Doing Business in southern Africa

Brent Omdahl Senior Commercial Officer U.S. Mission to South Africa



South Africa at a Glance







- Launchpad to SADC (185 million consumers) and sub-Saharan Africa
- One of highest GDP per capita markets in Africa: A tale of 2 economies
- Stable political and macro economic climate
- Good transportation & telecomms Infrastructure
- Highly developed financial, legal, & corporate sectors
- Office: 3 officers and local staff with offices in JHB, CPT, DBN

Drivers of Growth – Trade and Foreign Investment

- -South Africa's trade is equal to 46 percent of GDP
- Few NTBs and moderate tariff rates
- -Free Trade Agreement with EU
- -Growing investment from India, GCC and China
- -Pivot toward BRICS
- -Growing, costly regional trade
- -U.S. Trade and Investment Framework Agreement
- -AGOA due for renewal in 2015
- -2015 Ease of Doing Business rating down to #43

South Africa **Factors of Doing Business**

- -Local Content Requirements & BEE Policies
- -Rigidities in the labor market
- -Skills shortage
- -Transparency Ranked #72 globally by Transparency International
- -Red Tape / Bureaucratic Process Delay in expanding energy grid Financial solubility of SOEs
- -Increasing populist pressures on policy direction

South Africa and the United States: **Partners in Trade**

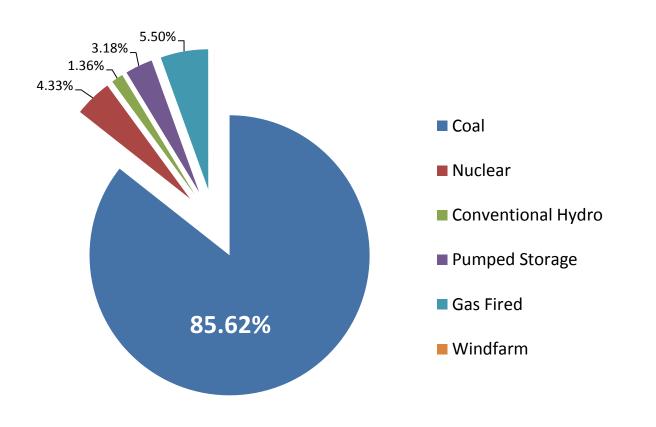
- U.S. is the second largest foreign direct investor in South Africa and largest portfolio investor.
- U.S. is the largest source of new FDI since the 1994 transition to democracy
- U.S. is largest foreign employer
- -600 U.S. Companies have a presence in South Africa: Amcham & U.S. – S.A. Business Council
- -AGOA has been a backbone for S. African exports to U.S., particularly in the automotive sector.

South Africa: Sector Opportunities

- -Power: SAG has ambitious goals to expand its current capacity with a current goal of 40% of generation coming from renewable sources by 2030.
- -In infrastructure, major plans are underway to design an inland multimodal port through expanded freight rail and interstate road connections—an initiative that will double Gauteng's freight capacity by 2019.
- -President Zuma announced plans to develop its **coastal economies** through a major development program to explore new offshore oil and gas reserves, expand its marine transport, and harness its marine resources—a plan that will reportedly unlock \$17 billion in GDP by 2033.
- -In **healthcare**, imports account for around 95% of the market, with the U.S. in the lead with 28% market share. SAG plans to increase funding in real terms by 1% each year through FY 2016 - 2017

South Africa: Energy

South Africa Legacy Generation Mix





South Africa: Energy

- -S. African grid operating on low reserve margins resulting in on-gong load shedding which is expected to continue for foreseeable future.
- -National Development Plan intends to add 40,000MW of new generation by 2030.
- -Drive to develop 21,500MW from renewable sources through Renewable Energy Independent Power Producer Program Currently a number of Renewable IPP's are operational and feeding into the national grid
- -Leading opportunities: CSP and PV Solar New build and retrofit nuclear New coal fired plant IPPs



