

From: Sithembile Ntombela

Date: Wednesday, November 30, 2016 at 10:57 AM

To: Sibusiso Zondo, Mudunwazi Baloyi

Cc: Carol Mnguni, Tshepiso Malele

Subject: RE: Request for a Full Page Creative to publish in a Magazine

Thanks Siby for assisting.

Regards

S

From: Sibusiso Zondo [<mailto:Sibusiso.Zondo@fcb.co.za>] **Sent:** Wednesday, November 30, 2016 5:34 PM **To:** Mudunwazi Baloyi

<MudunwaziB@brandsouthafrica.com> **Cc:** Carol Mnguni

<Carol.Mnguni@fcb.co.za>; Tshepiso Malele

<tshepiso@brandsouthafrica.com>; Sithembile Ntombela

<sithembilen@brandsouthafrica.com> **Subject:** RE: Request for a Full Page Creative to publish in a Magazine

Hi Mr Baloyi,

Attached please find the high resolution files.

Kind regards,

Sibusiso Zondo Account Director

T +27 11 566 6803 M +27 (0)83 590 6693

FCBJOBURG

164 Katherine Street, Sandton, 2196, JHB
fcb.co.za @FCBafrica

Sunday Times Top Brands Group 2014, 2015 & 2016

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From: Mudunwazi Baloyi [<mailto:MudunwaziB@brandsouthafrica.com>] **Sent:** 30 November 2016 05:06 PM **To:** Sibusiso Zondo **Cc:** Carol Mnguni **Subject:** Re: Request for a Full Page Creative to publish in a Magazine

are you in a position to send by today? I am worried they will not include this in the publication as they have to send to external printers, and i have no control of their processes?

Thanks,

Mudunwazi Baloyi Country Head: USA BRAND SOUTH AFRICA +1 917 715 2705 mobile +27 73 549 7553 mobile +27 12 743 5252 direct line Skype:

Muhlonipheki mudunwazib@brandsouthafrica.com

cid:image005.png@01D0B4A3.85587460

On Nov 30, 2016, at 4:37 AM, Sibusiso Zondo <Sibusiso.Zondo@fcb.co.za> wrote:

Hi Mr Baloyi,

We will prepare the artwork and send it through.
Kindly confirm the full page dimensions or we can base it on a standard A4

dimension of 210 x 297 mm.

Kind regards,

Sibusiso Zondo Account Director

T +27 11 566 6803 M +27 (0)83 590 6693

<image002.jpg>

From: Mudunwazi Baloyi [<mailto:MudunwaziB@brandsouthafrica.com>] **Sent:** 29 November 2016 07:42 PM **To:** Sibusiso Zondo **Subject:** Re: Request for a Full Page Creative to publish in a Magazine

Sibusiso,

Please send me all three...high resolution for full page advertisement.

Thanks,

Mudunwazi Baloyi Country Head: USA BRAND SOUTH AFRICA +1 917 715 2705 mobile +27 12 743 5252 direct line Skype: Muhlompheki mudunwazib@brandsouthafrica.com

[cid:image005.png@01D0B4A3.85587460](#)

On Nov 29, 2016, at 3:37 AM, Sibusiso Zondo <Sibusiso.Zondo@fcb.co.za> wrote:

Hi Mr Baloyi,

Attached please find print advert options for your review and selection. Once

you've selected the preferred option, we will resize it according to the specs of the booked magazine and supply high resolution artwork.

Thanks!

Kind regards,

Sibusiso Zondo Account Director

T +27 11 566 6803 M +27 (0)83 590 6693

<image002.jpg>

From: Sithembile Ntombela [<mailto:sithembilen@brandsouthafrica.com>] **Sent:** 28 November 2016 04:14 PM **To:** Matalane Ngobeni; Mudunwazi Baloyi **Cc:** Vusi Nxumalo; Sibusiso Zondo **Subject:** RE: Request for a Full Page Creative to publish in a Magazine

Hi Mr Baloyi

We have a bank of new creative that I think you can use instead of flying an old advert.

Sibusiso: Please send 2 x creative for Mr Baloyi and as soon as he makes a selection, we will need to send him a hi res.

Regards

S

From: Matalane Ngobeni **Sent:** Monday, November 28, 2016 11:11 AM **To:** Mudunwazi Baloyi <MudunwaziB@brandsouthafrica.com> **Cc:** Vusi Nxumalo <vusin@brandsouthafrica.com>; Tshepiso Malele <tshepiso@brandsouthafrica.com>; Brian Mthembu

<BrianM@brandsouthafrica.com>; Sithembile Ntombela
<sithembilen@brandsouthafrica.com> **Subject:** RE: Request for a Full Page
Creative to publish in a Magazine

Good morning Mr Baloyi

The marketing team will be able to advise us on print material.
Tshepiso and Sithe – please advise if you have material you can supply

Kind Regards,
Matalane

From: Mudunwazi Baloyi **Sent:** 28 November 2016 06:09 AM **To:** Matalane
Ngobeni <Matalanen@brandsouthafrica.com> **Cc:** Vusi Nxumalo
<vusin@brandsouthafrica.com>; Tshepiso Malele
<tshepison@brandsouthafrica.com>; Brian Mthembu
<BrianM@brandsouthafrica.com> **Subject:** Re: Request for a Full Page
Creative to publish in a Magazine

Dear Matalane,

Could you please send me a high resolution creative for a full page
advertisement that i need to place on the Foreign Policy magazine (their
WEF Davos issue) to be published in January? It has come to my
attention today that they would like to have it tomorrow Monday, 28th
November 2016.

