



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Embassy of Switzerland  
Swiss Business Hub South Africa



# Swiss Business Hub South Africa Review

November/December 2008



## Interview with the new Ambassador of Switzerland to South Africa

**Q** First of all welcome to South Africa. In your previous postings here in Africa, did you have the opportunity to get to know South Africa?

**A** Yes, I had several opportunities to get to know South Africa from when I was posted in Maputo, covering in my role as Swiss Ambassador both Mozambique and Angola. I travelled several times to Kruger Park, Durban, Cape Town, Johannesburg and Pretoria. But, even before that I had the chance to get to know SA when I was based in Switzerland.

**Q** How do you believe your previous experience on the continent will be useful in your new posting?

**A** There are of course many answers to this question. First of all, I learned to know and appreciate African people for their hospitality, for their openness and their joie de vivre. Secondly, I had an insight into numerous development issues which are common to many African countries and thirdly I became acquainted with specific African institutions such as the African Union, NEPAD, SADC, SACU and others.

**Q** What are your particular interests which you would like to promote in SA?

### Ambassador Rudolf Baerfuss

Mr Rudolf Baerfuss was born in Arbon TG on 5th March 1947 and holds citizenships of Eggwil BE and Hombrechtikon ZH. He studied at the universities of Saint-Gall and Zurich and attained a Master's degree in Economics. He later did postgraduate studies in development at the Federal Institute of Technology in Zurich.

After two years experience in the private sector (banking and tourism), Mr. Baerfuss entered the Federal Department of Foreign Affairs in 1977. He held brief assignments in Bern and Lisbon and returned to Bern in 1979 where he was attached to the Division of Commerce at the Federal Department of Economy. He was transferred as Deputy Head of Mission to the Embassy of Switzerland in Brasilia in 1982. Mr Baerfuss was promoted to Counsellor in 1987 and posted to the Swiss Mission to the European Communities in Brussels.

In 1986, Mr Baerfuss was appointed Head of Section at the Bureau of Integration DFA/DFE and participated in the negotiations on the European Economic Area (EEA). The Federal Council appointed him as Deputy Director (with the title of Minister) for International Affairs at the Federal Office for Environment, Forestry and Landscape in 1993. He moved on to be Ambassador and Head of Political Division V (Federal Department of Foreign Affairs) in 1996.

In 2001, Mr Baerfuss was appointed Ambassador of Switzerland to Mozambique and Angola, with residence in Maputo. He then subsequently served as Ambassador in Brazil from 2004 to 2008 before taking up the post in October 2008 of Ambassador of Switzerland to South Africa as well as Botswana, Lesotho, Mauritius and Swaziland.

Mr Baerfuss is married and has two adult sons.

**A** I am extremely interested in all aspects of sustainable development. And I would also like to work with young people and try to make a contribution to skills development.

**Q** South Africa is going through a period of flux both politically and economically – have you any thoughts as to how the situation will progress?

**A** I have hopes that I believe I share with many people. One being the hope that SA will have free and fair elections in the coming months. Secondly, that the new government will continue to strive for macro-economic stability. My third hope is that we can maintain and deepen the excellent bilateral relations between SA and Switzerland

### South Africa places large volume order for Trüb AG's high security passport solution

In October 2008 Trüb won the tender for the high security polycarbonate datapage

for the new South African passport, which is to be launched in 2009. With Trüb's product the Republic of South Africa is setting a milestone on the African continent.

Currently South Africa issues traditional passports to its citizens. In wake of the incidents on September 11th 2001, ICAO (International Civil Aviation Organization) decided to reinforce the international cooperation to protect the security and integrity of passports. A decision was taken by all the Member States that issuance of machine-readable passports must become mandatory by 2010.

To meet this requirement, the SA Government Printing Works issued a tender for new passports. The new passports shall be machine-readable and unable to be copied and counterfeited. Trüb won the tender after a stringent prequalification phase. A key feature that led to Trüb securing this tender is the fact that the datapage is 100% polycarbonate and can be personalized via laser engraving. With this South Africans are receiving a state-of-the-art high quality solution guaranteed for the lifecycle of the passport. The value of the first order is in the multi-million Swiss francs range.

The introduction of the new passport is scheduled for spring 2009.