South Africa: Healthcare Sector

Strengths

- Wealthy African economy
- Best healthcare system in SSA
- Strong, sizeable private sector
- Highly trained
- Centers of excellence
- Well-trained health workers

Weaknesses

- Poor infrastructure in rural areas
- Chronic shortage of personnel
- Poorly organized
- Rural facilities grossly under-used
- HIV/AIDS overburdening system
- Private healthcare out of reach for majority of population
- Purchasing procedures complex and fragmented



South Africa: Healthcare Sector

Opportunities

- Public-Private Partnership growth
- Imports = 95%
- Rising Black middle class
- NHI = further investment in public health system
- SAG health funding set to increase in real terms by 1% per year FY 2016 – 2017
- HIV treatment expansion should reduce pressures on public healthcare system

Threats

- Public health policy vs. Politics
- Cronyism and corruption
- Brain Drain
- Depreciating Rand makes imports less affordable
- Draconian regulations and very slow registration process
- Reintegration of public hospitals under provincial DOH

Agricultural Equipment

- -South Africa has by far the most modern, productive and diverse agricultural economy in Sub Saharan Africa.
- -Maize is most widely grown, followed by wheat, sugar cane and sunflowers. Citrus and deciduous fruits are exported, as are locally produced wines and flowers.
- -Opportunity exists for U.S. companies in supplying major Ag equipment such as Combines, Harvesters, Tractors, and Irrigation equipment as well as Fertilizers and Packaging equipment.
- -The largest Ag equipment show on the African continent takes place in South Africa in May each year, and provides a good opportunity for U.S. companies to exhibit at our USA pavilion to showcase their products.
- -John Deere, Case New Holland and AGCO are well established in this market.
- -Second hand equipment also provides opportunity for neighboring African countries.

Financial and Professional Services

- -Sound regulatory and legal framework with sophisticated domestic and foreign institutions providing a full range of services - commercial, retail and merchant banking, mortgage lending, insurance and investment.
- -The South African business services sector is characterized by standards similar to those found in developed countries.
- S.Africa is a conduit and source for funding for projects throughout the continent. JSE ranks among the top exchanges in the world.
- -The consulting sector is well established, reputable and showing steady growth with many foreign entrants buy-ins.
- -The leading consulting firms in South Africa provide services for the rest of Africa, but are typically geared to the needs of large manufacturers.

Other Opportunities

- Transportation Infrastructure
 - Aviation, Rail, Ports
- Franchising and Consumer Goods
 - F&B and services
- -Environmental
 - -Water, Green Building, pollution control)
- -ICT
- Telecomms and professional services
- -Safety and Security Equipment
- Mining Equipment

Mozambique - Key Factors

- Population (2013): 26 million
 - Capital City: Maputo 2 million
- GDP (2013): \$15.32 billion, per capita(2013): \$605.00
- GDP Growth (2013): 7.5%
 - Av. growth 2011 to 2013: 7.3%
 - Projected growth for 2015: 6.9% (reduced due to floods)
- World Bank Doing Business Ranking (2015/2014): 127/142
- Transparency International Corruption Index (2013/2012): 119/177
- Membership:
 - Southern African Development Community (SADC)
 - Community of Portuguese Language Countries (CPLP)
 - Commonwealth of Nations



Mozambique SWOT Analysis

STRENGTHS

- Fast growing economy
- Government committed to upgrading infrastructure and creating a business friendly environment
- Improving administration and regulatory environment
- Strong FDI

WEAKNESSES

- Corruption and bureaucracy problematic at all levels, slow customs
- Lack of skills and low productivity of labor, local hiring quotas
- Weak infrastructure
- Lack of project financing, high interest rates

OPPORTUNITIES

- Major industrial projects
- Demand for technology and know-how
- Opening of sectors previously under monopoly
- Special development zones

