



SOUTH AFRICAN CHAMBER OF COMMERCE SINGAPORE





SPONSORS











PARTNERS

















DELEGATES















Monday 25 August

Site Visit Fergus Consultancy 10am to 11am

Delegation met with our members at Fergus Consultancy Group

Monday 25 August	Tech Ecosystems & Platforms of the Future	SAChamber Tech Subcommittee Event
	2PM	Registration
	2:15PM - 2:20PM	Open and Welcome SACham - Jamie Ramsamy
	2:20PM - 2:40PM	Leveraging Innovation for Business - Ms Yean Cheong Executive Director SG Tech
	2:40PM - 2:50PM	Explore How Emerging Technology Ecosystems Are Reshaping Industries - Simon Bernie
	2:50PM - 3:10PM	Showcase Platform-Based Approaches That Reduce Operational Costs - Dinesh Naidoo
	3:10PM - 3:45PM	Panel & Q&A: Using Singapore's Tech Ecosystem to Scale Business. Moderated by Yudesh Soobrayan with panelists Dinesh Naidoo, Yean Cheong, and Daisy Radford
	3:45PM - 3:50PM	Closing & Take-Home ROI Calculator – Instantly model the pay-back for your own business - Jamie Ramsamy



Monday 25 August	Welcome Dinner for the Delegation	
	6РМ	Registration
	6:30PM - 6:40PM	Open and Welcome Ian Edwards & Gcina Nomsa Dlamini
	6:40PM - 6:45PM	Welcome Address Her Excellency Charlotte Lobe
	6:45PM - 6:55PM	Address by Deputy Minister Ms Anna Thandi Moraka
	6:55PM - 7:05PM	Address by Abrie Rautenbach Managing Executive: Sector Head Agriculture CIB Absa Group
	7:05PM - 7:15PM	Address by Wrenelle Stander CEO of Wesgro
	7:15PM - 7:20PM	Closing Remarks Ian Edwards & Gcina Nomsa Dlamini
	7:20PM - 9:00PM	Dinner and networking



Tuesday 26 th August	Africa Singapore Business Forum	
Wednesday 27 th August	Africa Singapore Business Forum	
Wednesday 27 th August	Connect Africa Event	

Thursday 28 th August	CEO Roundtable	
	2:45PM	Registration and Arrival
	3:00PM to 3:05PM	Open and Welcome Ian Edwards
	3:05PM - 3:10PM	SAChamber Singapore introduction Michael Booth
	3:10PM - 3:25PM	Presentation by Lester Bouah Chief Director: Investment Mobilisation, Head: Energy One Stop Shop InvestSA/DTIC
	3:25PM - 3:40PM	Presentation by Wrenelle Stander CEO Wesgro
	3:40PM - 3:50PM	Closing Remarks Ian Edwards and Q and A
	5:00PM	End of Event



Friday 29 th August	B2B Matching Session	
	2:00PM - 4:30PM	
	4:30PM - 5:00PM	Closing Remarks Forvis Mazars and end of Event
Friday 29 th August	After Work Drinks at Penny Black	Casual after work drinks with delegation and SAChamber Members



PRE-MISSION RECEPTION AND WARM WELCOME



Before the official start of the trade mission, several of our delegates had the privilege of meeting His Excellency Mr. Zainal Arif Mantaha, High Commissioner for Singapore to South Africa, at Baba House in Pretoria. His Excellency graciously welcomed the group and extended his best wishes for their upcoming business engagements in Singapore.

The evening coincided with the celebration of Singapore's National Day, offering delegates an authentic glimpse into Singapore's vibrant culture, rich traditions, and renowned hospitality. Guests enjoyed a true taste of local Singaporean cuisine and the warm spirit that defines the nation.

It was a momentous occasion and a fitting prelude to the trade mission ahead. We extend our heartfelt thanks to His Excellency Mr. Mantaha for his continued kindness, generosity, and steadfast support of the Chamber's mission to strengthen bilateral relations between South Africa and Singapore.



