



SWISS BUSINESS HUB SOUTHERN AFRICA (SBHSA) NEWS FLASH 1/2024

Unlocking Opportunities on the African Continent

FOREWORD

At the Swiss Business Hub Southern Africa (SBHSA) we grasp and make use of regional dynamics in sub-Saharan Africa connecting the dots, creating platforms and networks for enhanced synergies between different stakeholders. Success stories like the merger of Instasense with EPS Engineering or the “proudly” South African Medtech innovation Lodox’ engagement in Switzerland and successful events with A. Vogel or Lombard Odier are the fruits of our continuous efforts for mutually beneficial partnerships.

In the spirit of Ubuntu - I am because we are. Kind regards, Stéphanie Labité

NEWS FROM THE BUSINESS HUB

EXPORT PROMOTION



The celebrations for the 100th anniversary of A.Vogel, a Swiss company specializing in natural and herbal remedies, organized by the SBHSA, took place in February at the Swiss Residences in Pretoria and Cape Town with H.E. Mr Mirko Manzoni, Ambassador of Switzerland and Mr Markus Thür, Consul General of Switzerland in Cape Town. South Africa is the seventh largest market worldwide for A.Vogel. The two events, were attended by representatives from the South African health sector, including the Western Cape Minister of Health and Wellness, Dr. Nomafrench Mbombo. It was our pleasure to organize two events for Lombard Odier, a private bank blending tradition and innovation, in Pretoria and Cape Town, both of which successfully highlighted the Group's strong commitment to sustainability and the future.

FOCUS INFRASTRUCTURE



The SBHSA joined the Transport Education Training Authority (TETA) and the Gordon Institute of Business Science (GIBS) Infrastructure /Cleantech Delegation to Switzerland, focusing on integrated transport, sustainable infrastructure, and smart city solutions. Together with Switzerland Global Enterprise (S-GE), we facilitated meaningful engagements with key Swiss stakeholders like SBB, Stadler Rail, ZHAW, Zürich Airport, Swissport, Designwerk, Bertschi Logistics. This joint effort aimed to foster collaboration, share best practices, and explore opportunities for advancing integrated transport and sustainable infrastructure solutions in South Africa.

[For a visual journey of our achievements, the map page of our newsletter is your destination.](#)

INVESTMENT PROMOTION



In the week of the Africa Tech Summit, on 13 February, the SBHSA and the largest pan-African insurance company, SanlamAllianz, co-hosted an event titled "Switzerland Connects: Bridging Fintech Ecosystems – Kenya & Switzerland Edition" at the Sanlam Kenya offices in Nairobi. The event, supported by the Swiss Embassy in Kenya and the Kenyan Fintech Association, Association of Fintechs in Kenya (AFIK), attracted 45 guests. The panel included representatives from the Switzerland-based organization Seedstars, which aims to promote entrepreneurship in emerging markets, and Onafriq, a pan-African fintech unicorn.

SA-CH Success story EPS Engineering:

On 4 October 2022, Instasense (ZA) merged with EPS (CH) to become EPSza, which experienced a 400% growth surge by 3 April 2024, with further expansion planned. Leveraging the expertise of South African software engineers alongside Swiss engineering precision, EPSza has significantly propelled EPS's projects to new levels of excellence setting a benchmark for international collaboration. A key factor in their success has been the strategic utilization of South Africa's economic landscape, which, combined with alignment in time zones, facilitates seamless communication and coordination between the teams. These elements have been instrumental in, setting a new benchmark for international collaboration.



NEWS FROM OUR NETWORK



In the spotlights:

H. E. Mr Mirko Manzoni, Ambassador of Switzerland in South Africa

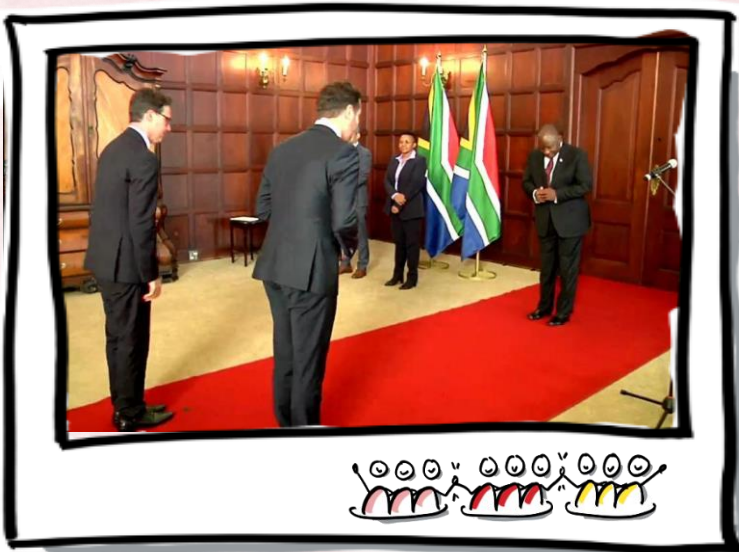
H.E. Mr. Mirko Manzoni, the Swiss Ambassador to South Africa, Botswana, Eswatini, Lesotho, Mauritius, and Namibia, embodies over 25 years of dedication in the diplomatic and humanitarian fields. His journey, rich in experience and commitment, offers a deep well of knowledge about regional dynamics on the African continent and beyond.