THREATS

- Vulnerability to floods
- Political instability relatively young democracy
- Unreliable energy supply
- Impact of international commodity prices



Mozambique- Political Context

- Multi-party democracy with one party (FRELIMO) in power since independence
- Generally peaceful presidential elections October 15, 2014
- Recently installed government settling into place
- President Nyusi trying to create administration inclusive of all
- Violence in center of country between Apr 2013 and Aug 2014 resolved
- Politics and business are closely inter-related with many parastatals in control of projects and industries



Opportunities in Mozambique: Fishing & Agriculture

Government priority area for investment

- Landmass Texas and Louisiana combined
- Coastline 1,500 miles
- 36 million hectares of arable land, 85% underutilized
- Opportunites:
 - Storage
 - Food processing and packaging
 - Equipment
 - Cold chain logistics and infrastructure
 - Irrigation equipment and technologies
 - Bio-diesel



Opportunities in Mozambique: Energy

Local governments seeking investors for thermal (coal/gas), renewable, and hydro electric energy

- Only 26% of population has access to electricity
- Both urban and rural electricity demand growing rapidly
- 175MW Gas to Power facility inaugurated 2014, more planned
- Opps in medium sized projects: 50MW to 300MW
- Opps in new 600KM transmission line valued at \$600 million
- Strong potential for Independent Power Producers
- Short term power solutions needed in the North
- Interested companies must find their own financing
- Opps in both generation and transmission



Opportunities in Mozambique: Oil & Gas

Largest global gas discovery in the past decade will make Mozambique the world's 3rd largest producer

- Latest licensing exploration bid for 15 blocks due in May
- Government committed to making gas major part of local energy mix
- Opportunities:
 - Anadarko's offshore drill site
 - LNG and/or FLNG plant(s)
 - GTL technologies and distribution
 - Oil and gas related services, equipment, supplies, and infrastructure

Opportunities in Mozambique: Transportation and Infrastructure

Mozambique has massive need for transportation & infrastructure

- Lack of public transportation nationwide
- Port construction
- Design and construction of Moatize Industrial Park Tete
- New dams in Sofala, Tete, Maputo and Manica Provinces
- Rapidly increasing demand for building materials
- **Opportunities**
 - Rail equipment
 - Construction equipment
 - Port handling and logistics
 - Building supplies and materials



Angola - A Young Country



- 400 years as Portuguese colony
- Independence in 1975 followed by civil war ending in 2002
- First post-war Presidential elections in August 2012
- Current President dos Santos in power since 1979
- Relatively safe with strong central government and no secular conflict

U.S.-Angola Strategic Partnership

Education Dialogue

English Language
programs
Professional Exchanges
Youth Engagement/YALI
Encouraging Study in USA
Cultural Exchange
Mediateca partnership
(State, DOD, USAID)

Political - Social Dialogue

UN Security Council
Great Lakes
Kimberley Process
Peace Keeping Operations
Trafficking in Persons
Human Rights
(State, DOD)

Security Dialogue

Maritime Security
English Language
Construction Engineering
Regional Military Exercises
(DOD, AFRICOM)

Economic Dialogue

EX-IM/OPIC financing
TIFA/Trade talks and promotion
AGOA opportunities
Support to U.S. Companies
U.S.-Angola Chamber of
Commerce
Technical Engagement
Improving Business Climate
(FCS, Treasury,
State, USAID)

Consular

Travel Facilitation (Visas)
Support to U.S. Citizens
(State)

Energy Dialogue

Technical Engagement on renewable energy, domestic/regional grid connections, policy/tariff reforms (State, Dept. of Energy, USTDA, USAID)

Health Dialogue

Malaria (PMI)
HIV/AIDS (PEPFAR)
Reproductive Health
Polio Eradication
Water & Sanitation
Public Private Partnerships
(USAID, CDC, and DOD)

Agriculture Dialogue

Cochran & Borlaug
Fellowships Technical
Engagement
Farmer-to-Farmer linkages
Public Private Partnerships
(FAS,USAID)

