



SOCIAL COMPACT FOR BUSINESS **PROSPECTUS**

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FOREWORD BY PAUL MASHATILE

Treasurer General of the ANC



A SOCIAL COMPACT WITH BUSINESS:

This Prospectus details the specifics of the programme of dialogue of the ANC's Progressive Business Forum (PBF).

The PBF is a programme of the ANC, mandated to promote and enhance liaison between Government, the ANC and Business. It functions under the auspices of the Office of the ANC Treasurer General.

In a fundamental sense, the PBF is the locus of the social compact with Business. It is rooted in the commitment of the ANC to uphold the covenant made by President Nelson Mandela, who, in his inaugural address on the 10th of May 1994 said: "Today we enter into a covenant that we shall build a society in which all South Africans, both black and white, will be able to walk tall, without fear in their hearts, assured of their inalienable right to human dignity."

In the words of President Ramaphosa in his State of the Nation Address on 13 February 2020: "Let us frankly admit that the government cannot solve our economic challenges alone".

With these words, the President invites business to partner with the ANC government, united to confront the realities of the present day South Africa and to resolve them by "placing the economy on a path of inclusive growth".*

It is with this common cause in mind, that I invite your attention to this Prospectus - to explore opportunities fundamental to business, from SMME's to corporates, as the engine of the economy and to engage at the highest level and have an impact for good.

I encourage all entrepreneurs, business representatives and people of South Africa to become part of the social compact with business, to resolve the challenges of our country together and to ensure that we harness our greatest strengths for the future we can achieve.

*Speech by President Ramaphosa The State of the Nation Address (SONA) 13 February 2020.

MESSAGE FROM SASHA MULLER

Convenor of the PBF



MODERNISING FOR STREAMLINED COMMUNICATION:

Readers would have seen the preceding foreword by the Treasurer General, setting the tone of the essence of the PBF as the locus of the social compact with Business.

The PBF, as a programme of the ANC, therefore, is geared to be the facilitator of best practice communication with Business and in so doing to ensure that the voice of business is heard and understood at the highest levels.

Unquestionably, business is recognized as the dynamo of the economy, its generation of jobs, opportunities and income is without parallel.

Recalling the words of the State of the Nation Address (SONA) delivered in February 2020, " ... because we chose to confront our challenges, our immediate and overarching task is to place our economy on a path of inclusive growth".

These words serve as a powerful reminder of the vast opportunities which lay in store for our country, and that together we have the resources to overcome the challenges we know so well. The PBF has modernized, updated and streamlined its work processes to be a center of excellence and to be the reliable and trusted communication hub of business. The realities of the COVID-19 challenges have seen necessary measures to primarily ensure the health and well-being of our subscribers attending events in their full numbers.

The limitations notwithstanding, the PBF continues to reach out virtually and to fulfil its mandate making even more powerful the imperative of taking advantage of modern communication technology. With this comes the absolute commitment by the PBF to be accountable, transparent and measurable in its undertakings to its subscribers. This Prospectus spells out the programmes and offerings of the PBF. We invite you to join this programme of action at a time when resolve is needed most and when confidence is the means to ensure inclusive growth.

MINISTERIAL & POLITICAL BRIEFINGS

Promoting dialogue



Typical interactions take the form of business breakfasts, lunches or cocktail briefings in which ample discussion and networking time is provided.

Subscribers are invited to ministerial and political briefings aimed at promoting honest, frank and open dialogue between the business community and ANC leaders in government. It is important for government to understand the impact of its policy on business, and vice versa for business to have a sense of the objectives, direction and challenges that government faces. Through developing a better understanding of each other's challenges and concerns, common ground can be developed to achieve a shared economic objective.



RESEARCH AND ROUND TABLE DISCUSSIONS

Helping to shape policy

The interactions between the PBF subscribers, the ANC and government leaders feed into the policy committees of the ANC and ultimately into the policy process. The PBF therefore facilitates direct participation by organisations in the policy dialogue of the movement.

For example, a recent PBF-hosted dialogue with the leadership of the ANC has led to greater cooperation and communication between organised business in the Immigration Space and the Department of Home Affairs. This has assisted in the deeper understanding of challenges such as the new Critical Skills Visa and potential effects on direct foreign investment.

The PBF also hosts focused workshops and round table discussions, where industry, government and economic think-tanks, together with business, can engage on topical questions and analyse areas of challenge within Policy in order to contribute to a solution-orientated dialogue. From time to time the PBF also commissions research in order to analyse issues or contribute to the exchange of ideas.