After previous assignments for the International Committee of the Red Cross (ICRC) in the Democratic Republic of Congo (2002 - 2004) and Iraq (2000 - 2001) and as Deputy Director of Cooperation in Kosovo (2004 - 2008) and Program Manager for Poland and Malta at the Headquarters in Bern (2008 – 2012), Ambassador Manzoni was Head of Cooperation for the Swiss Embassy in Mali (2012 - 2014) before then being appointed as Swiss Ambassador to Mozambique, where he played a pivotal role in the peace process starting in 2016. Currently, he presides over the Contact Group to the Peace Process, which includes influential members such as the United States, China, the European Union, the United Kingdom, Norway, Botswana, and Switzerland. Following this, United Nations Secretary-General António Guterres announced on 8 July 2019 the appointment of Mirko Manzoni as his Personal Envoy for Mozambique.

His long-term experiences in Africa open interesting discussions on the intricate challenges and opportunities in the region and the complex relationship between Europe and Africa. Ambassador Manzoni characterizes this relationship as paternalistic, stating,

"The problem we have with Africa is not that Africa has a problem with us; it is that we have a problem with Africa." His call for more honest and equitable relationships between the continents underscores his vision for change. Drawing from his extensive background, Manzoni admires the resilience and positive outlook of African people despite numerous challenges. This respect for African agency and potential deeply influences his diplomatic approach. Ambassador Manzoni's perspectives reveal the enduring complexities of Europe-Africa relations and highlight the necessity for a paradigm shift towards more genuine and equitable partnerships. His insights advocate for a reassessment of historical approaches and a renewed commitment to collaborative development, shedding light on a path forward for both continents.

Currently, Ambassador Manzoni is dedicated to strengthening economic ties through the Swiss Business Hub Southern Africa. He envisions the SBHSA as a mutual platform that not only promotes Swiss businesses in South Africa but also encourages South African investments in Switzerland. "I see the Business Hub as fostering a win-win relationship, not just a one-sided promotion," he emphasizes.



H.E: Ambassador Mirko Manzoni and Deputy Head of Mission Marino Cuenat at the presentation of credentials with President Cyril Ramaphosa



MORE NEWS FROM OUR NETWORK



The Swiss Business Southern Africa at the Africa Business Day 2024

The **AFRICA BUSINESS DAY** is the largest annual platform in Switzerland for doing business in and with Africa. This year the event will be hosted by Novartis and will take place on 27 June 2024 at the Novartis Campus in Basel under the patronage of the State Secretariat for Economic Affairs SECO and organized by the Swiss-African Business Circle. The event will bring together CEOs, managing directors, country managers, business development managers, export managers, bankers, investors, government official and representatives of Swiss and African Embassies/Missions to exchange on issues that affect them directly in their day-to-day business. This year's edition will be titled "**Investing in Africa's Future: Spotlight on Large-Scale Projects**". Aligned with the objectives of the African Union's Agenda 2063, the African Continental Free Trade Area (AfCFTA), and numerous regional and national development plans, large-scale projects are currently underway across the continent. Despite the challenging economic environment, these transformative initiatives span vital sectors such as energy, logistics, health, water, agribusiness, and education.

The Swiss Business Hub Southern Africa as part of Switzerland Global Enterprise will hold a partner session in the afternoon programme under the title **Swiss Cleantech Innovation for Sustainable Solutions in Africa**. This session will focus on key areas such as cleantech integration in energy, water, and urban development, regional spotlights on various African markets, and the interplay between regulatory and challenge-based dynamics. The discussions will delve into how Swiss-led initiatives can significantly contribute to addressing sustainability challenges in Africa, with a strong emphasis on local adaptation and industry-specific insights.



Speakers for this session will include M. Sophonie Babo (Head of Origination at Vitol / former EXCOM Member, Global Head of Strategy and Business Development at Trafigura / Puma Energy Africa) and Mr. Georges Alé (Founder & CEO of SDP Project Management) and will be moderated by Ms. Amne Suedi (President of the Swiss-Tanzanian Chamber of Commerce, Founder of Shikana Law and a Director at the Tanzanian Investment Center)



Find **more information** on the African Business Day and **register** for the event on our [Website](#).

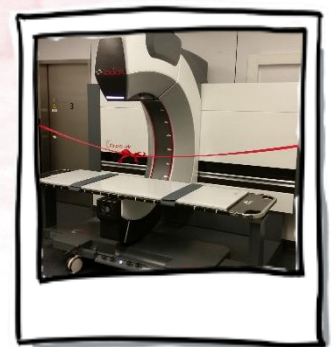
Find the **full program** of the African Business Day [here](#).