Angola: Market Orientation

- Geography:
 - Southwestern Africa
 - Almost twice the size of Texas
 - Luanda capital center of political & commercial power
 - South Benguela/Lobito –port/railroad transit hub, agriculture,
 - South Huambo agriculture
 - North Cabinda/Soya offshore oil and gas
- First National Census (2014): 24.4 million inhabitants with largest cities Luanda (6.5 million) and Huambo (1 million)



Economy - 3rd largest in Africa

- GDP US\$131 billion (2014)*
- GDP per capita \$6,127 (2014)*



- GDP growth: 6.8% (2013), 3.9% (2014)*, 6.6% government target for 2015 (other projections as low as 2.2%)
- Inflation 7.3% (2014)*; 9% revised government target for 2015
- Petroleum-based economy (2013)
 - 53% GDP
 - 97% of exports
 - 76% government revenues
- Oil price decline major hit; 77% drop in Sonangol net profit
- Almost \$7 billion in U.S. FDI since 1982 (mostly oil and gas)

^{*}Source: IMF

Impact of Oil Price Decline

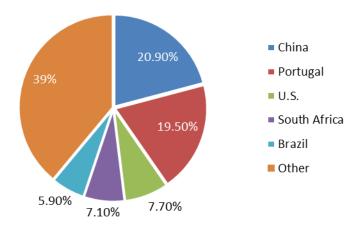
- 2015 Federal Budget reduction to reflect lower oil revenues Cuts to salaries, energy subsidy, social programs (-18.5%) and health (-14.5%)
- Top project funding priorities retained include:
 - Railroad infrastructure
 - Electrical energy production and transmission
 - Rural development
 - Urban water system rehabilitation and expansion
- Tapping international financing World Bank, AfDB, international commercial lenders to keep infrastructure projects on track
- Sonangol tightening budget by approximately 30-50% for 3rd party contracts
- Foreign Exchange crunch
 - Central Bank approval required; priority imports for oil sector operations, food, medicine, inputs for industry and agricultural production
 - L/C most secure, if available

Economic Diversification Push

- Focus on diversifying from petroleum dependence
- National Development Plan (2013-17) Economic Elements
 - Diversify economy
 - Encourage private sector development
 - Build self-sufficiency especially in food production
 - Priority areas for development: energy, water, food/agribusiness, housing, and transportation/logistics
 - Push for Angolization "localization" of employment and production (especially in oil & gas industry)
 - Focus on regional development around priority hubs
- Government providing Angola Invest financing of up to \$5 million per project to support Angolan investment in non-petroleum businesses

Angola Import Market

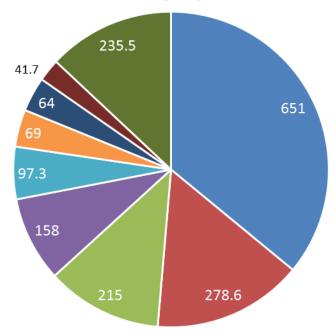
- Total Angolan Imports from World: US\$ 27.68 billion (2013)
- US Exports to Angola US\$1.88 billion (2014)
- Market Share of Angolan Imports (2013):



Leading Imports from world: machinery and electrical equipment, vehicles and spare parts, medicines, food, textiles, military goods