Thanks,

Mudunwazi Baloyi Country Head: USA BRAND SOUTH
AFRICA +1 917 715 2705 mobile +27 12 743 5252 direct line Skype:
Muhlonipheki mudunwazib@brandsouthafrica.com

[cid:image005.png@01D0B4A3.85587460](#)

On Nov 2, 2016, at 9:39 AM, Matalane Ngobeni
<Matalanen@brandsouthafrica.com> wrote:

Dear Mr Baloyi

Apologies for the delay in responding.

Brian will send you the logo shortly.

Regards,
Matalane

From: Mudunwazi Baloyi **Sent:** 28 October 2016 10:58 PM **To:** Matalane Ngobeni <Matalanen@brandsouthafrica.com> **Cc:** Vusi Nxumalo <vusin@brandsouthafrica.com>; Tshepiso Malele <tshepiso@brandsouthafrica.com> **Subject:** Fwd: Logo for Diplomat of the Year Sponsorship

Hi xewetile Matalane!

Could you please assist me with the requested information below?

Thanks,

Mudunwazi Baloyi Country Head: USA BRAND SOUTH AFRICA +1 917 715 2705 mobile +27 12 743 5252 direct line Skype: Muhlompheki mudunwazib@brandsouthafrica.com

[cid:image005.png@01D0B4A3.85587460](#)

Begin forwarded message:

From: Duc Luu <Duc.Luu@foreignpolicy.com>
Subject: Logo for Diplomat of the Year Sponsorship

Date: October 28, 2016 at 4:26:28 PM EDT

To: Mudunwazi Baloyi <MudunwaziB@brandsouthafrica.com>

Cc: Grace Rooney <grace.rooney@foreignpolicy.com>,

Stephanie Cherkezian

<Stephanie.Cherkezian@foreignpolicy.com>, Hanna Berman

<hanna.berman@foreignpolicy.com>

Hi Mudunwazi,

We'd like to include Brand South Africa's logo in the program for the Diplomat of the Year Awards.

By the end of the week of the 31st, can you please send over a high-res logo in .eps, .png., or .pdf format?

Best Regards,


Duc Luu

Vice President

Office: 202-728-7325

Mobile: 832-878-9567

11 DuPont Circle | Suite 600

Washington, DC 20036

<http://foreignpolicy.com/>

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<10001497SM_BSA Ad_275x210.pdf><Culture & Heritage - Option 1.pdf><Investment - Execution 2.pdf>

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The FP Group



Wednesday, December 7nd, 2016

1. Background

Since 2014, the FP Group has worked with Brand South Africa to help enhance South Africa's strategic communications efforts in the United States and facilitate engagement with key stakeholders in the business, policy, academic, and media communities. The partnership has evolved since 2014 to reflect the changing needs and priorities of Brand South Africa, and has incorporated a variety of integrated activities including sponsored content, live event opportunities, research, advertising, and much more.

Key goals of the partnership agreement include:

- Create a multi-pillar foundation of partnership that goes beyond just the South Africa Now! Newsletter
- Work with FP to reach an influential audience (journalists, opinion makers, think tanks, etc.) and disseminate positive stories to them
- Change how Brand South Africa is perceived in the US market, given the 60% negative reporting rate
- Convene discussions where opinion makers can speak openly about South Africa

Brand South Africa works with us because the FP Group has a unique hold on the world's most important policy and business audiences. For more than 45 years, we have served as a trusted advisor for senior decision makers in the US and internationally. Based on an independent Mendelsohn study of US readers, FP has the highest percentage of respondents who consider themselves to be opinion leaders and the highest percentage of readers with C-level job responsibilities as compared to the *Financial Times*, *The Economist*, *The Atlantic*, and *Politico*.

2. Objectives of the Event

Brand South Africa had the opportunity to leverage the FP Diplomat of the Year Gala in Washington, DC, an annual program that convenes approximately 150 influential guests to celebrate those contributing to a more peaceful, prosperous world. As the exclusive country underwriter for this program, Brand South Africa had a unique opportunity to showcase its thought leadership on these issues.

- **Reputation Management:** Association and support of high-quality, high-valued brands such as Google, Paris, and democracy promotion had significant reputation effects both within the room of elite guests as well as around the world via the livestream.
- **Marketing the Brand:** Brand South Africa had a designated front-of-room table for designated Brand South Africa guests as well as prominent placements on event materials and signage.

- **Communicating the Story of South Africa:** Brand South Africa had the opportunity for a senior Brand South Africa representative to introduce Brand South Africa to a distinguished audience with welcoming remarks. FP also assisted Brand South Africa with the drafting of the remarks.

3. Execution/Communications and PR

Mudunwazi Baloyi, US Country Head, had the opportunity to deliver remarks, which were livestreamed, onstage to the guests as the only country representative. FP managed all logistics for the event, including personalized invitations and follow-ups to Brand South Africa guests. We featured Brand South Africa's logo prominently on the signs at the event.