### About Trueb AG Switzerland

Trueb AG Switzerland is a national and international leader in the production and personalization of national identity documents such as ID cards, driving licenses, passports and data pages, as well as bank, customer loyalty and access cards. The company was founded in 1859. In recent years Trueb has developed into a world-wide leader in the quality identity card market. Switzerland, UK, Czech Republic, Croatia, Poland, Estonia and Hong Kong are among the company's loyal clientele which extends to more than 20 countries on four continents. The Trueb Group includes a number of companies both inside and outside Europe. It employs around 500 people of which 300 are in Switzerland and recorded sales of 120 M Swiss Francs in 2007.

[www.trueb.ch](http://www.trueb.ch)

## Economic Assessment of South Africa, 2008

### Summary

The democratically elected government that came to power in 1994 inherited an economy wracked by long years of internal conflict and external sanctions.

Against that backdrop, economic performance since 1994 has been impressive. In particular, the successive governments during that period have shown considerable prudence, refraining from resorting to economic populism in an effort to boost short-term growth. As a result, public finances were stabilised, inflation was brought down, foreign capital was attracted in growing amounts, and economic growth, after lagging for a time, improved. The awarding of the 2010 FIFA World Cup to South Africa is just one sign that South Africa is now seen as a stable, modern state, in many ways a model for the rest of the African continent.

However, there have also been notable weaknesses in the economic record to date, especially as regards unemployment, inequality, and poverty. Social problems such as HIV/AIDS and crime have been prominent as well, and these twin scourges also have a strong negative economic impact. Indeed, there are strong bi-directional links between economic and social problems, as is shown by the recent attacks on immigrants, who are blamed for aggravating unemployment and downward pressure on wages.

One challenge for the future will be to maintain the macroeconomic prudence which has fostered fiscal and external sustainability while dealing with these formidable problems. This will also make it easier to tackle more boldly some of the

legacies of apartheid which are still holding back progress for many black South Africans. This is especially true as regards education, competition policy, and the functioning of labour markets. The in-depth chapters of this Assessment therefore focus on how to strengthen competition and improve labour market outcomes. Education is also discussed, though in somewhat less depth, in part because a separate OECD study of South Africa's education system is forthcoming.

- What has driven the improvement in economic growth?
- How can rapid broadly-based growth be achieved?
- Does AsgiSA represent the right approach?
- How could competition-friendly reform contribute to higher living standards?
- How can stronger employment growth be achieved?

The OECD Policy Briefs are available on the OECD's Internet site:

[www.oecd.org/publications/Policybriefs](http://www.oecd.org/publications/Policybriefs)

## South African Members of the Pool of Experts

The experts provide broad services and industry know-how and are recommended by Osec Business Network Switzerland and the Swiss Business Hub South Africa. The Pool of Experts member profiles are available online at

[www.poolofexperts.ch](http://www.poolofexperts.ch).

Currently 45 consultants with Southern Africa experience are registered with the Pool of Experts of which 10 are residing in South Africa.

The Swiss Business Hub South Africa encourages experts from South Africa to join the network. For a minimal yearly registration fee as well as a proven track record, companies and/or individuals can list their services. The Pool of Experts homepage is visited by over 20'000 people a month not only from Switzerland but from all over the world. Therefore it is an effective marketing tool with excellent potential to attract additional customers. The Pool of Experts members are the preferential service providers for Swiss Business Hubs operating in key markets as well as an integral part of the Osec Business Network Switzerland.

The Swiss Business Hub South Africa will continue to introduce new members of the Pool of Experts with a focus on South Africa. In this issue we are pleased to present:

Mr Geoff Schreiner  
Performance Solutions Africa  
94 Florida Road  
Morningside/Durban  
PO Box 5077  
Musgrave/Durban, 4062  
South Africa  
Tel. +27 31 303 9808  
Fax +27 31 303 9783  
Mobile phone +27 82 880 2024



[geoff@psafrica.co.za](mailto:geoff@psafrica.co.za)

[www.psafrica.co.za](http://www.psafrica.co.za)

### Expertise:

Geographical Region: South Africa, Lesotho

### Industrial Expertise:

Education, Engineering / Technical Services & Consulting, Manufacturing Industry - Other, Other Services, Professional Associations / Non Governmental Orgs., Public Administration / Social Security

### Functional Competence:

Business Development / Management, Business Support & Office Services, Cultural Transition and Integration, Human Resources / Employment, Industrial Solutions / Distribution, Market Research / Economic Data, Research & Development, Training / Coaching

### Summary of Expertise:

Background in Industrial Relations and HR development. Currently consult and coach in business performance improvement initiatives

Mr Schreiner currently consults businesses, public sector institutions and large NGOs in SA in market development and process optimisation.