GALA DINNERS AND BUSINESS SUMMITS

The PBF hosts high-level colloquiums and business summits. Business organisations, business leaders, politicians, economists, academics and others are invited to debate, discuss and engage each other on what needs to be done to ensure progress towards achieving the objective of stimulating economic growth in a manner that tackles poverty and inequality.

Recent events include the Finance Industry Political Colloquium, Mining Sector Network Briefings and the SA-China Summit.

PRESIDENTIAL & OTHER GALA DINNERS

The PBF hosts the ANC's annual presidential gala dinner, as well as a number of other prestigious gala dinners at major ANC conferences and with senior ministers and visiting dignitaries.



BUSINESS PROGRAMMES

Close to the pulse of policy-making

BUSINESS PROGRAMMES ALONGSIDE THE NATIONAL CONFERENCES OF THE AFRICAN NATIONAL CONGRESS.

The PBF is charged by the ANC to organise business programmes alongside the national conferences of the movement.

It hosts a series of networking engagements during these conferences. These normally consist of a presidential gala dinner on the eve of these conferences; a series of business breakfasts, most notably with the economic cluster ministers as keynote speakers; the availability of a business lounge; as well as facilitating a business exhibition area where businesses are able to display and promote their products and services in addition to using the platform to interact with the key policy-makers of the country.



SKILLS TRAINING & TRAINING WORKSHOPS

Growing your business

GROWTH ASSIST AND SKILLS DEVELOPMENT WORKSHOP

The enterprise development programme consists of growth assist and skills development workshops.

EXPOSURE TO BUSINESS EXPERTS

The growth assist workshops are designed to support PBF subscribing companies in growing their businesses by giving them access to complimentary training and consultations hosted by credible experts on a variety of relevant subjects such as business growth strategies, tax management, labour law, etc.

Business leaders and role models are also invited to share their ideas, philosophies and winning formulas with participants of the PBF.

SKILLS DEVELOPMENT

In addition to the growth assist workshops, which exposes participating companies to business experts and specialists, the PBF has developed the Progressive Business Leader training programme for its SMME subscribers. The programme is divided into five modules and is hosted over a two-year period, with one module being presented every six months during a one-day workshop, with follow-up self-study and monitoring.

THE MODULES ARE:

- Empowered Leader, Strengthened Management and the Minimisation of Risk
- Finance: The Lifeblood of the Organisation
- Soft Side of Business: Stress & Time Management
- Sales and Marketing
- Tenders 101

The PBF also organises skills development courses for SMME employees to enhance their skills and improve their efficiency.



PARTICIPATION IN TRADE EXHIBITIONS

Showcasing products and services

The PBF also participates in trade exhibitions within South Africa and abroad. Working at these events alongside government and the business community, the PBF helps broaden the reach of its subscribers' base in the South African and International markets.

In South Africa for example, the PBF has in 2015 & 2016 hosted the biggest pavilion at the annual eThekweni Business Fair.

Internationally it has hosted the South Africa Tourism Expo in Shanghai, China. It has also hosted the SA Wine Expo at the North East Asia International Trade Expo.



PRODUCT PROMOTION AND TRADE FACILITATION

Advertising & introductory services

Throughout the year, the PBF subscribers are encouraged to promote their products and services via the extensive database of the PBF. This is conditional on them offering a special discount or added benefit to their fellow PBF subscribers, thereby ensuring that PBF companies both increase trade with one another, and get a better deal than non-subscribers.

The number of free circulations per year depends on the level of participation.

Subscribers are also encouraged to display their products and/or services, and to network and distribute marketing material at PBF organised events and on our online platform.

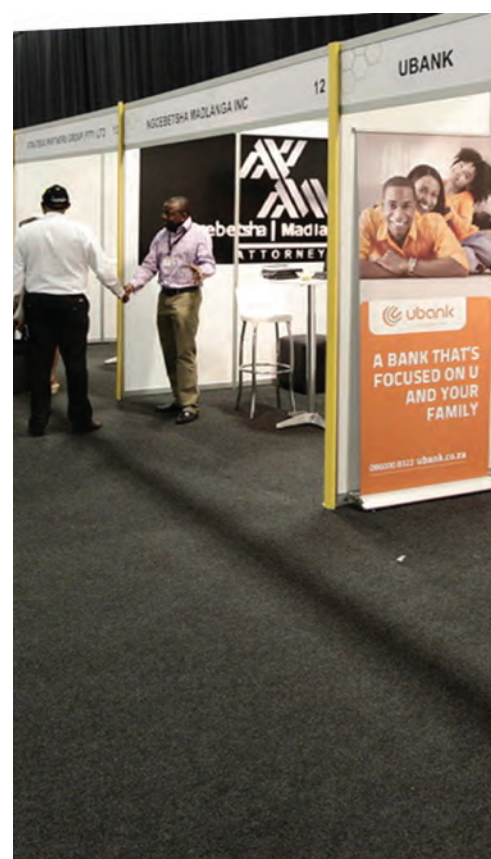
A number of sponsorship opportunities aimed at raising their corporate profile are also available to them.