- YouTube: <https://www.youtube.com/watch?v=q0HUMejthUM>
 - Current # of views: 210 (but YouTube doesn't measure partial views and so the number of views is likely higher)
 - Brand South Africa's remarks start around the 4:30 mark
- Twitter: Hundreds of times that the hashtag '#DiplomatOfTheYear' was used throughout the night
- Facebook: Reach of nearly 15,000 for post on event
- <https://foreignpolicy.smugmug.com/Diplomat-of-the-Year-2016/>



Mayor of Paris Anne Hidalgo



Google Executive Chairman Eric Schmidt

Event likely had reach in the millions given the external media coverage of the event:

- Foreign Policy: <http://foreignpolicy.com/2016/11/17/google-eric-schmidt-cyber-information-is-good-even-if-its-wrong-fakenews-trump-elections-climatechange-diplomat/> (Brand South Africa advertisements was tied to FP coverage of the event, amplifying Brand South Africa’s marketing to FP’s audience.)

The screenshot shows the top navigation bar of the Foreign Policy website with the 'FP' logo and menu items: NEWS & IDEAS, REGIONS, CHANNELS, GALLERIES, VOICES. Social media icons for Facebook, Twitter, and Pinterest are also visible. The main article features the title 'Google's Eric Schmidt Says More Information is Good, Even If It's Wrong' by Robbie Gramer, dated November 17, 2016. The article includes a photo of Eric Schmidt in front of a backdrop with the 'FP' logo. To the right, there is a sidebar for 'South Africa Now!' newsletter and an 'About The Cable' section.

- Yahoo: <http://sports.yahoo.com/news/google-eric-schmidt-says-more-035510330.html>
- The Atlantic: <http://www.citylab.com/politics/2016/11/paris-dc-mayors-vow-to-make-city-voices-louder-than-trumps/508148/>
- Huffington Post: http://www.huffingtonpost.com/anne-hidalgo/climate-change-is-not-just_1_b_13056498.html

4. Return on Investment / Impact

Typical event sponsorships of such scale, audience quality, and reach would garner \$250,000 on the open market—see similar CEO-level sponsorship packages at *WSJ* and *Forbes* that include remarks—versus Brand South Africa’s total spend of \$75,000 for the entire initiative.

5. Lessons Learnt

- Have Brand South Africa as the sponsor for the entire event rather than for a single award in order to increase association with many different, positive causes
- Livestream and feature Brand South Africa’s remarks on different social media platforms to amplify its message
- Invite guests at an earlier date in order to attract the most senior-level guests for Brand South Africa’s featured table at the event



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- Huffington Post: http://www.huffingtonpost.com/anne-hidalgo/climate-change-is-not-just_1_b_13056498.html

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Q3 POE 2016 KRA 2.5.3 Media hosted at identified platforms.

Media Engagement for Minister Gordhan, Governor Kganyago and key CEOs and leaders of labour.

The minister and the governor of the reserve bank led the media engagement supported by the deputy minister of finance (Mr Mcebisi Jonas), Mr Pali Lehohla (Statistician-General), leaders of the labour federations, select CEOs (in particular Messrs Jabu Mabuza and Sim Tshabalala) and Chairperson of the JSE (Ms Nku Nyembezi-Heita). The line of questions focused on the purpose of the visit, macro economic events and global monetary policy impact on South Africa; and where the minister was involved the issue around the Hawks investigation on him kept on coming up. Below are some of the links of the interviews conducted:

Minister Gordhan appearance on Bloomberg Television and Radio:

<http://www.bloomberg.com/news/videos/2016-10-04/south-africa-s-gordhan-sees-probe-as-political-mischief>

<http://www.bloomberg.com/news/videos/2016-10-04/south-africa-s-gordhan-economy-has-bottomed-out>

<http://www.bloomberg.com/news/videos/2016-10-04/south-africa-s-gordhan-asks-for-no-more-shocks-from-fed>

<http://www.bloomberg.com/news/audio/2016-10-04/the-first-word-south-african-finance-minister-pravin-gordhan>

Governor Kganyago on Bloomberg:

<http://www.bloomberg.com/news/articles/2016-10-05/south-african-central-bank-s-kganyago-says-rand-undervalued>

Minister Gordhan on CNN:

<https://we.tl/MOAdXaHnS1>

From: Sherwin Bryce-Pease s.brycepease@gmail.com
Subject: Re: Invitation for Possible Interviews with Visiting Cabinet Ministers from South Africa
Date: October 2, 2016 at 3:49 PM
To: Mudunwazi Baloyi MudunwaziB@brandsouthafrica.com

Thank you sir. See u on Tuesday. But will try to call tmrw for a brief chat to touch base.

Sherwin Bryce-Pease
Sent from my iPhone

On Oct 2, 2016, at 3:30 PM, Mudunwazi Baloyi <MudunwaziB@brandsouthafrica.com> wrote:

Dear Sherwin,

I have scheduled SABC for 08h30 - 09h00 for the interview with the Minister on the 04th October 2016.

Thanks,

Mudunwazi Baloyi
Country Head: USA
BRAND SOUTH AFRICA
+1 917 715 2705 mobile
+27 12 743 5252 direct line
Skype: Muhlonipheki
mudunwazib@brandsouthafrica.com

[cid:image005.png@01D0B4A3.85587460](#)

On Sep 30, 2016, at 7:14 AM, Sherwin Bryce-Pease <s.brycepease@gmail.com> wrote:

Good morning Mr Baloyi,

Apologies for the flood of emails! I have just been engaging with my editors and we think an early slot on the first day in the 7-10am window would be ideal so that we can get something on the evening news (given time difference etc).