U.S. Exports to Angola (2014) US\$1.88 billion 35% increase over 2013

Schedule B Category and US\$ million



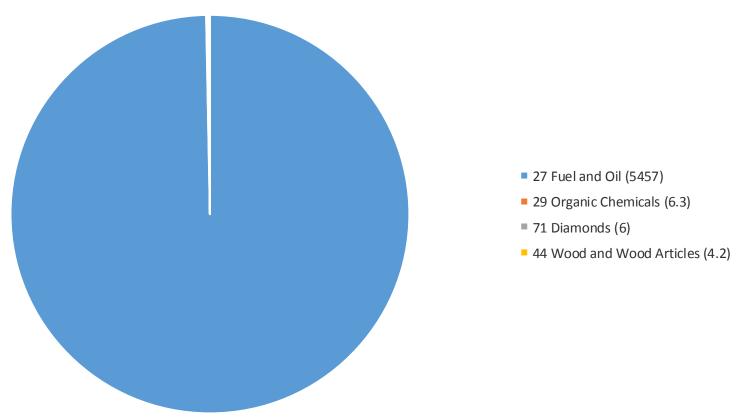
- 84 Machinery and Parts (except gas turbines) (651)
- 88 Aircraft & Parts (215)
- 85 Electrial Machinery & Equip (97.3)

- Other (235.5)

- 02 Meat (Frozen Chicken) (278.6)
- 73 Steel and Iron Articles (158)
- 87 Vehicles (incl passenger) (69)
- 90 Instruments (incl. liquid pressure, hydrographic) (64) 8411 Gas Turbines and parts (41.7)

U.S. Imports from Angola (2014) \$5.48 billion 38.5% decline from 2013

Schedule B Category and US\$ millions



Top U.S. Export Prospects

- Oil and Gas Equipment
- Electrical Energy Generation Equipment
- Agricultural Equipment and Supplies
- Processed Foods and Commodities
- Healthcare
- Aerospace and Defense
- Other Transportation (Seaports and Rail) and Logistics
- Information Communications and Telecom
- Healthcare
- Construction/Building Materials

Challenges

- Transparency International Corruption perception index (2011): 161 of 175 countries assessed
- World Bank Ease of Doing Business Ranking (2015): 181 of 189 countries assessed
- High cost location
- Portuguese language
- Distribution channels still developing
- Foreign exchange delays

Strategies for Success

- Establish strong local business partner
- Angolan buyers seeking direct business contacts with U.S. firms
- Provide technical training, quality service, and aftermarket support
- Leverage your Latin America language/technical expertise



CS Angola Open for Business

CS Angola at full operations as of March 2015

- Senior Commercial Officer + 4 Angolan professionals
- Part of CS Expansion into Sub-Saharan Africa (with Mozambique, Ethiopia, and Tanzania)

Upcoming Events:

- Middle East and Africa Business Outlook Conference May
- Trade Winds Conference and Trade Mission September
- Information at: http://trade.gov/dbia/



Namibia: Key Economic Indicators

- Population: 2.2 million
- GDP \$14.79 billion, GDP growth 5.3%, and GDP per capita \$5,840 (all 2014 est.)
- \$ 341 million exports to the U.S. mostly precious stones (diamonds) and metals (2014)
- \$ 256 million in imports from the U.S. mainly mining and transportation equipment (2014)
- 2014 Ease of Doing Business Rank: 88 out of 189 economies; Transparency International Index: 55
- Financial Viability: Namibia is classified as an upper middle-income economy, with a stable macroeconomic framework
- Key Drivers of the Economy: mining, construction, agriculture, tourism, and logistics
- Namibia is a member of the South African Customs Union (SACU), and Southern African Development Community (SADC) regional trading blocs; the Namibian Dollar is pegged to the South African Rand
- The government plays a regulatory and has several State Owned Enterprises

United States of America Department of Commerce

Namibia: Key Sectors



- Best prospect sectors for U.S. companies :
 - Energy power generation, transmission lines and related equipment
 - Mining equipment
 - Construction and Manufacturing
 - Tourism
 - Transport (logistics)

• Upcoming Government tenders: Port expansion and port equipment procurement; new water treatment facilities (including desalination); road expansion, rail network expansion and refurbishment. Partnering with locally owned companies is key to win tenders.

Namibia is AGOA Eligible, but has not taken advantage of AGOA benefits in 2013 or 2014.

Contact Mr. Buti Hambira (HambiraBT@state.gov) for additional information.

