

South Africa: Competitiveness Takes Centre Stage

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PRESS RELEASE

Johannesburg — South Africa's global competitiveness took centre stage at Gallagher Estate in Midrand, Gauteng today as over 200 stakeholders from across the spectrum of society converged to discuss this concept.

Speaking at the opening session of the Brand South Africa-led inaugural Competitiveness Forum, Deputy President Kgalema Mottlanthe said, "If we are to be competitive we must have in place sound economic policies; cultivate a favourable legal and business environment; roll-out socio-economic infrastructure; constantly improve our trade and industrial policies and lower the cost of doing business. As such, the sheer amount of work that still needs to be done requires that we — as government, business, labour and other social partners — continue to work together to address the challenges we face." The Deputy President welcomed the inaugural forum "as an opportunity for social dialogue and crafting social compacts that will enable higher growth trajectory."

Brand South Africa CEO Miller Matola said, "The inaugural Competitiveness Forum has been a success and we thank everyone who came out today and contributed to the robust discussions. This Forum is the result of nearly two years of planning, and as the official marketing agency for the country, we see this not as an end point, but rather the beginning. The hard work really begins now, as we action the ideas and forge the way forward, to implement some of the remarkable input we have heard today. This type of vigorous debate takes us to the next level, as we work to implement the objectives outlined in the National Development Plan and Vision 2030."

Happy Ntshingila, Brand South Africa Deputy Chairperson in concluding the day's proceedings said, "We can count the following amongst some of the key outcomes of today:

1. To establish a task team to address the execution deficit
2. To set up a one-stop shop to drive, consolidate and position South Africa as an attractive destination for investment and business
3. To consolidate country messaging to enable better coherence and a unified voice to position South Africa
4. To intensify and fast-track rollout of energy infrastructure so that delivery can meet demand for future growth as outlined in the NDP

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