Thank you,

Sherwin Bryce-Pease
Sent from my iPhone

On Sep 17, 2016, at 4:48 PM, Mudunwazi Baloyi <MudunwaziB@brandsouthafrica.com> wrote:

Dear Sherwin,

My telephone call to you earlier on was with regard to the opportunities below for your consideration, and as we communicate the South African story in this market.

Minister of Trade and Industry Dr Rob Davies: 22 September 2016

The first opportunity is with Minister of Trade and Industry Dr Rob Davies, who is visiting New York accompanying the President at the US - Africa Business Summit. As part of his programme Brand South Africa in partnership with Foreign Policy Magazine is hosting a luncheon Event at Le Bernadin Restaurant on the 22nd September 2016, starting from 12h00 - 14h00 with Minister Davies as the Guest Speaker talking about "How countries can be proactive rather than reactive to the major global trends around economic growth in the 21st century. After his remarks the conversation will focus on how embracing services, automation, robotics, and the like can build a new skills based class across Africa and the globe, and spur economic development".

Minister of Finance Mr Pravin Gordhan, and the Governor of the Reserve Bank Mr Lesetja Kganyago: 04 - 05 October 2016

I am reaching out to request for a scheduling of Minister of Finance Mr Pravin Gordhan or

I am reaching out to request for a scheduling of Minister of Finance Mr Pravin Gordhan or Governor of the Reserve Bank Mr Lesetja Kganyago who will be leading a delegation of CEOs of Johannesburg Stock Exchange listed companies, and CEOs of State Owned Enterprises as well as representatives of labour to New York on 04 - 05 October 2016 for an outreach conference titled: South Africa Tomorrow Investor Conference, which is on its 4th year running.

The objective of the conference is to showcase South Africa, its institutions and South African companies to investors in the United States and to reassure them that we are still "open for business". The conference usually aims to attract broad audience including institutional investors in the equities and fixed income space as well as US corporates and wealth managers.

However, for 2016, the Minister of Finance has specifically requested to meet with USA investors that are already invested in South Africa, or are interested in investing in South Africa. He would like to give them the opportunity to meet with them individually (one-on-one closed session for 45 minutes) or as sector groups (1 and half hours for sectorial group meetings). The aim of this is to provide South African foreign investors in the USA with an opportunity to engage the Minister and his government team with regards to any issues they may have, such as: proposed legislation/Bill or regulations; legislation or regulation that are currently in place; government's policy stance on certain matters; government programmes for foreign investors (i.e. incentives, tax break/tax free zones); current infrastructure availability; ease of doing business in South Africa; investment and business confidence. The Minister and his government team would also like to share with USA FDIs the investment opportunities that are currently available in South Africa as well as an understanding of the South African economy.

The Minister is available to conduct the interviews on the following date and time:

- From 07h00 - 10h00 on 4 October 2016.
- From 17h00 - 18h30 on 5 October 2016.

Please do let me know what works better for your team? Both the Minister and the Governor are available to do interviews. So you can have them both as well in one sitting or different time slots for each at the Park Hyatt Hotel on 153 West 57th Street.

Thanks,

Mudunwazi Baloyi
Country Head: USA
BRAND SOUTH AFRICA
+1 917 715 2705 mobile
+27 12 743 5252 direct line
Skype: Muhlompheki
mudunwazib@brandsouthafrica.com

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From: Lorna Shaddick shaddickl@featurestory.com
Subject: Re: Invitation for possible Interviews for eNCA
Date: September 30, 2016 at 1:12 AM
To: Mudunwazi Baloyi MudunwaziB@brandsouthafrica.com
Cc: Nick Harper harpern@featurestory.com, Laura Cantekin cantekinl@featurestory.com

Hello Mudunwazi,

As we plan our movements for next week, do let me know what is happening with the Minister and the Reserve Bank Governor. We would like to interview them - just let us know the time slots.

Thank you!

Lorna

On Sun, Sep 25, 2016 at 5:59 PM, Lorna Shaddick <shaddickl@featurestory.com> wrote:

Hello again Mudunwazi,

Many thanks for this and apologies for the delay in reply. It's been a busy week with the UN GA!

We would indeed like to interview Minister Gordhan for eNCA in the 4th Oct morning time slot. Would he be available around 8.30 or 9am?

We would also like to talk to the Reserve Bank Governor in the same time slot - but not at the exact same time - if possible. Could we do one interview and then the other immediately afterwards?

Let me know what would work best.

Thank you!

Lorna

Sent from my iPhone

On 18 Sep 2016, at 22:48, Mudunwazi Baloyi <MudunwaziB@brandsouthafrica.com> wrote:

Lorna,

I have checked with the team, and it should not be a difficulty to secure a short time to speak to the minister at the margins of the US - Africa Business Summit. He is only arriving on Tuesday so it is not clear yet whether Tuesday will work or not but Wednesday is not a problem.

Thanks,

Mudunwazi Baloyi
Country Head: USA
BRAND SOUTH AFRICA
[+1 917 715 2705](tel:+19177152705) mobile
[+27 12 743 5252](tel:+27127435252) direct line
Skype: Muhlonipheki
mudunwazib@brandsouthafrica.com

[cid:image005.png@01D0B4A3.85587460](#)

On Sep 17, 2016, at 6:44 PM, Lorna Shaddick <shaddickl@featurestory.com> wrote:

Hello Mudunwazi,

Thanks so much for sending this information and it was good to speak to you on the phone about it as well.