DOING BUSINESS IN SINGAPORE

Our delegation arrived on Sunday, 24 August, began an exciting week of activities. We officially started on Monday, 25 August, with a session hosted by Fergus Consultancy Group, generously welcomed the delegation for an insightful discussion on doing business in Singapore. Many delegates are exploring the possibility of establishing entities in Singapore, and this session provided valuable guidance at no cost.





Topics included the process of hiring a local director, taxation and regulatory requirements, government grants, and the broader financial advantages of operating in Singapore.

Delegates also raised questions around exports, and we look forward to seeing more developments in this area where Fergus Consultancy can support with related services.

We extend our sincere thanks to our members at Fergus Consultancy for hosting and sharing their expertise. Their contribution was extremely beneficial to the delegation, and we are proud to recognise them as long-standing and valued members of the Chamber.



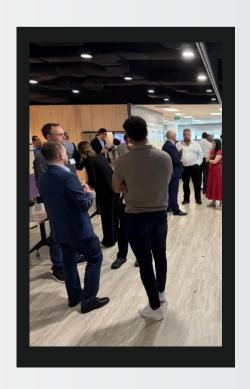
TECH ECOSYSTEMS & PLATFORMS OF THE FUTURE



The programme began at 2pm with our moderator, Jamie Ramsamy, who previously served as Chief Digital Operator at OSM Thome. The first speaker, Yudesh Soobrayan, Sales Director for APAC at Zuhlke, provided an introduction to Zuhlke and explained how the company supports businesses in embedding modern technologies at the core of their operations.

This was followed by Ms Yean Cheong, Executive Director at SGTech, who shared insights into SGTech's role in supporting businesses in Singapore, noting that their membership extends beyond the technology sector. She highlighted the ways in which SGTech acts as a valuable partner for companies looking to enter and grow in the market.

On Monday, 25 August, following the visit to Fergus Consultancy, Tech our Subcommittee hosted the delegation at Zuhlke's offices, who kindly sponsored the event. The afternoon featured an outstanding line up of speakers and panellists the under theme Tech ecosystems and platforms of the future, giving delegates valuable exposure to technologies available in Singapore to help scale their businesses.





TECH ECOSYSTEMS & PLATFORMS OF THE FUTURE



This led into the panel discussion moderated by Yudesh Soobrayan, with contributions from Daisy Radford, Managing Director of Reversec, along with Yean Cheong and Dinesh Naidoo.

The panel explored how Singapore's technology ecosystem can be leveraged to scale businesses, emphasising the value of networks such as the Chamber and SGTech, the opportunities within Singapore's vibrant technology hub, and the importance of balancing cutting edge innovation with the human element that drives it forward.

Next, Dinesh Naidoo, Digital Operations Manager at Renoir Consulting, delivered an exceptional presentation and live demonstration on using generative AI as a return on investment calculator.

He generously provided delegates with an Excel model and a detailed breakdown of how to apply this tool for business growth. His contribution required significant preparation and was shared entirely free of charge, for which we extend our sincere appreciation.

We then heard from Simon Bernie, who spoke on how emerging technology ecosystems are reshaping the future.





TECH ECOSYSTEMS & PLATFORMS OF THE FUTURE

The audience was highly engaged and the event received excellent feedback for the quality of knowledge and expertise shared by our network of professionals.

We are grateful to all our speakers, as well as to our MC, Jamie Ramsamy, for leading a superb programme and special mention to our sponsors Zuhlke for hosting the event.

It was an inspiring way to start the week, creating another opportunity for networking and adding meaningful value to the delegation.











WELCOME DINNER FOR THE SOUTH AFRICAN DELEGATION

On the evening of 25 August, the Chamber proudly hosted a welcome dinner for the South African delegation, made possible through the generous sponsorship of our members at Absa CIB. It was a remarkable occasion that brought together our Gold Members, strategic partners, and friends of the Chamber in celebration of our very first trade mission to Singapore in partnership with Wesgro.