### Speciality:

Performance improvement  
Process mapping  
Market development  
HR and training  
Coaching

## End-of-Year Function 13 November 2008

What a pleasure it was to recently attend the first end-of-year function of the newly established SCSA-SAC. On 13 November 2008, approximately 70 guests took part at the event at the Grace Hotel in Rosebank, Johannesburg where the Ambassador-designate, Mr Rudolf Baerfuss, and Mrs Baerfuss had their first introduction to members of the Swiss business community in SA. Prior to the introductory speech of Ambassador Baerfuss - which reflected his colour background as well as an extensive diplomatic career of about 30 years, including his last posting in Brazil - Dr Jürg

Schalch, first President of SwissCham SA, introduced the guests of honour to the Swiss and SA guests present. Nestlé SA's gesture to sponsor chocolate for every guest was indeed appreciated, as well as the contribution of the excellent background music from the "one-man band" of gifted musician, Dieter Uken.



Congratulations SwissCham Southern Africa - South Africa Chapter on hosting a memorable evening!

### SwissCham Southern Africa South Africa Chapter

For membership information contact:

Ms Suzanne Howitt  
PO Box 1553  
Gallo Manor  
2052  
Tel. +27 11 603 2498  
Fax +27 11 603 2499

[info@swisscham.co.za](mailto:info@swisscham.co.za)

## Malik in South Africa

**The Swiss Malik Management Zentrum St. Gallen will contribute to South Africa's Management Education**

Skills shortage – business people in South Africa know this issue very well. The lack of qualified people is seen as one of the main constraint factors for South Africa's development. Beside technical and expert qualifications management skills are also crucial for success.

***"Management is the central profession and success factor in an emerging market's competitive environment"***, says Hans Stoisser, official partner of the prestigious Swiss management educator Malik Management Zentrum St. Gallen. ***"Management is a profession, and as such it is characterized by four elements; tasks, tools, princi-***

## Trade Fairs in Switzerland and South Africa

January - March 2009

16.01.2009	Zurich - Switzerland
19.01.2009	<a href="#">ONARIS - Trade Fair for Innovations and Trends</a>
19.01.2009	Geneva - Switzerland
23.01.2009	<a href="#">HAUTE HORLOGERIE - International Fine Watchmaking Exhibition</a>
29.01.2009	Zurich - Switzerland
01.02.2009	<a href="#">FESPO Zürich - Exhibition for Holidays, Sports and Leisure</a>
04.02.2009	Zurich - Switzerland
06.02.2009	<a href="#">FONDS - Switzerland's Financial Exhibition</a>
13.02.2009	Midrand - South Africa
15.02.2009	<a href="#">BHS - BEELD HOLIDAY SHOW</a>
13.02.2009	Basel - Switzerland
15.02.2009	<a href="#">muba - As colourful as life</a>
15.02.2009	Cape Town - South Africa
16.02.2009	<a href="#">Professional Beauty Cape Town - Exhibition for Beauty Products, Services and Equipment</a>
25.02.2009	Sandton - South Africa
27.02.2009	<a href="#">Meetings Africa - Incentives, Conference, Business Travel and Meeting Industry Expo</a>
05.03.2009	Johannesburg - South Africa
08.03.2009	<a href="#">HobbyX - Exhibition of Materials, Equipment and Supplies for the Hobby and Craft Industries</a>
05.03.2009	Geneva - Switzerland
15.03.2009	<a href="#">SALON INTERNATIONAL DE L'AUTO - Geneva International Motor Show</a>
07.03.2009	Zurich - Switzerland
08.03.2009	<a href="#">BFS - BEAUTY FORUM SWISS - International Cosmetics Trade Fair</a>
15.03.2009	Sandton - South Africa
18.03.2009	<a href="#">Hostex Gauteng - International Hospitality and Catering Exhibition</a>
18.03.2009	Johannesburg - South Africa
21.03.2009	<a href="#">Automechanika South Africa - South Africa's International Trade Fair for Automotive Parts, Equipment and Service Suppliers</a>
19.03.2009	Durban - South Africa
22.03.2009	<a href="#">Decorex Durban - Interior Design and Decor Expo</a>
19.03.2009	Zurich - Switzerland
26.03.2009	<a href="#">expovina-primavera - Wine Exhibition of Zurich</a>
26.03.2009	Lausanne - Switzerland
29.03.2009	<a href="#">MEDNAT Expo - International Fair of Natural Medicines, Health and Prevention</a>
26.03.2009	Basel - Switzerland
02.04.2009	<a href="#">BASELWORLD - The Watch and Jewellery Show</a>
27.03.2009	Johannesburg - South Africa
29.03.2009	<a href="#">Gardenex &amp; Green Living Fair - Horticulture, Floriculture, Eco-Gardening and Outdoor Leisure</a>