As I said, we'd be very keen on interviewing Dr. Davies, whom I have interviewed before now on AGOA-related matters - but since eNCA have commissioned a piece from us on Wednesday, it would be most useful if we could talk to him briefly on Tuesday 20th or Wednesday 21st (at the US Africa Business Forum at the Plaza) rather than at the lunch on Thursday 22nd.

Do let me know how we can go about arranging that.

Regarding the Finance Minister and the Reserve Bank Governor, we'd certainly be very interested in talking to both of them when they visit in October - can I let you know asap about which time slot works better? I will need to liaise with my colleagues and with eNCA - but initially, I think the morning time slot on 4th October might be best. We'll confirm as soon as we can.

Many thanks for getting in touch and I look forward to seeing you soon!

All the best,

Lorna

On Sat, Sep 17, 2016 at 4:40 PM, Mudunwazi Baloyi <MudunwaziB@brandsouthafrica.com> wrote:

Laura,

It was a pleasure talking to you earlier on regarding possible interviews as follows:

Minister of Trade and Industry Dr Rob Davies: 22 September 2016

The first opportunity is with Minister of Trade and Industry Dr Rob Davies, who is visiting New York accompanying the President at the US - Africa Business Summit. As part of his programme Brand South Africa in partnership with Foreign Policy Magazine is hosting a luncheon Event at Le Bernadin Restaurant on the 22nd September 2016, starting from 12h00 - 14h00 with Minister Davies as the Guest Speaker talking about "How countries can be proactive rather than reactive to the major global trends around economic growth in the 21st century. After his remarks the conversation will focus on how embracing services, automation, robotics, and the like can build a new skills based class across Africa and the globe, and spur economic development".

Minister of Finance Mr Pravin Gordhan, and the Governor of the Reserve Bank Mr Lesetja Kganyago: 04 - 05 October 2016

I am reaching out to request for a scheduling of Minister of Finance Mr Pravin Gordhan or Governor of the Reserve Bank Mr Lesetja Kganyago who will be leading a delegation of CEOs of Johannesburg Stock Exchange listed companies, and CEOs of State Owned Enterprises as well as representatives of labour to New York on 04 - 05 October 2016 for an outreach conference titled: South Africa Tomorrow Investor Conference, which is on its 4th year running.

The objective of the conference is to showcase South Africa, its institutions and South African companies to investors in the United States and to reassure them that we are still "open for business". The conference usually aims to attract broad audience including institutional investors in the equities and fixed income space as well as US corporates and wealth managers.

However, for 2016, the Minister of Finance has specifically requested to meet with USA investors that are already invested in South Africa, or are interested in investing in South Africa. He would like to give them the opportunity to meet with them individually (one-on-one closed session for 45 minutes) or as sector groups (1 and half hours for sectorial group meetings). The aim of this is to provide South African foreign investors in the USA with an opportunity to engage the Minister and his government team with regards to any issues they may have, such as: proposed legislation/Bill or regulations; legislation or regulation that are currently in place; government's policy stance on certain matters; government programmes for foreign investors (i.e. incentives, tax break/tax free zones); current infrastructure availability; ease of doing business in South Africa; investment and business confidence. The Minister and his government team would also like to share with USA FDI's the investment opportunities that are currently available in South Africa as well as an understanding of the South African economy.

The Minister is available to conduct the interviews on the following date and time:

- From 07h00 - 10h00 on 4 October 2016.
- From 17h00 - 18h30 on 5 October 2016.

Please do let me know what works better for your team? Both the Minister and the Governor are available to do interviews. So you can have them both as well in one sitting

Interviews are available to do interviews so you can have them both as well in one sitting or different time slots for each at the Park Hyatt Hotel on 153 West 57th Street.

Thanks,

Mudunwazi Baloyi
Country Head: USA
BRAND SOUTH AFRICA
[+1 917 715 2705](tel:+19177152705) mobile
[+27 12 743 5252](tel:+27127435252) direct line
Skype: Muhlonipheki
mudunwazib@brandsouthafrica.com

<cid:image005.png@01D0B4A3.85587460>

--

Lorna Shaddick
New York Correspondent, Feature Story News

16, East 48th Street, Suite 7
New York, NY 10017

Phone: +1 [202 733 7866](tel:+12027337866)
Twitter: @lornashaddick
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From: Duc Luu Duc.Luu@foreignpolicy.com
Subject: Diplomat of the Year Review/Meeting Summary
Date: November 23, 2016 at 5:17 PM
To: Mudunwazi Baloyi MudunwaziB@brandsouthafrica.com
Cc: Chris Cotnoir chris.cotnoir@foreignpolicy.com, Hanna Berman hanna.berman@foreignpolicy.com

DL

Hi Mudunwazi,

I hope that you're doing well and are ready for the holiday. A few things that I wanted to follow up in light of the successful Diplomat of the Year Awards.

1. I've attached a copy of the next newsletter. To avoid a dip in opens due to the holidays, we'll send it out on Monday morning instead of Friday of this week. Please let me know if the newsletter is approved.
2. Below, please find a link to the livestream and photographs that you show the home office.
 - o Livestream: <https://www.youtube.com/watch?v=q0HUMejthUM>
 - o Photos: <https://foreignpolicy.smugmug.com/Diplomat-of-the-Year-2016/>
3. Notes from our last meeting:
 - o BSA is planning to host a roundtable in FP's DC offices in February of 2017. Key themes will include Africa's priorities in a Trump administration, AGOA, and trading relationships with Europe post-Brexit
 - o Key objectives for BSA in 2017 include:
 - Reputation management in light of external events
 - Marketing South Africa as a place for trade, investments, and tourism
 - Content engagement to share and communicate South Africa's stories
 - o South Africa would like to conduct more surveys to understand the specific concerns that US citizens has about South Africa (which FP can help with); And BSA's current survey is up and running with final results posted to South Africa before mid-December.