The evening carried a sense of history in the making. We were deeply honoured to welcome the Deputy Minister for Trade and International Cooperation, Ms Anna Thandi Moraka, and Her Excellency Charlotte Lobe, High Commissioner for South Africa to Singapore, both of whom added immense value to the evening through their presence and words.



The programme began with a warm welcome from Ms Gcina Nomsa Dlamini, Senior Trade Manager for ASEAN at Wesgro, followed by Mr Ian Edwards, Managing Director of 1.618 International and a long-standing member of our Executive Committee. Ian's unwavering dedication and support were instrumental in bringing this trade mission to life, and his remarks reflected the collaborative spirit that underpins our work.

Her Excellency Ms Charlotte Lobe then addressed the delegation, offering insights into the High Commission's role in Singapore and its efforts to champion South Africa on the global stage.



WELCOME DINNER FOR THE SOUTH AFRICAN DELEGATION

This was followed by the Honourable Deputy Minister, who inspired the room with stories of South Africa's journey and reflections on the growing ties with Singapore.

The business community was further enriched by Mr Abrie Rautenbach, Managing Executive and Sector Head of Agriculture CIB at Absa Group, who spoke about Absa's evolving partnership with Singapore and its commitment to supporting businesses entering Africa.





To conclude the formalities, Ms Wrenelle Stander, CEO of Wesgro, delivered a heartfelt speech on the strength of the partnership with the Chamber, the importance of Singapore as a market for promoting the Western Cape, and her appreciation for the warmth and hospitality shown by the Singaporean people.

As the formalities gave way to dinner, the atmosphere shifted into one of connection and camaraderie. Guests enjoyed the chance to network, exchange ideas, and deepen relationships. A special highlight of the evening was the generous wine tasting curated by our partner, Message in a Bottle, who treated attendees to a selection of premium South African wines. It was the perfect complement to a night of celebration and collaboration.



WELCOME DINNER FOR THE SOUTH AFRICAN DELEGATION

The welcome dinner was more than just a meal; it was a moment of shared pride, friendship, and forward-looking energy.

New bonds were formed, old ones renewed, and the stage was set for a week of meaningful engagements. Our heartfelt thanks go to Absa CIB for their sponsorship and support, which elevated the evening and reinforced the professionalism and value the Chamber strives to create.

Above all, the dinner reflected the Chamber's mission of bridging Africa and Southeast Asia, creating platforms where business, government, and individuals can come together to build lasting connections.









WELCOME DINNER FOR THE SOUTH AFRICAN DELEGATION









WELCOME DINNER FOR THE SOUTH AFRICAN DELEGATION







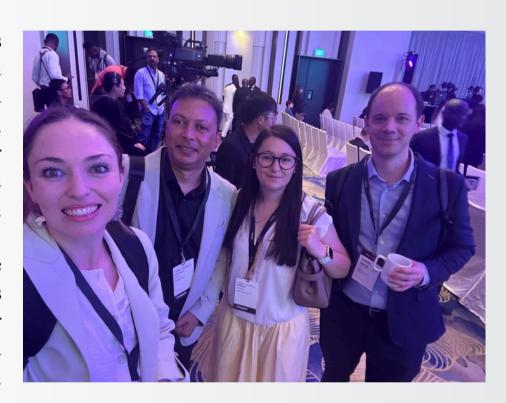


DAY 2 & 3

AFRICA SINGAPORE BUSINESS FORUM & CONNECT AFRICA EVENT

The Africa-Singapore Business Forum (ASBF) 2025, held from 26-28 August 2025 at the Grand Copthorne Waterfront, brought together Singapore, 500 business over and government leaders from Africa, Singapore, and across Asia. Organised Enterprise by Singapore, ASBF is the region's leading platform for strengthening Africa-Asia partnerships through trade, investment, and innovation.

Since its inception in 2010, the Forum has connected more than 5,000 participants from over 50 countries, promoting dialogue and collaboration across key growth sectors including energy, sustainability, digital technology, infrastructure, and consumer goods.



