

## Press Notice

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### **SA-German Chamber celebrates 65 years of bilateral business connections!**

Stellenbosch, 5 May 2017

At 65, one is usually expected to retire. Things slow down or stop working or fall apart completely. Thankfully that is not the case for the Southern African-German Chamber of Commerce and Industry! The Chamber's dedication to assisting in forming lasting connections between German and southern African companies has mobilised many small and medium-sized businesses on the international scale, empowered entrepreneurs and helped to bridge the gap between government and the private sector.

The SA-German Chamber opened its doors in 1952. Its mission was and still remains the facilitation of bilateral relations between companies in Germany and Southern Africa. The Chamber's services include assisting in market entry, business partner searches, assisting exhibitors and visitors at German trade fairs, and hosting delegations to and from Germany and southern African countries.

The Chamber has played host to a number of high-profile delegations, the most recent being two German delegations - one from the German Free State of Saxony and the other from the state of Bavaria, led by Deputy Minister Martin Dulig and Deputy Minister Ilse Aigner respectively - that visited Johannesburg and Cape Town. A particular highlight for the participants of these delegations was the B2B meetings with South African companies facilitated by the Chamber.

Over the years, the SA-German Chamber has opened two branch offices in South Africa, first in Cape Town and then in Durban, before extending its reach into Maputo, Mozambique and most recently, Lusaka, Zambia. In an effort to offer more specialised assistance in specific sectors, the Competence Centres of Mineral Resources, Sustainable Energy, and CSR and Training were established.

The Chamber now celebrates 65 years of facilitating these bilateral relations. At the celebration on the Peter Falke wine farm in Stellenbosch, guests enjoyed speeches by guests of honour Western Cape Premier Helen Zille and Minister Brigitte Zypries, the Federal Minister for Economic Affairs and Energy of the Federal Republic of Germany. Other notable guests included German business leaders, Dr Eric Schweitzer, the president of the Association of German Chambers of Commerce and Industry (DIHK), and Prof Dr Heinz-Walter Große, the chairman of the Subsahara Afrika Initiative of German Business (SAFRi).

Southern African-German Chamber of Commerce and Industry NPC - Reg. No.: 1963/002981/08

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Mr T Abbott, Mr M Boddenberg\* (\*German) (\*\*Austrian)

Supported by: Federal Ministry for Economic Affairs and Energy on the basis of a decision by the German Bundestag

The Chamber is pleased to celebrate its past 65 years of connecting German and South African businesses and looks forward to taking these relationships from strength to strength in the future.

### **Southern African-German Chamber of Commerce and Industry**

The SA-German Chamber of Commerce and Industry is the key to forging lasting business connections between organisations from Germany and the SADC region. The Chamber's services focus on fostering business links between German and Southern African companies through comprehensive and target group oriented research and bringing businesses and organisations in contact with competent business partners in fields such as sales and trading partners, customers or manufacturers. Contact the Chamber to get connected with German and southern African businesses at [info@germanchamber.co.za](mailto:info@germanchamber.co.za); +27 11 486 2775.

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