Please let me know if there is anything missing from my notes.

Best Regards,

Duc Luu

Vice President

Office: 202-728-7325

Mobile: 832-878-9567

11 DuPont Circle | Suite 600

Washington, DC 20036

<http://foreignpolicy.com/>

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disclaimer, please email info@brandsouthafrica.com for a copy. Mail Attachment

From: Duc Luu Duc.Luu@foreignpolicy.com
Subject: Breakfast
Date: November 18, 2016 at 9:02 AM
To: Mudunwazi Baloyi MudunwaziB@brandsouthafrica.com
Cc: Chris Cotnoir chris.cotnoir@foreignpolicy.com



Hi Mudunwazi,

Chris and I just sat down for breakfast. Look forward to seeing you soon.

Best Regards,

Duc Luu
Vice President, Sales
Duc.Luu@ForeignPolicy.com
O: 202-728-7325
M: 832-878-9567
11 Dupont Circle I Suite 600
Washington, DC 20036

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From: Duc Luu <Duc.Luu@foreignpolicy.com>
Subject: Re: Brand South Africa-FP Catch Up
Date: October 19, 2016 at 12:38 PM
To: Mudunwazi Baloyi <MudunwaziB@brandsouthafrica.com>
Cc: Chris Cotnoir <chris.cotnoir@foreignpolicy.com>

Hi Mudunwazi,

That's not a problem. We will plan for lunch at 1:30pm. We will see you then.

Best Regards,

Duc Luu

Vice President

Office: 202-728-7325

Mobile: 832-878-9567

11 DuPont Circle | Suite 600

Washington, DC 20036

<http://foreignpolicy.com/>

From: Mudunwazi Baloyi <MudunwaziB@brandsouthafrica.com>

Date: Wednesday, October 19, 2016 at 12:36 PM

To: Duc Luu <duc.luu@foreignpolicy.com>

Cc: Chris Cotnoir <chris.cotnoir@foreignpolicy.com>

Subject: Re: Brand South Africa-FP Catch Up

i am running late. something came up from Head Office that was due today by close of business and could not leave home until now. I am on my way. This might necessitate shifting the luncheon by an hour.

Thanks,

Mudunwazi,

On Oct 19, 2016, at 10:45 AM, Duc Luu <Duc.Luu@foreignpolicy.com> wrote:

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<Mail Attachment.ics>

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Park Hyatt New York, 153 West 57th Street, New York, USA

Government Programme

Day One: Tuesday 4th October 2016

05h30 -06h00 Live television broadcast appearance on **Bloomberg Surveillance**.

Bloomberg Studios, 731 Lexington Avenue, New York

***Minister needs to arrive at the Bloomberg Studios at 05h10.**

(The television interview has been confirmed)

06h00-06h30 Live radio broadcast appearance at the Bloomberg Studios.

***Minister is to confirm his interest in participating in this proposed radio interview.**

07h00-9h00 Media Interviews for Finance Minister & SARB Governor

09h30-10h00 **Minister having meet and greet session with the SA CEOs**

RSA Minister of Finance

10h00 **2016 SA Tomorrow Conference begins**

10h00-10h05	Welcome and Introduction	Ms Nonkululeko Nyembezi-Heita	JSE Chairperson
--------------------	---------------------------------	-------------------------------	-----------------

10h05-10h20	Opening address and update on Steering Committee work by the Government, Private Sector and Labour	Mr Jabulani Mabuza	Telkom Chairman & RSA Business Convener
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10h20-11h10	Keynote address and Q&A Session Topic: <i>South Africa is open for business: South Africa's economic outlook and pursuit of policy continuity. Striking a balance between the need for fiscal consolidation and aiding the private sector in igniting growth.</i>	Honourable Pravin Gordhan Facilitator: Mr Geoff Dennis	RSA Minister of Finance UBS Investment Bank_ New York, Head of Emerging Markets Equity Strategy
11h10-12h00	Keynote address and Q&A session Topic: <i>Monetary policy developments in context of elevated inflation and exchange rate volatility, and the possible consequences of Brexit on South Africa</i>	Honourable Lesetja Kganyago Facilitator: Mr Geoff Dennis	South African Reserve Bank Governor UBS Investment Bank_ New York, Head of Emerging Markets Equity Strategy
12h00 - 13h00 Lunch			
13h00 - 14h30	Ratings Agency group meeting with Moody's	Moody's team: 1. Ms Kristin Lindow (Vice President: Sovereign Risk Group) 2. Mr Alistair Wilson (MD: Global Sovereign Risk) 3. Mr Matthew Robinson (Manager: Sub-Saharan Africa) 4. Mr Davin Kamran (Associate Analyst)	Minister of Finance & RSA Government Team
14h30 - 15h15	FDI group meeting with the Abraaj Group	The Abraaj Group Team 1. Mr Tom Speechley: CEO The rest of the Abraaj Group team names still to be confirmed	Minister of Finance & RSA Government Team