Key benefits for the delegation included:

- High-level engagement with regional decision-makers and investors;
- Access to market intelligence on Southeast Asian business trends;
- Strengthened visibility of South African opportunities and capabilities
- Development of potential partnerships and follow-up discussions.



CEO ROUNDTABLE - INSIGHTS INTO AFRICA

On 28 August, the Chamber was deeply honoured to host a CEO Roundtable on Insights into South Africa in partnership with InvestSA and Wesgro.

The event formed a key highlight of the trade mission, creating a powerful platform for dialogue on investment opportunities in South Africa.

When InvestSA first approached the Chamber to support their efforts in convening Singaporean companies interested in South Africa, our shared goal was clear: decision-makers to bring and showcase together the immense potential that the country holds.

South Africa is a mineral-rich economy, with abundant reserves of platinum, gold, and rare earth minerals, but its opportunities stretch far beyond resources.



Against the backdrop of shifting global trade dynamics, the need for strategic partnerships between Africa and Asia has never been greater.

Our platinum sponsors, St James's Place, opened their boardroom to host the session, which was filled to capacity — a sign of the strong appetite for knowledge and connections. The energy in the room was palpable, with delegates eager to learn more about South Africa's diverse industries and investment climate. We extend our sincere gratitude to St James's Place for their continued support as platinum sponsors and for helping us bring this momentous event to life.



CEO ROUNDTABLE - INSIGHTS INTO AFRICA

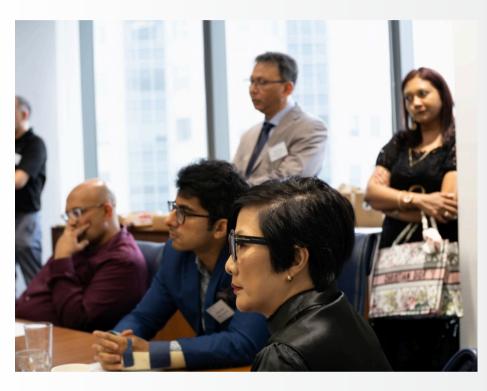
The programme began with opening remarks from Mr Ian Edwards, Chamber Executive Committee Member, and Mr Michael Booth, Chamber Board Director and platinum sponsor. They highlighted the Chamber's role as a bridge for bilateral trade and investment between Singapore and South Africa, emphasising our mission to create meaningful business connections across regions.

Mr Lester Bouah, Chief Director of Investment Mobilisation and Head of the Energy One Stop Shop at InvestSA, then delivered a detailed presentation on how the Department of Trade, Industry and Competition, together with InvestSA, supports companies expanding into South Africa. He highlighted thriving sectors such as mining, manufacturing, agriculture, and telecommunications, while also pointing to South Africa's competitive advantages: a population of 1.5 billion across the continent, world-class road, rail, and port infrastructure, advanced ICT systems, and strong air connectivity.





CEO ROUNDTABLE - INSIGHTS INTO AFRICA



This was followed by an excellent presentation from Ms Wrenelle Stander, CEO of Wesgro, who showcased the Western Cape as a dynamic gateway for investment. She outlined how Wesgro assists businesses through every stage of their journey, from market entry and regulatory navigation to talent sourcing, incentives, and strategic matchmaking.

She highlighted priority sectors including the green economy, life sciences and healthcare, logistics, food and beverages, green manufacturing, IT, education, and data centres. Each of these sectors represents unique opportunities for Singaporean companies to partner, invest, and grow. Delegates were also invited to share more about their businesses, creating real-time opportunities for collaboration and potential leads.

The session closed with an engaging Q&A and valuable networking, ensuring that conversations continued well beyond the formal programme. The Chamber extends heartfelt thanks to InvestSA, Wesgro, and our platinum sponsors St James's Place for making this possible. We also event acknowledge the continued support of Enterprise Singapore, who partnered with us from the outset of this trade mission.