TRADE FACILITATION

Through extensive international cooperation with other business organisations, and flowing from trade delegations undertaken by the PBF, the PBF is geared to assist its subscriber base in making contact with potential suppliers and investors abroad.

This is done via established conduits directly with PBF partners such as the China Council for the Promotion of International Trade (CCPIT); the All-China Federation of Chambers of Commerce and Industry; the Confederation of Indian Industry (CII); the US Chamber of Commerce (AMCHAM); the British South Africa Chamber of Commerce; the Korea Trade Organisation; the Ceylon Chamber of Commerce; the Mauritius Board of Investment, and various other bodies and chambers abroad.

Many opportunities are also identified during PBF-led delegations or participating at exhibitions. The PBF, upon receiving the information, assists in bringing companies together to take up these prospects.



INTERNATIONAL TRADE PROMOTION

INTERNATIONAL TRADE PROMOTION

The PBF organises trade delegations and seminars abroad. It does so under its own banner, but also in cooperation with other like-minded entities with which working relationships have been developed. The international approach of the PBF is to focus its efforts in line with the national priorities of government, of promoting and developing trade with the BRICS (Brazil, Russia, India & China) countries, new emerging markets and Africa. With its large SMME subscriber base in mind, the PBF's international offering ensures affordability. Whilst taking an uncompromising stance on professionalism, its pricing is such that even the smallest subscriber can afford to take part.

FOCUSING ON COUNTRIES AND SECTORS

Understanding that certain sectors have specific and unique needs, the PBF is open to establishing specialised chapters to focus on the needs, challenges and aspirations of specific sectors. Similarly, in certain instances, it makes sense to undertake specific community related activities, such as the case with the PBF's SA-China Chapter. Language, culture and country specific considerations require the PBF to formulate its outreach in a manner that enables said communities to meaningfully participate in the activities of the Forum. In addition to the specialised chapter activities, these participants are always welcome to participate in the mainstream activities of the PBF as well.

BRIEFINGS IN FINANCIAL CAPITALS

The PBF also hosts activities in major world cities, such as London, Washington and Beijing. These activities aim to reach out to companies that either already do business with South Africa, or potentially could do business with South Africa.

Through targeted business confidence building exercises these companies, which include bankers, fund managers, investment houses, etc. are offered the opportunity to interact directly with the ANC leadership in order to hear and get to understand South Africa's positive economic and business friendly message first-hand.



PROGRESSIVE WOMEN IN BUSINESS

Addressing gender imbalance



In 2012 the PBF launched the Annual Women's Summit and Luncheon. This event, hosted in Johannesburg during the month of August, which is Women's month in South Africa, provides a platform for women in business to share their thoughts, ideas, concerns and aspirations with the ANC leadership in government, as well as with their peers and colleagues in business.

The summit is held on an annual basis and serves to celebrate the advances made by progressive women in business. The annual PBF Business Women of the Year award is also presented at the event.



Following the success of the summit, management of the PBF have taken a decision to expand the PBF programme to include a series of business breakfast events in order to create ongoing awareness of the issues faced by women in business and to extend its reach to business women in the other cities that the PBF is active.



PUBLICATIONS

Keeping subscribers informed



The PBF produces a number of publications on a regular basis.

The magazine Business Update, which keeps business abreast of developments within the business environment, legislative matters, good business practice, and government policy as it impacts business and other business information.

Advertising opportunities are available in that publication.

A newsletter will be published and be made available to subscribers which content will also include topical items and highlight upcoming and the most recent engagement events of the PBF.

An annual directory and diary will be published containing information of important dates and events of the coming year. Advertising opportunities are available in what promises to be a popular publication.

Dialogue, an electronic newsletter on political developments, mainly with regard to the economy.

The PBF also produces the electronic newsletter Politics Today, aimed at keeping its subscribers abreast of the latest political developments in the country, which it distributes via e-mail to its subscribers' base.

ABOUT THE PROGRESSIVE BUSINESS FORUM

Category and cost of subscription

Subscription is open to any individual or company. Higher subscription categories are however limited in number as they enjoy greater exclusivity as indicated below:

With **Classic Subscription** the group size is open, with at least four events arranged per year. Higher classic categories will receive additional invitations.

