

INVITATION

Dear Sir/Madam,

PROPOSED WESTERN CAPE TRADE BOOTH AT THE AFRICA-ASEAN BUSINESS EXPO: SANDTON

The Western Cape Government has been invited to participate in the inaugural AFRICA-ASEAN Business Expo (AABE) scheduled to take place from 06-08 November 2017 in Johannesburg, Sandton.

Alongside the AABE there will be an AFRICA-ASEAN Business Forum. To this end, Wesgro, as the official trade, investment, tourism and film agency, will facilitate a Western Cape business delegation to participate in the Exhibition and Forum.

Key sectors include Education, Environment, Infrastructure, Financial and Business services, Food and Beverages, Franchising, Healthcare, Housing & Construction, Transportation, Water, IT and IT Telecoms.

Key highlights include:

1. Signature Forum Africa – ASEAN Business Forum (AABF) as the key “magnet” to draw in important business men & buyers from Africa & ASEAN.
2. Networking Reception for ASEAN companies and African enterprises - creating abundant partnership opportunities.
3. Onsite Business Matching Services Ensures quality interaction and discussion amongst exhibitors and business partners.
4. Hosted Buyers Programme Bringing in more quality ASEAN and African businessmen to the event











ASEAN makes up 600 million people and is the third largest economic market in Asia. ASEAN has also negotiated FTAs with China, ROK, Australia and New Zealand, India, and Japan. For more than 10 years, trade between Africa and ASEAN countries has seen a significant increase. Given this, this is also a Region that the Western Cape is focusing on. It is clear from our engagements in Asia that there is a greater focus on ASEAN as well as strong interest from ASEAN countries to link with Africa.

Asia's share of African imports increased from just 17% in 2000 to 29% in 2014, while exports increased from 13% in 2000 to 21% in 2014. Trade between the two regions was worth S\$42.5 billion in 2012 compared to S\$2.8 billion in 1990, marking an annual growth rate of 14%.

Should your company be interested in participating in this AABE, kindly send the attached application form in an email indicating your willingness and or interest to participate to Mr. Che Smith at che@wesgro.co.za.

We will be greatly appreciated if you could reply to us ASAP but before **01 July 2017**.

List of ASEAN Countries and basic economic data as per IMF 2016

Rank	Country	Population in million	GDP Nominal millions of USD	GDP Nominal per capita USD	GDP (PPP) millions of USD	GDP (PPP) per capita USD
1	 Indonesia	258,802	940,953	3,362	3,256,730	11,699
2	 Thailand	68.981	390,592	5,742	1,246,640	17,731
3	 Philippines	104.195	311,687	3,002	873,966	8,224
4	 Malaysia	31.716	302,748	9,501	922,894	28,612
5	 Singapore	5.591	296,642	52,888	508,449	90,249
6	 Vietnam	92.637	205,860	2,088	645,333	6,895
7	 Myanmar	52.254	68,277	1,212	342,205	6,501
8	 Cambodia	15.776	19,476	1,144	64,365	4,020
9	 Laos	7.163	13,761	1,787	44,880	6,149
10	 Brunei	0.423	10,458	30,993	35,817	83,513

More information on ASEAN at: <http://asean.org/>