This CEO Roundtable was more than just a meeting; it catalyst a for was new relationships, greater understanding, and stronger connections. We look forward to seeing more Singaporean businesses discover South Africa's potential and to continuing our role as the bridge between Africa and Southeast Asia.



CEO ROUNDTABLE - INSIGHTS INTO AFRICA









B2B MATCHING EVENT

August, the Chamber On 29 concluded the formal programme of its trade mission with a curated B2B matchmaking session, hosted as a event of the Africa partner Singapore Business Forum. This format not only drew interest from local Singaporean companies but also attracted businesses from across Africa, creating a truly international platform for collaboration.

We extend our sincere thanks to our sponsors at Forvis Mazars Singapore, who generously hosted the session at their offices and provided sponsorship for the venue. Their support was instrumental in delivering a professional and welcoming space for delegates and guests to connect.

The session began at 2pm, with delegates seated at designated tables by sector, ensuring that attendees could easily identify and engage with relevant industries.



What made the afternoon even more dynamic was the inclusion of online participants, who joined via meeting rooms to connect with delegates virtually. This hybrid approach broadened the reach of the event and underscored the growing importance of flexible, borderless networking.

The Chamber was especially grateful for the presence of our Executive Committee members, who came to support the delegation and explore ways to assist them. As with all B2B engagements, the real value often lies in unexpected conversations. While attendees may not always meet the exact contact they set out to find, they often discover the connection they truly need — a principle that has consistently led to business opportunities through the Chamber's network.



B2B MATCHING EVENT

Throughout the afternoon, the room buzzed with energy as introductions were made, ideas exchanged, and partnerships explored. With an impressive attendance rate of around 70%, many participants stayed until the close of the event at 5pm, a testament to the quality and depth of the interactions. The session concluded with a short presentation by Forvis Mazars, who shared how their global expertise can support companies establishing operations in Singapore and beyond.

The B2B matchmaking session was a fitting finale to the trade mission's formal events. It not only provided delegates with tangible business opportunities but also reaffirmed the Chamber's role in creating platforms where relationships can flourish. We left the day with a sense of momentum, confident that the seeds planted in these conversations will grow into lasting partnerships.









TESTIMONIALS



"Reflecting on the week that was filled with the SA Chamber Trade Mission from South Africa events. I am impressed with the way the events were spread across the week, allowing for connection and conversation in different forums. From the engaging Technology session on Monday afternoon, building the theme of connection and collaboration onto the Dinner Event that evening. Then, attending the business matching session, followed by a casual meeting with Singapore Chamber members at Penny Black. I made several connections, learnt about what is possible, and began planning on turning things into actions. It is great to be part of the chamber and attend these events, growing business between South Africa and Singapore."

SIMON BERNIE SVP HEAD OF STRATEGIC PARTNERSHIPS AT TECEZE

"Very good meeting with SFA. The export of ostrich Singapore will be meat possible soon and we can benefit from it as surrounding countries also showed interest in our meat products.rich meat to Singapore will now Healthy Ostrich meat available in the Singapore market!"

RIES DEMPSEY CAPE KAROO INTERNATIONAL DELEGATE

"Participating in the trade mission to Singapore was a valuable opportunity with engage diverse a network of industry stakeholders. It broadened my perspective on global trends, logistics fostered meaningful connections. and opened doors for strategic collaboration that will benefit both my role and our company's growth in the sector"

NICOLA STROHM DP WORLD DELEGATE



TESTIMONIALS



"Together with one of the delegates of the trade mission and members of SACham, we met and clarified requirements with SFA for meat importation. That seals the partnership for us! Great teamwork amongst the Chamber and business partners!"

TOONLEE NG VENTURE SENSE PTE LTD, HARVEST DIRECT PTE LTD

"The joint mission between the South Africa-Singapore Chamber of Commerce and Wesgro was an unequivocal success. This collaboration stands as a strong testament to the effectiveness of partnering with chambers of commerce when entering new markets, given their extensive networks and established footprint within the local business community. Such partnerships not only mitigate market entry risks but also accelerate returns on investment by facilitating access to credible business connections."

