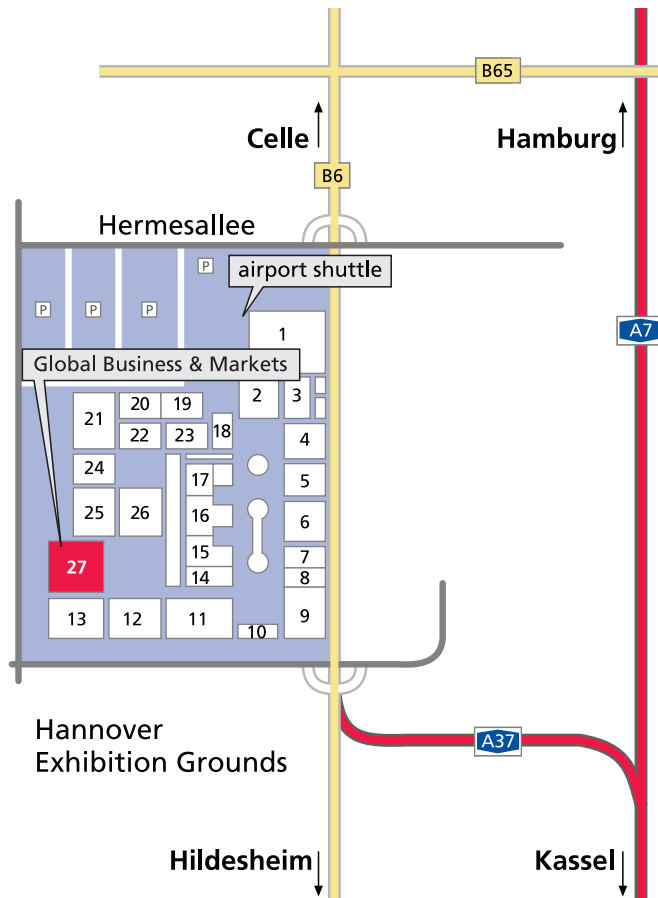




Global Business & Markets

Hannover Exhibition Grounds
Global Business & Markets, Hall 27
GBM Dome 1, Stand A06



Organiser:

NGlobal



in cooperation with:



NBank



Conference languages: German, English

Please register by **9 April 2010** with the enclosed fax form or by email to awt2010@nglobal.de.

All enquiries to kirsten.redelfs@nglobal.de.

The participation fee of 70 € covers the event and reception, and a ticket to Hannover Messe, which will be sent on receipt of the registration fee.

The current programme and invitation are also on www.nglobal.de.

We recommend booking hotel rooms if needed with [travel2fairs](http://www.travel2fairs.com) (www.travel2fairs.com) or Hannover Tourism Service (www.hannover.de).

Host

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Invitation

7th Niedersachsen
Foreign Trade Day:
South Africa

20. April 2010
Hannover Exhibition Grounds
Global Business & Markets, Hall 27
GBM Dome 1, Stand A06



Niedersachsen

German for business.

Invitation



South Africa today is one of the world's most promising threshold countries; its combination of well-developed business infrastructures and a growing domestic economy is attracting global attention both as a trading partner and as an investment location. South Africa is the primary economic force on the African continent; as one of the world's largest raw materials exporters, the World Bank's 'Doing Business' report awards the country the second-highest rating of all African states. In 2010 the Cape republic is the first African country to stage a football world championship. German companies with their know-how and innovative technologies have been strongly involved in preparations for this major sporting event – how will it change South Africa, and what opportunities present themselves for German enterprises during and after the World Cup?

The seventh Niedersachsen Foreign Trade Day offers South Africa a forum to address these questions and present its economic strengths.

Eminent speakers from South Africa and Germany will give their views on the current economic and political situation, consider the risks and opportunities it presents, and shed light on business possibilities for SMEs in South Africa today.

Recent years have seen a rapid and dramatic rise in Niedersachsen's international trading status: between 1998 and 2008 the overall volume of trade doubled, to 77 billion € in exports and 71 billion € in imports. Such international success is no longer the exclusive domain of large corporations; increasingly, small and medium-sized enterprises (SMEs) are active and successful in the world's markets. The Niedersachsen Foreign Trade Prize will be presented for the first time at the 2010 Foreign Trade Forum to recognise and honour exceptional export achievement by Niedersachsen SMEs.

Programme



Ab 12:30 registration

13:30 Welcome

Dr. Wolfram von Fritsch, Chairman of the Management Board, Deutsche Messe AG

Opening speech

Jörg Bode, Niedersachsen Minister for Economic Affairs, Labour and Transport

Greeting

Sonwabo E. Funde, Ambassador of the Republic of South Africa

Greeting

Erk Westermann-Lammers, Chairman of the Board, NBank

14:00 South Africa I

Chair: Gerhard Gizler, CEO, Niedersachsen Global GmbH

The current economic situation in South Africa and new areas of business

Frank Aletter, head of General Services Department, Southern African German Chamber of Commerce and Industry, Johannesburg

South Africa a year after the elections

Dieter W. Haller, German Ambassador to South Africa

20 years of doing business in South Africa – the experiences of a Niedersachsen enterprise

Claas Daun, Niedersachsen's Honorary Consul in the Republic of South Africa; Daun & Cie. AG

Niedersachsen's Partner Province of Eastern Cape

H.E. the Eastern Cape Minister for Economic Affairs M. Jonas,

VW in Eastern Cape

David Powels, Managing Director, Volkswagen of South Africa Ltd.

International Goods Exchange – Logistics Zones in South Africa and Niedersachsen

15:30 Coffee break

16:15 Award of the Niedersachsen Foreign Trade Prize

Introduction

Christian Wulff, Prime Minister of the Federal State of Niedersachsen

Presentation of the prizewinner

Werner M. Bahlsen, President, Confederation of Niedersachsen Enterprises

Award ceremony

Christian Wulff, Prime Minister of the Federal State of Niedersachsen

17:00 South Africa II

Chair: Dr. phil. Stephan Kaußen, political scientist and sports journalist

South Africa just before the whistle

Horst R. Schmidt, Treasurer, German Football Association (DFB)

Panel discussion:

After the 2010 – What opportunities does the World Cup offer the German and South African economies?

Introduction: Dr. phil. Stephan Kaußen

- Sonwabo E. Funde, Ambassador of the Republic of South Africa
- Horst R. Schmidt, DFB Treasurer
- Bernd Brandorff, CEO, AceProx Identifikations GmbH

18:30 Closing remarks

Dr. Hannes Rehm, President, Hannover Chamber of Industry and Commerce

Followed by reception with South African specialties and wine