Namibia: Best Prospects



- Energy power generation, transmission lines and related equipment
- Mining equipment
- Construction and Manufacturing
- Tourism
- Transport (logistics)
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Botswana: Economic Drivers

- \$14.8 billion GDP; @ \$7000 per capita.
- 4.2% GDP growth during the 12 months prior to September 2014
- Stable political, fiscal, and macroeconomic environment
- The economy is driven by diamond mining by Debswana, the Botswana Government-De Beers joint venture company
- Significant South African and Chinese market presence

Botswana: Best Business Prospects

- GOB leading efforts to diversify economy beyond diamond mining
- Energy (coal and solar), beef, finance, tourism, and mining beneficiation sectors offer the greatest potential for long term investments.
- GOB spending \$5 billion dollars in 2015, driven by diamond revenues.
- Given central location Botswana is taking steps to improve customs and transportation infrastructure.

Key 2015 DBIA Events

- Offshore Technology Conference, Houston, May 4-7
- NAMPO, Bothaville, South Africa May 12 -15
- Africa Utility Week, Cape Town, May 12-13
- ACCESS Africa, Dubai, May 26-28
- Executive led Transportation, Energy & Ag Trade Mission (Mozambique, S. Africa, Kenya), June 22-23
- Trade Winds Business Summit, Jo'burg, Sept 16-18
- Exec-led Medical Tech TM (Nigeria. CDI), Nov
- PowerGen International, Orlando, December
- Education TM- S. Africa, Ghana, CDI, March 2015

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U.S. Commercial Service in sub-Saharan Africa

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www.export.gov/dbia

www.export.gov/southafrica



US Export Opportunities: Energy

Offshore Oil and Gas

- 14th largest oil production market (#2 in Africa): 1.8 mm barrels/day
- Mostly offshore (deep water 75-80% production)
- Major investors: Chevron, BP, Total, Exxon, Cobalt, Conoco Phillips
- Lead industry for US exports (instruments, tools, machinery, parts)
- Oil price declines = Sonangol cutting expenses by 30-50%
- Soyo LNG plant delayed (2016); Sonangol refinery Lobito planned
- For low and medium skill & capital activities, participation of Angolan company required (defined as purchase/service provision, not local manufacture) (Order #127/03)
- Angolan Buyer Delegation to OTC in May 2015

Electrical Energy Generation and Distribution

- Strong growth potential priority in national plan and federal budget
- Energy sources: 57% fossil fuel and 43% hydro (64% by 2017)
- Electricity access rates estimated at 30% (9% rural)
- Growing interest in small scale renewable (solar and wind)
- Limited independent power production (IPP) for independent use and/or sale to federal utility
- US Gas turbine and parts exports to Angola: \$42 million
- Angolan Buyer delegation to PowerGen in December 2015



US Export Opportunities: Agriculture

Agricultural Equipment and Machinery

Government priority to increase production and decrease dependence on food imports.



- Currently, only about 30% percent of arable land is under cultivation.
- Strong Government financing Angola Invest subsidized loan guarantees and Angola Development bank direct loans for private sector plus direct government purchases of agricultural inputs for subsistence farmers
- Major U.S. export opportunities: agricultural machinery, irrigation equipment, seeds, and fertilizer; parts, maintenance and service essential

Processed Foods and Commodities – Among top U.S. exports (frozen chicken, beans); increasing middle class driving demand for imported processed foods. FAS established Angola office in 2014

Angolan Buyer Delegations to: National Restaurant Week (May 2015) and U.S. Trade and Development Agency AgroIndustry Reverse Trade Mission (August 2015)