GCINA NOMSA DLAMINI SENIOR TRADE MANAGER - ASEAN WESGRO





TESTIMONIALS

"I am truly privileged to have been part of the South African Chamber of Commerce Singapore trade delegation in August, representing 1.618 International Advisory alongside some of South Africa's dynamic private sector companies. Being part of the team that supported the Chamber, I had first hand insights to seeing the impact that a few committed individuals can achieve!

The success story of this trade mission was to demonstrate the power of focused B2B engagement given the right leadership. This initiative was nothing short of transformative for the businesses involved, opening doors to new partnerships and investment opportunities across Singapore and the broader ASEAN region.

A special thanks must go to Keridyn Heatlie, whose dedication and tireless organisational efforts made the mission possible. Keridyn's passion for connecting people ensured that every company received the support they needed to maximise business potential.

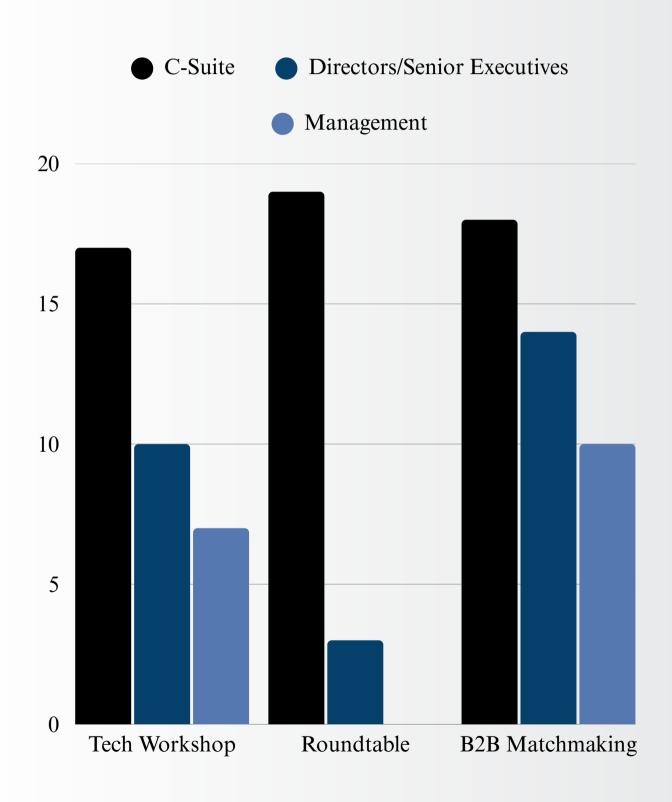
South African companies were given a platform to attend specifically curated business meetings, forge joint ventures, and lay the groundwork for regional headquarters in Singapore. Imagine the impact when this is done yearly and the momentum builds!?

I believe this mission reinforced the critical importance of private-sector collaboration; having true B2B champions driving cross-border partnerships not only accelerates growth but also fosters innovation and resilience within our markets."

IAN EDWARDS
MANAGING DIRECTOR 1.618 INTERNATIONAL



ATTENDEE DEMOGRAPHICS





HIGHLIGHTS AND PARTNERSHIPS FROM THE 2025 SOUTH AFRICASINGAPORE TRADE MISSION

Post-Event Summary

The 2025 South Africa—Singapore Trade Mission marked a significant milestone for the South African Chamber of Commerce, Singapore — both in the calibre of delegates who joined and in the strength of our collaboration with Wesgro.

What began as a discussion around a potential South African presence at Singapore's Food and Beverage Trade Show evolved into a powerful partnership and the foundation of a trade mission aligned with the Africa Singapore Business Forum. This partnership truly reflects the Chamber's mission: connecting business, government, and individuals in an ecosystem that fosters meaningful bilateral trade between South Africa and Singapore.

We extend our sincere appreciation to Wesgro for their trust and collaboration in delivering impactful business connections for their delegates, helping us collectively bridge the trade gap between our two regions.