**ples and responsibility; the first three elements can be taught and learnt. Responsibility can be appealed sometimes even enforced, but at the end it remains a personal decision, to be made by everyone at some point in life",** says Prof. Malik.

The Malik Management Zentrum St. Gallen ([www.malik-mzsg.ch](http://www.malik-mzsg.ch)) is inventor and world leader in holistic general management systems and specialist in general management consulting and education with over 30 years of experience in the practical application of effective management. Providing this knowledge to South African companies and institutions will give them a competitive advantage especially in today's times of financial and economic world crises. In providing these management education programmes on the South African market Malik also wants to contribute to the development of Southern Africa.

A first seminar will be held together with the WITS Business School in Johannesburg. Managing Performing Living: Malik Managerial Effectiveness® is a six-day programme and will be given in 2 modules, from April 2 to 4 and May 7 to 9, 2009. The program is based on Prof. Malik's teachings and his long-time bestseller, Managing Performing Living.

Further courses will be organized in Cape Town, Management as a Profession from May 13 to 15 and Tasks and Tools for Effective Management from June 10 to 12, 2009.

For more information please contact Hans Stoisser, [hans.stoisser@ecotec.at](mailto:hans.stoisser@ecotec.at).

## How high is the cost of living abroad?

**The OECD (Organisation for Economic Cooperation and Development) has published new price indices**

They show that seven OECD countries have become less financially attractive for persons coming from Switzerland. This development is a result of some steep local price increases.

In one year the currencies of Great Britain, Norway, Sweden, Hungary and Turkey, as well as those of Canada, Mexico, New Zealand/Australia and South Korea, have lost 10-20% of their value against the Swiss franc, finally also as a result of the worldwide financial crisis. This evolution has made life in these countries considerably cheaper for persons with an income from Switzerland, most of all in New Zealand, Korea, Australia and Great Britain. In Turkey, Sweden and Canada, in contrast, life has hardly become cheaper, in Mexico and Hungary even more expensive.

In an annual comparison, the Slovakian and Czech crowns were able to maintain their position to some extent as well as - with certain exceptions - the Danish crown and the euro. Life there has become rather more expensive for Swiss nationals, above all in Slovakia and Poland.

Only Japan and the USA are on the side of the currency winners; in these countries

people from Switzerland also have to dig deeper into their pockets again.

You will find further information (in German, French and Italian) under the heading *Lebenshaltungskosten*:

[www.swissemigration.ch/](http://www.swissemigration.ch/).

## Soweto TV

**IAJ and SF provide training for video journalists**

The Institute for the Advancement of Journalism (IAJ) broadcasting department organised a workshop together with Soweto TV from 3rd November to 14 November 2008. Aim of this initiative was to transfer skills in video journalism to community based TV. Organised by Cristina Karrer, Swiss Journalist and film maker, in charge of IAJ's radio and broadcasting department was able to win the support of Swiss Television (SF) which provided an excellent trainer.

### About IAF

IAF is a non-profit organisation aiming at the advancement of journalism in Africa. For more information see [www.iaf.org.za](http://www.iaf.org.za).

### About Soweto TV

Is the first community based TV station in South Africa and reaches a potential audience of over 1 million viewers. [www.sowetotv.org.za](http://www.sowetotv.org.za).

Daniel Pünter travelled to South Africa and worked with six young TV journalists during two weeks. According to Daniel Pünter, the students had little experience in producing TV programmes. However all participants in this course were very eager to learn and worked diligently on their assignments. Teaching was hands-on and students were instructed in different aspects of modern video journalism. Topics covered ranged from editing, filming, interview techniques and presenting, only to mention a few. The learning curve for the participants was very steep and doubts the instructors had at the beginning were



Ambassador Baerfuss and one of the students during the award ceremony

quickly dispersed by the enthusiasm all students demonstrated.