Platinum (CP)	R	15 000.00 per annum
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Gold (Code CG)	R	10 000.00 per annum
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Silver (Code CS)	R	5 500.00 per annum
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With **Enterprise Subscription** the group size is limited. Events for Classic subscribers are also open to Enterprise subscribers.

Honorary (Code PH)	R	65 000.00 per annum
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A maximum of 30 subscribers per group, with at least four events arranged per year.

Diamond (Code PD)	R	33 000.00 per annum
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A maximum of 50 subscribers per group, with at least three events arranged per year.

GETTING THE MOST FROM YOUR BENEFITS

As a subscriber of the Progressive Business Forum your company has access to many benefits. Your company is likely to get the most out of these engagement opportunities if the requested rules, procedures and deadlines set for each of the events are adhered to.

This partnership with business requires working together to ensure that each subscriber achieves the maximum from each engagement. Engagements take an enormous amount of time and effort to arrange and to turn them into reality.

THE PBF HOSTS DIFFERENT TYPES OF EVENTS SUCH AS:

- Networking business breakfasts, lunches or cocktails briefings; skills development and training workshops; international trade delegations; major events such as presidential dinners, exhibitions, summits and the network forums attached to the national conferences of the ANC.
- The terms, procedures, deadlines and response times differ with each event.

Consequently:

As a subscriber you would be required to:

- Ensure that you keep your contact information up to date at all times. If you are not hearing from us, please contact the Helpdesk to confirm that your details on the database are correct and your subscription is up to date. Notifications and invitations to engagements are sent by email.
- Pay attention to the details set out on the invitation, especially to the deadline for replies. Venues need to be reserved and confirmed in good time. This may result in pace not being available if there is a delay in replying.
- Major events like gala dinners are extremely popular and, if subscribers who have purchased a table and have not supplied the names of their guests by the deadline given, the PBF reserves the right to place other guests at your table to ensure that tables do not appear empty and therefore project a negative and areless image to the guest of honour.
- If you have any queries, please call on the Helpdesk. It is there to help you get the most from each engagement.

PBF HELPDESK

Advisory services



With access to the PBF subscribers'-only Helpdesk, PBF subscribers are able to source advice and information from experienced and knowledgeable representatives pertaining to questions or problems they may have in their business. It must be noted that the function of the Helpdesk is as its name suggests – to help by serving solely as a channel and by directing queries to relevant persons or bodies. The advice received from those outside sources, is up to each person to accept or

otherwise.

Typically, subscribers contact the Helpdesk with queries related to administrative information regarding their subscription in the forum, business related advice, information with regard to government programmes, contact information of departments, agencies, state owned enterprises and municipalities.

Business related advice includes issues such as where to access funding, making contact with experts such as lawyers, labour consultants, etc.

In order to deal with queries and concerns of PBF subscribers as they relate to government departments and agencies, the Helpdesk attempts to encourage interventions aimed at bringing resolution.

We have upgraded our Helpdesk service to be more transparent and inclusive. We have now included a ticketing number system, which will issue numbered tickets to all queries taken, from email, telephonic or dashboard submissions and for comments and queries made within our engagements events.

It also serves as a conduit for relaying policy proposals of PBF subscribers to the decision-making organs of the ANC and government. Proposed regulatory and legislative amendments or proposed improvements in government service delivery processes are channelled to the relevant bodies.

The PBF Helpdesk can be contacted on:
Cell/WhatsApp: (078) 342-0388

MESSAGE FROM SIPHO MBELE

Advisory services

Dear Subscribers

You would by now, have a good idea of the extent and value that a subscription to the PBF holds in store.

The preceding pages make it clear that the social compact between government and business promotes economic inclusivity and growth through participation.

The key of course, is exactly that – Participation!

On occasion in our daily lives, we happen upon an outstanding opportunity to be part of something extraordinary. This is that opportunity!



The goal of the PBF is to ensure there is value for its subscribers, by creating a platform to contribute as valued partners in building the social compact between government and the business community.

Your subscription is a two-way street. Your active participation and involvement, hand in hand with an enabling environment for subscribers with the dedicated PBF team to provide professional business support in the interest of all South Africans.

The Progressive Business Forum is undoubtedly the premier platform to engage the ANC, Business and leaders in government, to explore and find lasting solutions to the economic challenges of our country.

The Progressive Business Forum is where you belong. Together we can achieve excellence!

For further information contact
Progressive Business Forum.



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**THE PROGRESSIVE
BUSINESS FORUM**
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