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**Swiss Business Hub Southern Africa**

**SWITZERLAND  
GLOBAL  
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enabling new business



# SOUTH AFRICA – AT A GLANCE

## Swiss Business Hub Southern + Eastern Africa

Pretoria, July 2018

For those who want to establish a foothold in Africa, South Africa provides an exciting and developing emerging market which is similar to the European mentality. South Africa has a world-class infrastructure – including a modern transport network, sophisticated telecommunications and superb tourism facilities and is considered the gateway to other markets in Sub-Saharan Africa.

Demand is high in the country, including for foreign goods. The middle class is growing in South Africa and as a result there is an increase in demand for high-quality products and services which helps to create a beneficial market for Swiss companies. Private consumption is not the only interesting area, however, since South African companies are also increasingly searching for innovative solutions to automate their processes.

For further information or consultation please visit: [Switzerland Global Enterprise / South Africa](#)

### GENERAL INFORMATION

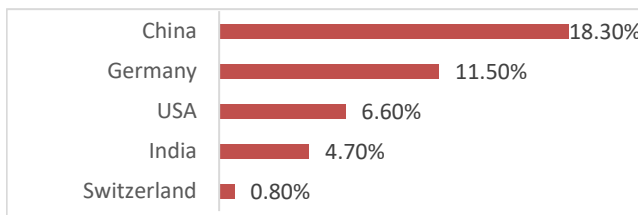
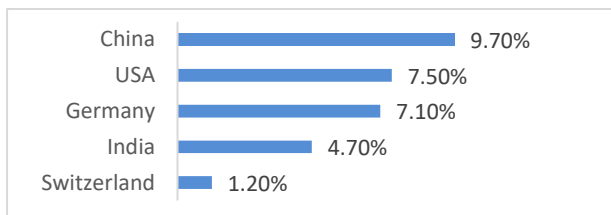
|                           |                                  |                                      |   |
|---------------------------|----------------------------------|--------------------------------------|---|
| <b>Capital</b>            | Pretoria (admin.)                | <b>Government Type</b>               | Democratic Republic   |
| <b>Land Area</b>          | 1'219'090 km <sup>2</sup>        | <b>Head of State</b>                 | Cyril Ramaphosa (ANC)   |
| <b>Population</b>         | 57.7 million                     | <b>Minister Trade &amp; Industry</b> | Dr. Rob Davies  |
| <b>Literacy rate</b>      | 94.4 % (aged > 15)               | <b>Official Languages</b>            | 11, English as business language                                |
| <b>Population density</b> | 42.4 habitants / km <sup>2</sup> | <b>Religions</b>                     | Protestant 73.2%, Catholic 7.1%, Muslim 1.5% and other          |
| <b>Fertility rate</b>     | 2.4 children / women             | <b>Ethnic Groups</b>                 | African: 80.2%, Caucasian 8.4%, Colored 8.8%, Indian/Asian 2.5% |

## ECONOMIC INDICATORS SOUTH AFRICA 2017

|                          |                   |                           |                   |
|--------------------------|-------------------|---------------------------|-------------------|
| <b>GDP</b>               | 349.3 billion USD | <b>Inflation rate</b>     | 5.3%              |
| <b>GDP / capita</b>      | 6'179 USD         | <b>Exchange rate</b>      | 13.67 ZAR / 1 USD |
| <b>Real GDP Growth</b>   | 0.8%              | <b>Public debt (GDP)</b>  | 52.7%             |
| <b>Unemployment rate</b> | 27.6%             | <b>Youth Unemployment</b> | 54%               |

## SOUTH AFRICAN TRADE DATA 2017

- **Total all Exports: 78.25 billion USD**
- **Top 4 Export Countries: China, Usa, Germany & India** (% of all SA Exports)
- **Switzerland ranked: 23**
- **Total all Imports: 80.22 billion USD**
- **Top 4 Import Countries: China, Germany, USA & India** (% of all SA Imports)
- **Switzerland ranked : 27**



## BILATERAL TRADE + INVESTMENT

**Top FDI Investors (2016):** UK 38%, Netherlands 21%, USA 7%, Germany 5%, **Switzerland 1.14% Rank 9**

## EXISTING BILATERAL ECONOMIC AGREEMENTS

Free Trade Agreement EFTA-SACU 2008, Automatic Tax Information Exchange AIA (2018)

## SOURCES

[SECO Südafrika](#), [StatsSA](#), [Global Competitiveness Report 2017/2018](#), [Department Trade & Industry](#), [World Bank](#)

## EXPORTING TO SOUTHERN + EASTERN AFRICA?

The SBHSA is the point of contact for Swiss and Liechtenstein companies which want to develop their business in the Sub-Saharan Africa region with focus on Southern and Eastern African countries. Our locally well-established team will help you decide on a suitable market strategy for the various countries in the region. We will prepare a service package based on your specific requirements and business priorities. We work with a wide network of local partners and industry experts. Examples of our services are:

### Legal support, marketing, research

- Legal support
- Marketing material
- Industry analysis and trend-spotting
- Market studies, competition assessments

### Partner search

- Identification and profiling of suitable distributors, agents, representatives or import partners
- Introduction to a shortlist of potential partners

### Fact Finding Missions

- Facilitating one-to-one meetings with local stakeholders and logistics support

## SWISS BUSINESS HUB SOUTHERN AFRICA

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