The new Ambassador of Switzerland to South Africa, Rudolf Baerfuss, visited the students at the Soweto TV station at the end of the course. He was shown works produced by the students during the course. Ambassador Baerfuss in his speech stressed the important role inde-

pendent and objective journalism plays in a democratic society. All students were awarded with a certificate testifying completion of the two weeks training session they participated in. The certificates were handed over to the learners by Ambassador Baerfuss.

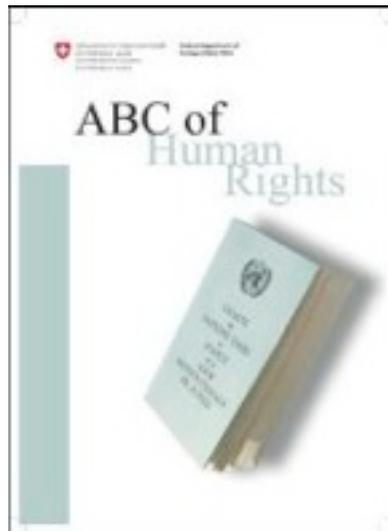
IAJ and SF will explore potential cooperation in the future.

## Film Prize for 'Hidden Heart'

We reported in January on a then new documentary film, 'Hidden Heart', from the South African-based journalists, Cristina Karrer and Werner Schweizer. We are very pleased to announce that the film received an award of excellence (and a prize of CHF 15,000) at the Zürcher Film Prize 2008.

The film looks back on the events of December 1967 and the first human heart transplant performed by Dr Christiaan Barnard. Using actual witnesses of the time and lots of archive material the film follows the events that led up to this historic moment looking particularly at the role of Hamilton Naki, his black laboratory assistant, in these early attempts to transplant animal and human hearts.

The film will be shown for the first time in South Africa at **"Cinema Nouveau" in Johannesburg on the 2nd January 2009.**



## ABC of Human Rights

Sixty years ago, on 10 December 1948, the United Nations General Assembly adopted the Universal Declaration of Human Rights. This new brochure, ABC of Human Rights, outlines the most important principles of international law on the protection of human rights, identifies questions that remain open, and provides information on Switzerland's commitment to the protection and promotion of human rights. The glossary defines and explains a selection of key terms. The brochure is available free of charge in English, German, French and Italian and can be ordered at [publikationen@eda.admin.ch](mailto:publikationen@eda.admin.ch).

The ABC of Human Rights is also available online at [www.eda.admin.ch/eda/en/home/doc/publi.html](http://www.eda.admin.ch/eda/en/home/doc/publi.html) or can be downloaded in PDF-Format at

[www.eda.admin.ch/etc/medialib/downloads/edazen/doc/publi/publi2.Pa.r.0010.File.tmp/Menschenrechte\\_E.pdf](http://www.eda.admin.ch/etc/medialib/downloads/edazen/doc/publi/publi2.Pa.r.0010.File.tmp/Menschenrechte_E.pdf)

## 2nd Swiss – Sub-Saharan African Trade & Investment

**Exchange: Bringing Together Swiss & African Business, 21 & 22 APRIL 2009, Park Hyatt Zurich, Beethovenstrasse 21, Zurich**

The 2nd Swiss – Sub-Saharan African Trade & Investment Exchange, again hosted by UBS and organised by Rainbow unlimited Ltd and Omega Investment research in close cooperation and coordination with OSEC Business Network Switzerland and the South African Embassy in Switzerland, will be held from the 21st to the 22nd April 2009, thereby building on the successful event that took place in April last year.

It is Rainbow's vision to establish this as the number one annual platform where Swiss companies can make the most of the exchange to explore and engage with enterprising African businesses offering trade and investment opportunities in a range of sectors.

There will be a full day programme on the 21st April with keynote speeches and presentations at the Park Hyatt Hotel. The following day is reserved for one-to-one appointments at the UBS offices at Paradeplatz.

### Focus 2009:

Business and Investment sectors that will be presented at the event will focus on the following:

- Pharmaceuticals (including generics)
- Tourism and property investment
- Energy (conventional and alternative) infrastructure
- Specific country presentations

### Business trips to Zimbabwe, Mozambique and Tanzania in March 2009

Rainbow unlimited gmbh will take representatives from companies interested in partnerships and individual investors to these countries and bring them in contact with business people, support institutions and branch organisations from the most promising sectors: Agriculture, Manufacturing, Tourism, Mining, Energy and Services.

