SOUTH AFRICA ANALYSIS

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LOCATION OF AFRICA ON WORLD MAP



GEOGRAPHICAL LOCATION

- Geography of South Africa is full of diversity.
- The country is located in the southern end of Africa.
- The long coastline of South Africa stretches more than 2500 km.
- It is bordered by the Atlantic Ocean on the west, the Indian Ocean on the south and east
- Its northern border, from west to east, lie Namibia, Botswana, and Zimbabwe, and to the northeast are Mozambique and Swaziland

LOCATION OF SOUTH AFRICA ON WORLD MAP



GEOGRAPHY OF SOUTH AFRICA



GEOGRAPHY (contd...)

• It is geographically composed of three primary regions: an expansive central plateau, a nearly continuous escarpment of mountain ranges that ring the plateau on the west, south, and east, and a narrow strip of low-lying land along the coast.

ABOUT AFRICA

• Climate:

mostly semiarid; subtropical along east coast; sunny days, cool nights

Natural resources:

Gold, chromium, antimony, coal, iron ore, manganese, nickel, phosphates, tin, uranium, gem diamonds, platinum, copper, vanadium, salt, natural gas.

Natural hazards:

prolonged droughts.

Population:

44,344,136

Age structure:

0-14 years: 30.3%

15-64 years: 64.5%

65 years and over: 5.2%

Nationality:

South African(s)

Religions:

Zion Christian	11.1%,
Charismatic	8.2%,
Catholic	7.1%,
Methodist	6.8%,
Dutch Reformed	6.7%,
Anglican	3.8%,
other Christian	36%,
Islam	1.5%,
other	2.3%,
unspecified	1.4%,
none	15.1%

• Ethnic groups:

black African 79%,

white 9.6%,

coloured 8.9%,

Indian/Asian 2.5%

• Literacy:

93% literacy rate

Languages:

lsiZulu 23.8%,

IsiXhosa 17.6%,

Afrikaans 13.3%,

Sepedi 9.4%,

English 8.2%,

Setswana 8.2%,

Sesotho 7.9%,

Xitsonga 4.4%,

other 7.2%

- Currency: South African Rand
- The currency code for Rand is ZAR
- Currency symbol: R
- I ZAR = 6.29 INR
- I US \$ = 9.82 ZAR
- Dialing code: 27
- Central Bank: South African Reserve Bank

GOVERNMENT

- Country name: Republic of South Africa
- Government type: Republic
- Capital: Pretoria
- Cape Town is the legislative center and Bloemfontein the judicial center
- Independence: 31 May 1910 (from UK)
- South Africa became a republic in 1961 following an October 1960 referendum
- National holiday: Freedom Day, 27 April (1994)

ECONOMY

- South Africa ranked 52nd out of 144 countries in the World Economic Forum's Global Competitiveness
- SA ranks 1st among upper middle-income economies in the World Bank
- SA ranked 1st in Platinum output, 2nd in Palladium output, 3rd in Gold output, 6th in Coal output and 9th in wool output
- SA ranks 28th in terms of number of cars produced and 18th in terms of number of cars sold.
- SA is ranked 2nd out of 183 countries for good practice in protecting both borrowers and lenders when obtaining credit for business
- South Africa ranks 24th out of 192 countries in the Economist's "Largest Gold Reserves"
- Ranks 32nd out of 165 countries in terms of the size of its US\$
 reserves,

BUSINESS

- Ranked 10th out of 183 countries for good practice in protecting investors in business
- 14th in a list of 21 countries ranked by international companies as top prospective investment destinations for 2012 to 2014.
- The number of mines in South Africa had increased from 993 in 2004 to almost 1,600 in 2011
- Trading partners of South Africa (besides other African countries) include: China, the United States, Germany, Japan, and the United Kingdom.
- Chief exports are metals and minerals.
- Machinery and transportation equipment make up more than onethird of the value of the country's imports. Other imports include automobiles, chemicals, manufactured goods, and petroleum.

FACTS

- South Africa and Cape Town continue to win major travel awards
- South Africa has been chosen to host the 2010 FIFA World Cup, the most popular sporting event in the world
- Of all the African countries, South Africa is the most modern
- South Africa offers a unique mix of culture, wildlife, and beautiful landscape
- Kruger National Park is one of the best places in the world for viewing African wildlife
- With frequent, direct flights now available, it is easier than ever to get to South Africa
- The South African Rand is weak compared to the Dollar, Pound, and Euro giving you more buying power
- There are no language barriers in South Africa since nearly everybody speaks English
- South Africa's wine lands are world-famous.

DO's & DON'ts IN BUSINESS MEETING

DO's:

- give a gift to your business associates.
- always bring a gift of chocolate, good wine, or similar.
- use titles and last names when talking to associates.
- schedule meetings two weeks in advance
- Be punctual

DON'Ts:

- rush negotiations
- use slang or bad language in a business meeting.
- be late! In fact, being late is considered rude.

Dress Attire..(Do's & Don'ts)

DO's

- wear what you normally would wear when in urban parts, but dress nicely. In South African urban cultures, people usually wear typical Western attire.
- wear a suit for formal business meetings, and for less formal meetings men should wear a sports coat without a tie, and women should wear smart, yet casual cloth.

DON'Ts

 wear sneakers or shorts unless it's a casual affair, such as a barbecue, taking a walk, or going to the beach.

Gift Giving and Accepting Gifts

DO's

- open your gift immediately.
- use either both hands and your right hand to give or receive a present.
- Give gifts such as cigars, whiskey, wine, a souvenir from your hometown, or flowers. There are no taboos in terms of giving flowers, although carnations are sometimes associated with funerals.
- Send a thank you note. Either a handwritten note or an email will do.

DON'Ts

- spend more than fifty U.S. dollars.
- Don't use your left to give presents/ gifts

Body Gestures

DON'Ts

- touch someone's arm or stand too close to someone.
- put your hands in your pockets, on your hips, or cross your arms in front of you
- yawn without covering your mouth, bite your nails, spit, or chew with your mouth open, audibly sniffle, or pick your nose

DO's

 keep your hands and arms at your sides when standing or keep them loosely folded on your lap when sitting.

Photo Etiquette

DON'T

 take photos of government/military buildings or police stations.

Infrastructure

- South Africa has a modern and well-developed transport infrastructure. The air and rail networks are the largest on the continent, and the roads in good condition. The country's ports provide a natural stopover for shipping to and from Europe, the Americas, Asia, Australasia and both coasts of Africa.
- South Africa's total road network is about 747 000km, the longest network of roads of any African country.
- South Africa has an extensive rail network the 14th longest in the world – connecting with networks in the sub-Saharan region.
- The problem of coal trucks damaging the roads in Mpumalanga - a key province for South Africa's tourism industry - will become a thing of the past when the R5.2billion Majuba railway line starts operating in 2016.

Infrastructure (contd...)

- The government of South Africa's North West province is conducting a feasibility study for the development of a freight hub at Mahikeng International Airport, which is currently undergoing a multi-million rand infrastructure upgrade.
- South Africa's 10 airports handle more than 98% of the country's commercial traffic, with 200 000 aircraft landings and 10-million departing passengers annually.
- South African Airways (SAA) is by far the largest air carrier in Africa, with connections to more than 28 cities across the continent.

Thank You...