and health and wellness sectors.



The presentation session provided insights into the remarkable variety and quality of products, with attendees having the chance to sample offerings ranging from seafood to specialty spices, sauces, and snacks with global appeal.

Particularly noteworthy was witnessing the rapid expansion of certain businesses beyond Singapore's borders.

We were delighted to have our Gold Partners from Plataforma Asia actively participating in the trade mission events, delivering an impressive presentation and showcasing their offerings in renewable energy. Their continued sponsorship of multiple events underscores their valued contribution to the chamber.

---











South Africa presents a myriad of opportunities for Singaporean businesses seeking to expand their footprint in Africa. With its vibrant economy, strategic location, and robust infrastructure, South Africa serves as a gateway to the continent's burgeoning markets. The country boasts a diverse and sophisticated consumer base, offering opportunities across various sectors such as manufacturing, technology, finance, and healthcare. Singaporean businesses can leverage South Africa's well-established trade networks and investment-friendly policies to access not only the local market but also neighboring countries within the Southern African Development Community (SADC). Additionally, South Africa's membership in key regional economic blocs, such as the African Union (AU) and the Southern African Customs Union (SACU), provides further avenues for market penetration and regional integration. Moreover, the country's commitment to renewable energy and sustainable development initiatives presents opportunities for Singaporean companies specializing in green technologies and environmental solutions.







Collaborating with local partners and leveraging the expertise of organizations such as the South African Chamber of Commerce can facilitate market entry and navigate regulatory complexities. Overall, South Africa's dynamic business landscape, coupled with its favorable investment climate and diverse opportunities, positions it as an attractive destination for Singaporean businesses seeking to tap into Africa's growth trajectory.

We would like to thank our partners at Crystal Partners Global for hosting such a successful event as well as our members from Biz Africa Events for organising this incredible trade mission







## A note from our President

I am delighted to share the success of the two trade missions facilitated by the South African Chamber of Commerce Singapore in the second quarter of 2024. These missions underscored our commitment to fostering robust economic ties between Singapore, South Africa, and our African counterparts.

The opportunities that the trade missions brought for delegates, corporates, and valued members of the South African Chamber of Commerce Singapore included a range of networking events and panel discussions. During these events, we emphasized the importance of identifying and fostering new and expanded business ventures.

The first trade mission took place from April 17th to April 19th, welcoming delegates from South Africa and Africa to Singapore. This mission was particularly significant as it focused on women in business, aligning with our chamber's goal to drive inclusivity and diversity.

The delegation, composed predominantly of female entrepreneurs, was warmly received at a welcome dinner hosted by Her Excellency Ms. Charlotte Lobe, High Commissioner to the Republic of South Africa in Singapore, at her residence. The mission provided an invaluable platform for African business women to explore opportunities in Singapore, establish crucial connections, and gain unique insights into the dynamic Singaporean market. We enjoyed supporting this initiative with many of our valued members participating in the event by sharing their knowledge and from their professional experiences with the delegation visiting from South Africa.

Our second trade mission saw delegates from Singapore visiting South Africa, focusing on the food and beverage, renewable energy, as well as health and wellness sectors. The delegation participated in the Johannesburg International Food Fair, a premier event that provided excellent exposure and networking opportunities...



Our Executive Director, Keridyn Heatlie, and Operational Director, Nigel Ritson, attended the welcome networking dinner with honourable guest, His Excellency Mr. Zainal Arif Mantaha, High Commissioner for the Republic of Singapore in South Africa.

The benefits of these trade missions were manifold. They enabled African businesses to showcase their innovations, establish new partnerships, and gain access to a wider network of potential clients and collaborators. For esteemed Singaporean entrepreneurs and business people, these missions opened doors to unique products and services from and to Africa, fostering mutual growth and prosperity.

To further support the Singapore mission in South Africa, the Chamber organized an event that provided a platform for Singaporean delegates to present their businesses to potential buyers and investors, thus facilitating meaningful engagements and business opportunities.

Bringing businesses to and from Singapore and South Africa as well as creating opportunities to identify areas of exploration and expansion is of paramount importance to our mission and vision here at the Chamber. It not only strengthens bilateral trade but also brings innovative solutions and investments into both the South African and Singapore markets. These interactions help bridge gaps, foster understanding, and create a thriving ecosystem for businesses on both sides.

I want to extend a special mention and great thank you to our Sponsors and Partners who were involved in making both the trade missions a success:

Fixing Each Other's Crown, Biz Africa Events, Hauwei, Pixel, Asia Innovate Hub, BIPO, Le Rainbow Catering, Message in a Bottle, Goodwins Law Corporation, Plataforma Asia, The RVI Group, IWFCI South Africa, IWFCI Singapore, Singapore Business Federation, Singapore Malay Chamber of Commerce and Industry, Jicara Media, South African High Commission, Singapore Women's Entrepreneur Network, Crystal Partners Global and Action Community for Entrepreneurs.

We look forward to continuing our efforts in building strong, diverse, and inclusive economic partnerships between South Africa, Africa, and Singapore



President

Mr Adriaan Niemann