- An overview on business opportunities in each country during an intensive 4-5 days stay
- Information about the economic situation / investment incentives / local characteristics
- Contacts to private and governmental key promotion institutions, individual meetings with companies and entrepreneurs interested in engaging with international business community
- Individual company / plant visits

**rainbow**unlimited gmbh  
doing business with southern africa

### About the Company

Rainbow unlimited gmbh was founded in Switzerland in May 2008, and is managed by Thomas Seghezzi and Michael Rheinegger, former head and former employee of the Trade & Investment section of the South African Embassy in Switzerland.

The company brings together business from the Southern African region and European countries. Based on several years of business promotion experience in the Southern African region, Rainbow unlimited takes business delegations to growing markets of Southern Africa and promotes business opportunities in these markets at events in Europe. As a third strategic business area they offer business development services (execute mandates/projects on behalf of companies) for Swiss and European based companies interested in the Southern African region and for companies in the Southern African region interested in expanding business ties with Switzerland and Europe.

At this stage Rainbow unlimited gmbh focuses on the following Southern African destinations/markets: Mozambique, Tanzania, Democratic Republic of Congo, Zimbabwe, Angola and South Africa. Additional promising markets will be added at a given time.

Contact details:  
rainbow unlimited gmbh  
Pestalozzistrasse 11  
3007 Bern/Switzerland  
[www.rainbow-unlimited.com](http://www.rainbow-unlimited.com)  
[info@rainbow-unlimited.com](mailto:info@rainbow-unlimited.com)

In order to guarantee the quality of the trips, Rainbow unlimited gmbh has conducted a preparation mission to 3 countries in November 2008.

The business trips are organised in close cooperation and coordination with OSEC Business Network Switzerland and Omega Investment Research.

### Zimbabwe:

Harare and Victoria Falls  
Mining – Manufacturing-Tourism – Agriculture – Services  
8th to 13th March 2009

### Mozambique:

Maputo  
Agriculture – Manufacturing – Tourism – Mining - Energy  
15th to 19th March 2009 (+ Option for holiday extension)

### Tanzania:

Dar es Salaam  
Agro-processing – Tourism – Manufacturing – Public Transport - Energy- Infrastructure - Mining  
22nd to 26th March 2009 (+ Option for holiday extension)

## ABB delivers longest underwater power link

**Project supports creation of common European power market**

ABB, the leading power and automation technology group, helped TenneT and Statnett, the Dutch and Norwegian transmission system operators, officially open a 580-kilometer power link between the two countries.

The project brings the goal of a common power network and a reliable, efficient electricity supply for Europe a step closer to reality. TenneT and Statnett jointly own the transmission link for which ABB supplied the key technologies.

NorNed is the longest submarine cable link in the world and the most powerful, with a transmission capacity of 700 megawatts. It was inaugurated in the presence of executives from the two utilities that own the link and ABB, as well as the Norwegian Minister of Petroleum and Energy, Terje Riis-Johansen, and the Dutch Economics Minister, Maria van der Hoeven,

**"NorNed is a landmark feat of engineering that brings Europe even closer to the goal of creating a reliable, continent-wide electrical network with low environmental impact,"** said Peter Leupp, head of ABB's Power Systems division. "It is a significant contribution to the quality and reliability of Europe's power supply."

NorNed is the first direct power link between Norway and the Netherlands, and is part of the European Union's plan to improve cross-border power infrastructure, reduce blackouts and help create more efficient power markets within Europe.

The ABB-built link using high-voltage direct current (HVDC) technology allows the utilities TenneT in the Netherlands and Statnett in Norway to trade power and increase the reliability of electrical supply in each country. The Dutch grid can use Norwegian hydropower to manage peak power loads during the day and, by offering an alternative to fossil fuel-based generation, grid operators expect to reduce CO2 emissions by about 1.7 million tons per year.

ABB pioneered HVDC technology 50 years ago and has supplied more than half the world's HVDC converter stations.

### About ABB

ABB is a leader in power and automation technologies that enable utility and industry customers to improve performance while lowering environmental impact. The ABB Group of companies operates in around 100 countries and employs about 115,000 people. [www.abb.com](http://www.abb.com)