



**SAIBL**  
EMPOWERING ● BUSINESS



# SAIBL overview

## South African International Business Linkages

### Desta Power Matla Energy

Desta Power Matla, a South African manufacturer of electrical transformers, serves approximately 350 clients, ranging from municipalities and shopping centers to small contractors.

SAIBL helped provide Desta's more than 200 employees with adult basic education and literacy classes. SAIBL also worked with Desta to develop its business plan, obtain financing, and export into the rest of Africa.

With a ten-fold increase in global trade, South Africa is one of the most promising markets in the world and Africa's most developed economy. SAIBL provides a gateway to this market and to the rest of Africa. SAIBL empowers business through trade and investment partnerships between historically disadvantaged\* South African small and medium enterprises and U.S. companies, South African corporations, and multinationals.

**For historically disadvantaged South African companies**, SAIBL offers training and business capacity support. SAIBL mentors growth-oriented enterprises to become locally and internationally competitive, and introduces them to new markets and buyers.

**For U.S. companies, South African corporations, and multinationals**, SAIBL identifies pre-screened South African partners and suppliers.

SAIBL brings together qualified business partners and suppliers for:

- Procurement contracts and tenders
- Import/export
- Distributorships
- Trade and marketing partnerships
- Licensing and franchising
- Equity investments
- Joint ventures

\* Individuals discriminated against under apartheid.

# Empowering business

*within South Africa...  
between South Africa and the United States...  
and between South Africa and its neighbors*

In 2004, South Africa celebrated its 10th anniversary of democracy and a decade of economic growth and opportunity. Exports have grown 93 percent since 1994; tourism has grown 83 percent.

Business partnerships between the United States and South Africa have deepened. In 2003, South African exports to the United States reached \$4.6 billion, while South Africa was the largest market in sub-Saharan Africa for U.S. exports (\$2.8 billion).

Major initiatives by the U.S. and South African governments are creating an environment conducive for further growth and for business partnerships with historically disadvantaged South African enterprises. These initiatives include the African Growth and Opportunity Act and Black Economic Empowerment.

## **African Growth and Opportunity Act**

The African Growth and Opportunity Act (AGOA), passed in 2000 by the U.S. Congress, promotes trade and economic cooperation between the United States and sub-Saharan Africa by offering duty-free and quota-free access to the U.S. market.

## **Black Economic Empowerment**

In 2004, the South African government introduced the broad-based Black Economic Empowerment (BEE) strategy to expedite meaningful economic participation by its black majority. BEE provides incentives to foreign and South African companies to diversify their management and ownership, assist in skills and enterprise development, and implement affirmative procurement strategies.

SAIBL integrates both initiatives into its customized services.



## **Yenza Manufacturing Automotive**

Yenza Manufacturing is one of South Africa's first historically disadvantaged enterprises to manufacture parts for the international automotive industry. The company supplies chassis support brackets, battery trays, and other components to three auto giants in South Africa—DaimlerChrysler, General Motors, and Volkswagen.

SAIBL helped Yenza develop its quality management system and funded training and travel to overseas trade shows.



## *SAIBL's services...*

### **Petite Designs Furniture**

Petite Designs is an award winning producer of high-end furniture, with clients worldwide, including top hotels, embassies, casinos, and airports. Petite Designs is also a leading supplier of custom designed furniture to exclusive homes in South Africa.

SAIBL funded training and travel costs to U.S. trade shows and helped Petite Designs meet AGOA requirements, empowering it to export to the United States for the first time.

### **Historically disadvantaged South African companies**

SAIBL supports historically disadvantaged South African small and medium companies to access local and international markets. SAIBL provides training, business support services, and funding for these companies to meet international standards of management, quality, and competitiveness. SAIBL services include:

- Training and mentoring
- Business planning
- Identifying private and public financing programs
- Business-to-business partnerships
- Exhibition and tradeshow support
- Proposal development for tenders
- Productivity improvements, quality assurance, and accreditation
- Information on trade protocols and incentives
- Marketing strategies and alleviating constraints to market access

### **U.S. companies, South African corporations, and multinationals**

For these companies, SAIBL identifies procurement sources and promotes business partnerships with South Africa's historically disadvantaged companies. SAIBL services include:

- Identifying qualified suppliers of goods and services
- Screening of qualified business partners based on company criteria
- Import/export facilitation
- Supporting suppliers to meet buyer requirements
- Identifying trade and investment opportunities
- Identifying private and public financing programs

*...customized to  
your business needs*



### **Agribusiness**

With agricultural experts based across South Africa, SAIBL's Promoting Agribusiness Linkages (PAL) component helps historically disadvantaged agribusinesses gain access to mainstream commercial markets in South Africa and internationally.

SAIBL also opens doors for U.S. businesses seeking trade and investment partnerships in South Africa's robust agricultural sector. SAIBL's Washington, D.C.-based agribusiness team identifies potential business opportunities involving products such as beverage and cosmetics ingredients, wines, cheeses, seafood, and natural plant products.

### **Regional trade**

SAIBL's regional trade program helps historically disadvantaged South African small and medium enterprises find new export markets in Botswana, Lesotho, Swaziland, Tanzania, and Zambia.

Services cover various aspects of cross-border trade, customs regulations and duties, trade terms and conditions of payment, insurances, and certification. SAIBL also provides assistance in preparing for foreign government tenders, accessing finance for export ventures, and identifying and facilitating joint ventures.

### **Lindiwe Wines Agribusiness**

Lindiwe Wines was established to penetrate the highly competitive South African and international wine markets.

SAIBL helped Lindiwe Wines attend international trade fairs and to develop a marketing strategy for South Africa, the United States, and other markets.

As a result, the company's wines are now sold internationally and carried by Spar and Pick'n Pay, two of South Africa's largest retail outlets.



## KPL Aluminum and Die Casting Manufacturing

KPL Aluminum and Die Casting is a woman-owned manufacturer of bathroom accessories, hinges for refrigerators, and spindles and ferrules for the automotive industry.

SAIBL helped KPL win a \$1.25 million (R7.5 million) contract by providing assistance in obtaining ISO 9002 certification. The contract was recently renewed for \$4.5 million (R27 million).

KPL founder Sally Marengo received the Outstanding Entrepreneurial Achievement Award from South African President Thabo Mbeki in 2001.

SAIBL is funded by the U.S. Agency for International Development (USAID) and managed by the Corporate Council on Africa, in partnership with ECIAfrica.

### Corporate Council on Africa

The Corporate Council on Africa (CCA), established in 1993 and based in Washington, D.C., is a nonprofit organization of nearly 200 American companies dedicated to strengthening the commercial relationship between the United States and the nations of Africa. CCA members represent nearly 85 percent of all U.S. private sector investment in Africa.

### ECIAfrica

ECIAfrica is a Johannesburg-based international economic development consultancy and capacity-building organization working principally in the fields of enterprise development, business linkages, development finance, governance and public sector management, agribusiness and rural development, and HIV/AIDS in the economic context.

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