15h15-16h00

FDI Meeting: **Coca Cola**

Minister of Finance &
RSA Government Team

16h00-17h30

Media Interviews for Finance Minister & SARB Governor

17h30-19h00

Cocktail function for all conference delegates at the conference venue:
The Park Hyatt Hotel

Day Two: Wednesday 5th October 2016

08h00-08h30 Registration & Breakfast

08h30-09h15

FDI Meeting 1: **AAR Corp**

RSA Government Team

09h20-10h05

FDI Meeting 2: **Comcast**

10h10-10h55

FDI Meeting 3: **Solar Reserve**

10h55-11:30 Mid-morning break

11h30-12h15

FDI Meeting 4: **Henry Schein**

12h20-13h05

FDI Meeting 5: **Black Rhino**

13h05 -14h00 Lunch

14h00-14h45

FDI Meeting 6: **Barclays**

14h50-15h20

FDI Meeting 7: **Diageo**

15h30-16h00

FDI Meeting 8: **MasterCard**



16h00 -

Minister to drive out to CNN Studios for a live CNN interview

From: Duc Luu Duc.Luu@foreignpolicy.com
Subject: 9am Breakfast
Date: November 17, 2016 at 10:45 PM
To: Mudunwazi Baloyi Mudunwazib@brandsouthafrica.com
Cc: Chris Cotnoir chris.cotnoir@foreignpolicy.com



Hi Mudunwazi,

Thank you again for your support of our Diplomat of the Year Awards; I'm hoping that you enjoyed the event. Chris and I look forward to seeing you tomorrow morning at 9am at the DuPont Circle Hotel.

Best Regards,


Duc Luu

Vice President

Office: 202-728-7325

Mobile: 832-878-9567

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Washington, DC 20036

<http://foreignpolicy.com/>

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Should you require any further assistance or wish to make any changes please do not hesitate to contact me.

Kind Regards

Tankiso Mokoena
tankiso.mokoena@seekers.co.za

We would like to have your feedback on our Service. Please log onto :- <http://www.ttsfeedback.co.za>

are prospecting for business with government entities especially in the security cluster.

4. Media Engagement

The outreach was done through the chamber website and through e-mails to their membership. The online blog for the chamber was also used to give feedback on the proceedings of the day. Brand South Africa published a press release on its outreach as well.

Debrief: March Business Promotion Networking Breakfast

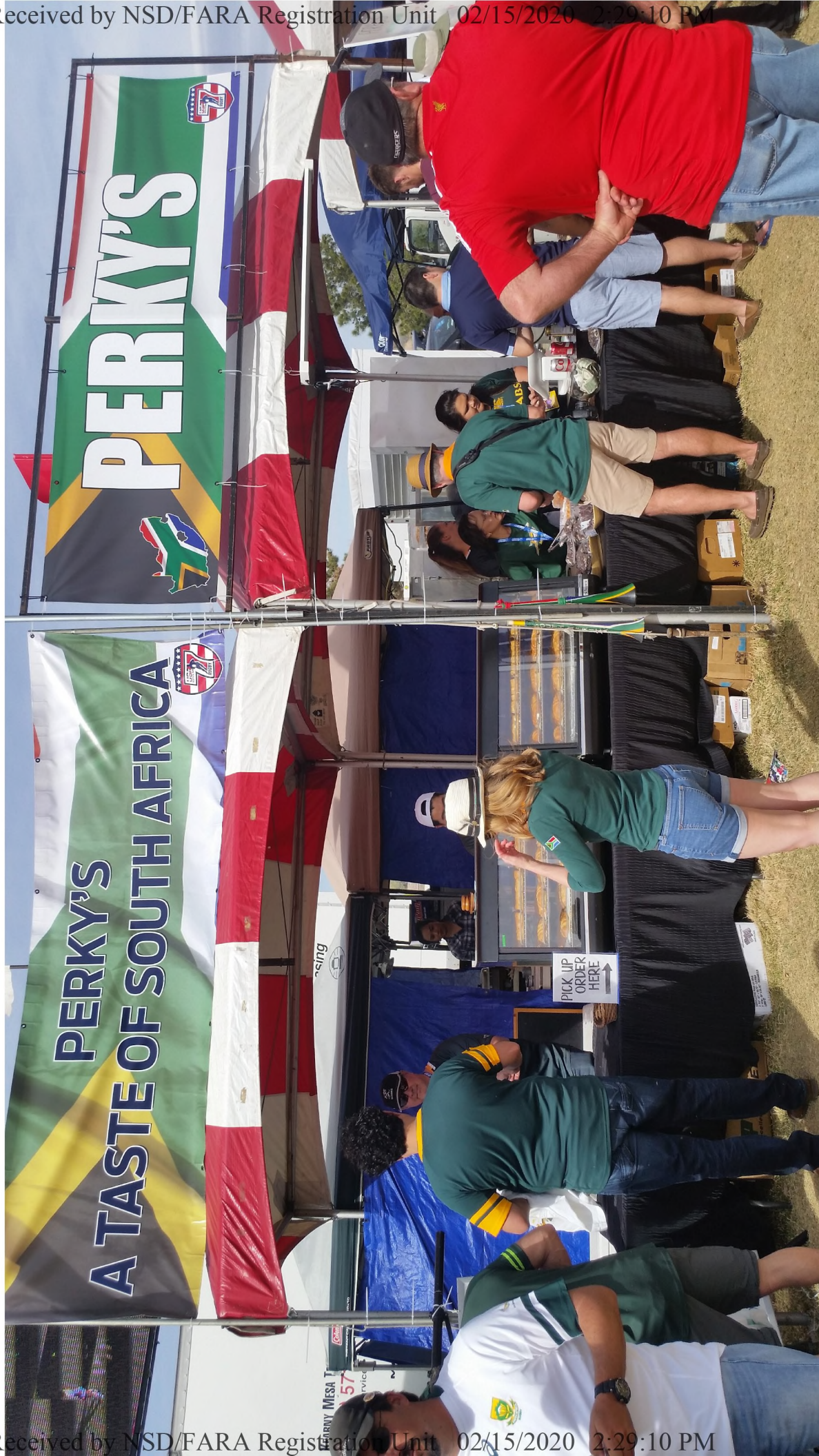
Post on 2017-03-16 by african.chamberofcommerce@commerce.wa.gov

