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the **sustainability**
forum

zürich

UN Global Compact Learning Platform for Swiss SMEs

in partnership with the

South African Embassy to Switzerland

invite cordially to an evening seminar on

South Africa's

Black Economic Empowerment Program:

Administrative Burden or Investment in Equal Prosperity?

Date: Friday, 6 June 2008

Public event: 17.00 – 19.00 hours

Private event: 19.00 – 21.00 hours

Venue: University of Applied Sciences in Business and Administration (HWZ), Auditorium,
Lagerstr. 5, 8004 Zürich



**SOUTH AFRICAN EMBASSY
BERNE**

Trade & Investment Section

Topic

South Africa is one of the very important emerging markets. With its fast growing economy and as a hub for the Southern African region, it is the business place for more and more European companies. Over 200 Swiss firms have established operations in South Africa - and their number is still growing.

In order to meet the needs of all economic citizens - people and enterprises - the South African economy has to build on the full potential of all individuals and communities "across the length and breadth of this country" as the Department of Trade and Industry (DTI) says in its strategy document. As a consequence, the South African government has introduced its Black Economic Empowerment (BEE) program which "is simply a growth strategy, targeting the South African economy's weakest point: inequality". It includes measures such as employment equity, skills development, management, socio-economic development and preferential procurement. Moreover, BEE also sets quotas for black ownership of companies across various significant economic sectors in South Africa, e.g. mining, financial services, IT, tourism and agriculture. The BEE performance of enterprises may be rated based on various scorecards. (For more details on BEE see <http://bee.sabinet.co.za>)

Key questions for management interested in South African are: Does BEE result in businesses having to consider the social background instead of making decisions purely based on entrepreneurial criteria and, therefore, keeping them away from the South African market? Or, does BEE effectively implement corporate social responsibility? And, how do Swiss companies evaluate their experience with BEE?

Practitioners present how they do business within the BEE framework and discuss opportunities and how to deal with potential risks.

Part A: public event, 6 June 2008 17.00 – 19.00 hours

Program

- 10' Welcome, introduction
Ambassador Thomas Greminger, FDFA / PD IV
- 30' Black Economic Empowerment (BEE) – context and rationale, goals and results so far
Speakers:
Dr. KLM Konji Sebati, Ambassador of South Africa to Switzerland
Lionel October, Minister Counsellor, BEE Expert Department of Trade and Industry (DTI)
- 20' Retrospect on successful business and BEE
Speaker:
Dr. Christoph Lindenmeyer, Head Eastern Europe, Middle East, India and Africa, Schindler Holding Ltd.
- 20' BEE: What social partners can – and *cannot* - do for your scorecard
Speaker:
Ken Duncan, CEO SSACI (Swiss-South African Co-operation Initiative)
- 40' Moderated panel discussion and conclusions

Part B: private event (dinner), 6 June 2008 19.00 – 21.00 hours

Program

- 10' Welcome, introduction
- 80' During dinner, discussing the most frequent and most serious challenges companies face with BEE
1. A) Presentation I of issue through a company
B) Discussion between company and a challenger from another company or a knowledgeable person
 2. A) Presentation II of issue through a company
B) Discussion between company and a challenger from another company or a knowledgeable person
- 10' Conclusions

Audience:

Part A: Public event

- Management of companies active in South Africa or planning to establish activities in South Africa
- Professionals interested in the results of BEE scheme and South Africa's development in general

Part B: Private event, 20 – 30 persons

- Senior management interested in discussing companies experiences in fulfilling BEE

Partners:

- **Schindler:** For the fourth year in succession the South African Top 300 Companies organization and the Department of Trade and Industry awarded Schindler Lifts South Africa as one of the Top Companies in the Engineering Contractors sector. In terms of Ernst & Young's BEE accreditation system Schindler has achieved a "Satisfactory Contributor to BEE" status. Its short, medium and long term strategy maps out comprehensive BEE targets to maximize BEE linkages in procurement, management, employment equity, skills development and corporate social investment.
- **South African Embassy to Switzerland:** Besides providing consular services, the South African Embassy based in Berne actively promotes South Africa in Switzerland to nurture the existing excellent relations. It also supports trade and investment activities in South Africa. Dr. KLM Sebati presented her credentials as Ambassador Extraordinary and Plenipotentiary of the Republic of South Africa to the Swiss Confederation to Federal President on 09.09.2005.
- **SSACI - Swiss-South African Co-operation Initiative:** In 2001, SDC, together with Swiss enterprises, launched the Swiss-South African Co-operation Initiative (SSACI) as a private investment fund with social goals. SSACI invests in South African organizations offering secondary and tertiary education to young people. The fund invests up to two million CHFs per year, totaling 6 million CHF for 40 projects and over 2'500 young women and men getting vocational education. More than 70% are now employed or self-employed and 10% are attending further training.
- **UN Global Compact Learning Platform for Swiss SMEs:** An initiative launched jointly by the Federal Department of Foreign Affairs (FDFA) / Political Affairs Division (www.eda.admin.ch) and The Sustainability Forum Zurich (www.sustainability-zurich.ch). The main focus of the learning platform is on the exchange of know-how and experience among companies, and on the dialogue between companies and those governmental and civil society organizations that are able to – and want to – make a contribution to the concept and verification of corporate responsibility. The aim is that the various special events will lead to a permanent learning and know-how platform to which a broad variety of players have access to, and so, promotes and supports joint initiatives, in particular the development of suitable management tools.

Registration

UN Global Compact Learning Platform for Swiss SMEs
in partnership with the South African Embassy to Switzerland

South Africa's Black Economic Empowerment Program: Administrative Burden or Investment in Equal Prosperity

Friday, 6 June 2008, Zurich

Name: _____

Company: _____

Function: _____

Address: _____

E-mail: _____

Phone: _____ Fax: _____

- I participate in public event from 17-19 hours (free of cost).
- I participate in the private event from 19-21 hours (participation: CHF 150.– incl. dinner).
For the private event, I pledge myself to keep the contents in confidence.
- Unfortunately, I cannot participate.

Date: _____ Signature: _____

Remarks: _____

Deregistration at least five working days before the event. Otherwise the participation fee will be charged. You may appoint a replacement.

You are the wrong contact person? Please forward the invitation to those interested in this issue within your company.

Please send back this registration form until 30 May 2008:

Mail: Pascal Lüthi, c/o BHP – Brugger und Partner AG, P.O. Box 3977, 8021 Zürich

Email: pascal.luethi@bruggerconsulting.ch

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