Africa Business Day 2024
27 June 2024
Novartis Campus Basel



African Success Story- A South African Innovation

A longstanding partnership between **Lodox Systems**, a global leader in full body medical X-ray imaging, and Switzerland has yielded significant advancements in patient care. The collaboration began in 2006 with Inselspital, the University Hospital of Bern, receiving the first full-body Lodox machine in Europe. This revolutionary technology captures full body high-quality X-rays of patients in just 13 seconds, with minimal radiation, with 151 installations globally both in Trauma and Forensics. Over the years, Inselspital has effectively utilised Lodox's industry-leading speed and image quality to deliver exceptional treatment in trauma and yielding multiple research publications. Lodox are proud of this enduring partnership and remain dedicated to providing innovative healthcare solutions for our Swiss partners and globally. Lodox eagerly anticipate further collaboration with Swiss partners and customers to drive healthcare innovation. to new heights.



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CONNECTING THE DOTS



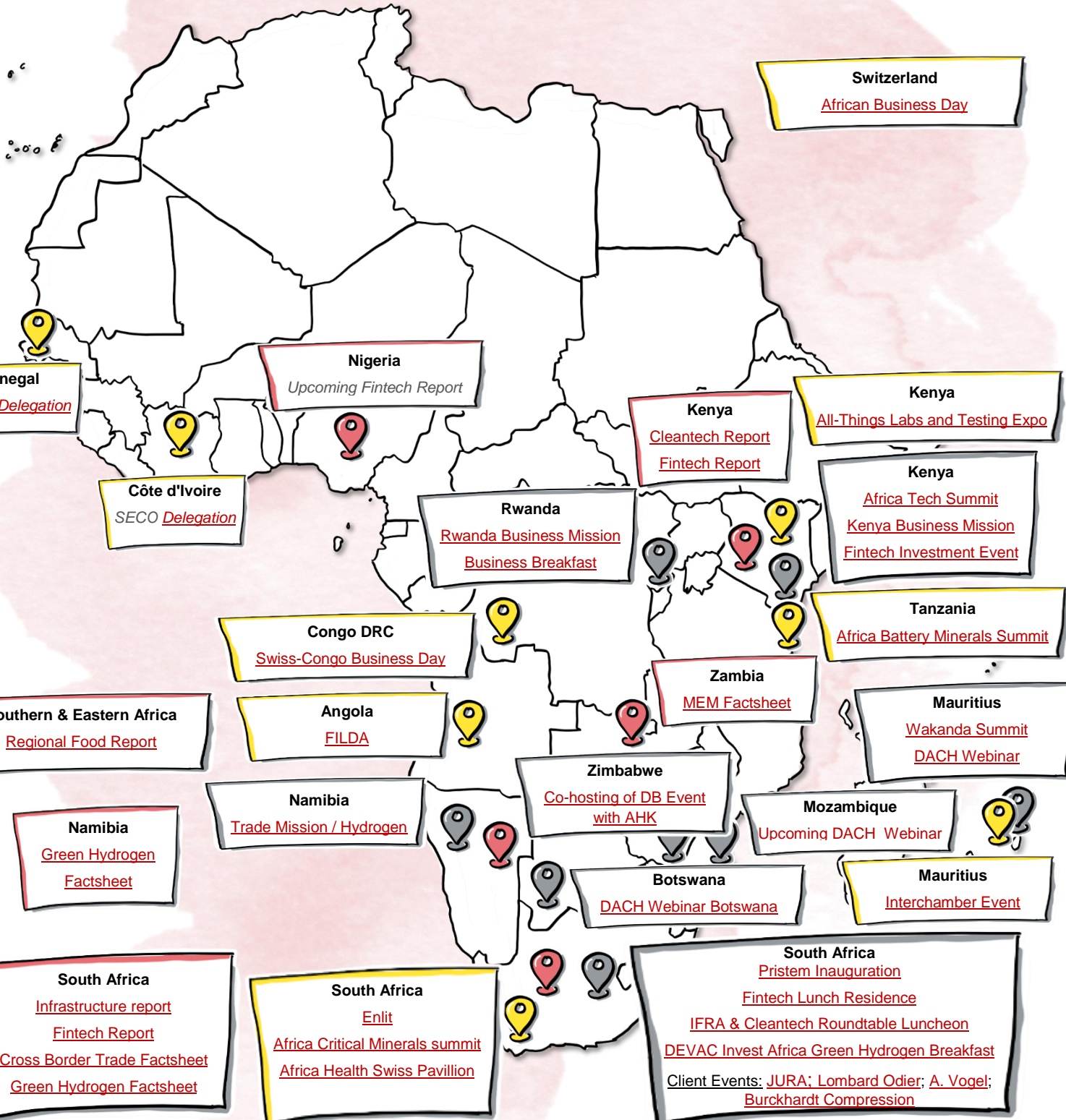
Content



Upcoming events



Past events



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