Key Wins and Outcomes

The trade mission achieved several notable outcomes. On average, delegates secured between six to twelve potential business leads each, and exciting progress has been made towards the export of ostrich meat from South Africa to Singapore. Our members played a vital role by coordinating a meeting with the Singapore Food Agency to discuss importing heat-treated products. The applications are well underway, marking the first step toward opening the Singapore market to South African meat exports. This milestone reinforces our commitment to expanding South Africa's export footprint and driving meaningful impact across the region.

The mission also highlighted the growing demand for curated executive events around major conferences. The need for structured B2B engagement has never been greater, especially given the geographical spread of our business communities.



HIGHLIGHTS AND PARTNERSHIPS FROM THE 2025 SOUTH AFRICASINGAPORE TRADE MISSION

Another major success came through the CEO Roundtable, where we unpacked key concerns limiting Singaporean investment into South Africa — including perceptions of the economic landscape, energy stability, water security, and safety.

Presentations from InvestSA and Wesgro provided clarity, context, and confidence by showcasing the real opportunities that exist, especially in the Western Cape. The insights shared helped Singaporean businesses make more informed decisions and demonstrated how the Chamber, alongside InvestSA, Wesgro, and Enterprise Singapore, work to support market entry and trade partnerships.

Acknowledgements

Our heartfelt thanks to our many sponsors, members, and partners who made this mission possible:

- Fergus Consultancy Group, for hosting the delegation and offering valuable insights into the Singaporean business environment and government grants available.
- **Zühlke**, for hosting the "Tech Ecosystems and Platforms of the Future" workshop a powerful start to the day, featuring a hands-on session on leveraging generative AI for business ROI. Special appreciation to our speakers:
- Mr. Jamie Ramsamy, Mr. Yudesh Soobrayan (Zuhlke), Mr. Dinesh Naidoo (Renoir Consulting), Mr. Simon Bernie (Teceze), Ms. Yean Cheong (SGTech), and Ms. Daisy Radford (Reversec).
- Absa Corporate and Investment Bank, for sponsoring the Welcome Dinner, setting a high note for the week's events.
- Her Excellency Ms. Charlotte Lobe, South Africa's High Commissioner to Singapore, for her steadfast support and inspiring opening remarks, as well as to Hon. Deputy Minister of International Relations and Cooperation, Ms. Anna Thandi Moraka, for welcoming our delegation.



HIGHLIGHTS AND PARTNERSHIPS FROM THE 2025 SOUTH AFRICASINGAPORE TRADE MISSION

- Our incredible partners at Wesgro Ms. Wrenelle Stander, Ms. Gcina Nomsa Dlamini, and Ms. Jean Scheltma for their partnership and trust throughout this journey.
- St. James's Place, our Platinum Sponsor, for hosting the CEO Roundtable in their elegant boardroom, setting the ideal professional tone for meaningful dialogue.
- Forvis Mazars, for generously hosting the B2B Matchmaking Event in Singapore. The venue and hospitality were exceptional, reflecting the strong foundation of our partnership, which began with their hosting of the Trade Mission Launch in Johannesburg earlier this year.

We also express our deepest gratitude to our Board Directors for their leadership and strategic vision, and to our members who engaged, attended, and supported the delegation in true community spirit.

A very special mention goes to Mr. Ian Edwards, whose dedication and leadership were instrumental throughout this journey. From representing South African businesses and coordinating meetings to moderating and speaking at several events, Ian's commitment exemplified the collaborative energy that drives the Chamber forward.

This trade mission not only strengthened our commercial and institutional ties but also showcased the power of collaboration when business, government, and individuals work together towards shared growth. It has reaffirmed our belief that the Chamber's role as a conduit between South Africa and Singapore continues to create tangible opportunities for our members and the broader business ecosystem.

As we look ahead, we remain committed to building on this momentum — expanding partnerships, enabling trade, and fostering a thriving community that connects Africa and Asia.