US Export Opportunities: Healthcare

- Public health network's infrastructure of national hospitals, municipal hospitals, health centers, and health clinics is generally insufficient to cover the population's needs.
- Angola National Health Strategic Plan (PNDS) targets about \$5.2 billion for the public system per year, on average, for the period 2013 to 2025 focused on: expansion of the health network, disease prevention, and human resource capacity building.
- Growing private providers include four major hospitals/clinics: Girassol (affiliated with Sonangol), Sagrada Esperança (affiliated with the state diamond company Endiama), Multiperfil (affiliated with the Presidency), and the Luanda Medical Center.
- Medical equipment best prospects: consumables, diagnostic and imaging equipment
- Pharma manufacturing capacity limited to one company Angomedica; pharma imports dominate from India (18%), China (12.5%), and Portugal (7%).
- Angolan Buyer Delegation to Arab Health in Dubai (January 2016)

U.S. Export Opportunities: Aerospace & Defense

Airport Infrastructure

- New international airport under construction with projected 2016 opening 13 million passenger capacity (2nd largest in Africa); lead contractor China International Fund Ltd.
- Secondary city airports: Catumbela underway with 3500 foot runway. Construction is being lead by Odebrecht (Brazil) and Somague (Portugal) at a cost of \$250 million. Two other airports in this region at Luena and Luau are also planned
- Strong US export potential for ground equipment and air control technology

Commercial Aircraft

- National airline TAAG flies predominately Boeing fleet
- Oil & Gas major market:
 - Sonair operates private jets and helicopters (primarily Eurocopters) for oil services operations; also runs commercial charter direct flight from Luanda to Houston in partnership with Atlas Air
 - Heli Malongo, air charter operator based in Cabinda, operates primarily Bell Helicopters
- Private jet fleet dominated by Gulfstream, Falcon, and Embraer, with growth from others

Defense

- Largest Sub Saharan African Country Defense Budget: \$6.8 billion (2014)
- No FMS program; US-Angola joint training focused on coastal security in the Gulf of Guinea
- Russia, China and former eastern block countries, followed by Brazil and Portugal are dominant suppliers, but military interest in diversifying to the west and building domestic capacities (ie: piloting)
- Strong opportunities in maritime domain awareness, coastal and border surveillance, maritime search and rescue and quick response force assets

US Export Opportunities: Transportation and Logistics

Lobito Corridor (\$15 billion investment)

Railroad launched in February 2015 linking Lobito port to interior city of Luena, as well as to Zambia and DRC

Lobito Seaport expansion to establish mining and general cargo ports

Cabinda: Caio Port US\$600 million greenfield port project underway; private-public partnership with Swiss equity investment; to become regional shipping hub and support the offshore oil industry

Luanda: Primary port for Angola handling 80% of cargo (11 million tons; 70% containers); APM Terminals operates container terminal; renovations underway to increase productivity; supplemental port planned north of Luanda

Demand for port infrastructure technologies including increasing capacity/productivity, dredging, and cold chain infrastructure

US Export Opportunities: Info Tech

Angola Telecom

- \$50 million project to extend microwave coverage to three provinces;
- \$2.4 billion plan to connect Angola's 18 provinces to a new fiber optic backbone and introducing at least 500,000 new local access connections in the first phase of development.

Angola Cables (majority owned by Angola Telecom)

- Participating in South Atlantic Cable System, submarine cable linkage between Luanda with Brazil; to link with Americas Cable consortium from Brazil to the US;
- Part of West Africa Cable System (WACS) consortium, a submarine communications cable running along the west coast of Africa, then to Europe

Telecom Penetration Snapshot (ITU-2013)

- Mobile cell phone: 61.9 per 100 inhabitants
- Mobile broadband: 12.1 per 100 inhabitants
- Homes with computer: 9.2% Internet access at home: 7.9%

US Export Opportunities: Construction/Building Materials

- Leading construction firms in market: Portuguese, Brazilian and Chinese
- Increasing design and engineering capacity in Angola
- Following boom in commercial/residential construction growth focus on housing and infrastructure
- Government infrastructure priorities rail, electric energy, water
- National housing plan to build over 300,000 homes between 2013-17