On March 14th, the ACCPNW held its third Business Promotion Networking Breakfast of the year, this time featuring Brand South Africa's Mudunwazi Baloyi.

While attendees enjoyed a full array of breakfast items from the 13 Coins Restaurant, Mr. Baloyi spoke extensively on the statistics of the market and economy in South Africa. He discussed its main imports, exports, and trading partners, and he also emphasized the benefits of investing in South Africa. To conclude, he encouraged participants to consider establishing trading partnerships with South Africa and South African companies.

We hope that our participants fully enjoyed this month's topic and presentation and would like to extend our thanks to Mr. Baloyi and Brand South Africa for speaking at our event.

















THE CRADLE OF HUMANKIND

For over 128 years National Geographic has pushed the frontiers of exploration and knowledge by supporting incredible individuals such as Lee Berger, the world renowned paleoanthropologist and National Geographic Explorer-in-Residence.

Join National Geographic and South African Tourism as we journey with Lee to the Cradle of Humankind. Lee will take us to the dawn of humanity, the place where our story began. He will accompany us to the place where he made some of the world's most important anthropological discoveries and explain how they have the potential to change our entire understanding of human evolution.

DATE: Friday 24th February

DRINKS RECEPTION: 6:30pm

PRESENTATION: 7:30pm

LOCATION: American Museum of Natural History,
77th Street between Central Park West
& Columbus Avenue

RSVP: southafrica@growwithwit.com



LEE BERGER

Lee Berger is one of the world's leading paleoanthropologists and a National Geographic Explorer in Residence. His discoveries of "homo naledi" and "sediba" have transformed what we thought we knew about human ancestry. He has played a huge role in promoting and maintaining the Cradle of Humankind World Heritage Site and was named one of Forbes most influential people of 2016. His new book "Almost Human" tells the tale of his journeys and discoveries in South Africa.

Writers and Bloggers on Travel

end nglf: ::ctrl.selectedItem.subject



Mudunwazi Baloyi nglf: ::(ctrl.selectedItem.from.name != ctrl.selectedItem.from.email && !ctrl.selectedItem.from.name) nglf: ::(ctrl.selectedItem.ccm && emailsDetailCtrl.isSent(ctrl.selectedItem)) 22/02/2017 at 18:14:47

To: Judy Pillay nglf: ::(ctrl.selectedItem.tos[0].name != ctrl.selectedItem.tos[0].email && !ctrl.selectedItem.tos[0].name) nglf: ::(ctrl.selectedItem.tos.length > 2) nglf: ::(ctrl.selectedItem.tos.length == 2) [Details](#)

nglf: !ctrl.isHeaderCollapsed

From:

Mudunwazi Baloyi nglf: ::(ctrl.selectedItem.from.name != ctrl.selectedItem.from.email) <Mudunwazib@brandsouthafrica.com> end nglf: ::(ctrl.selectedItem.from.name != ctrl.selectedItem.from.email)

Sent:

22/02/2017 at 18:14:47

To:

ngRepeat: item in internalItems nglf: item.name **Judy Pillay** end nglf: item.name nglf: item.name != item.email <judy@southafrica.net> end nglf: item.name != item.email nglf: !\$last end ngRepeat: item in internalItems nglf: ::(ctrl.selectedItem.ccs && ctrl.selectedItem.ccs.length > 0) end nglf: !ctrl.isHeaderCollapsed nglf: !ctrl.selectedItem.showImages && ctrl.selectedItem.hasHtmlBody nglf: emailsDetailCtrl.isSent(ctrl.selectedItem) && ctrl.selectedItem.recipientsStatus.length > 0 nglf: countAttachmentsItems().count > 0 nglf: emailsDetailCtrl.isSent(ctrl.selectedItem) && ctrl.selectedItem.recalled nglf: emailsDetailCtrl.isSent(ctrl.selectedItem) && ctrl.selectedItem.expired nglf: ctrl.selectedRow.reasonId nglf: ::!ctrl.selectedItem.hasHtmlBody nglf: ! ctrl.selectedItem.showImages && ctrl.selectedItem.hasHtmlBody nglf: ctrl.selectedItem.showImages && ctrl.selectedItem.hasHtmlBody

Dear Judy,

Find below a short list out of 30 names of bloggers who focus on travel, food and wine as well as love and romance in foreign exotic places. I am also planning to host them to a brunch on Saturday with the Gauteng Tourism Agency folks so that they can make their presentation. It would be great if SAT could attend as well. Will only finalize plans tomorrow after speaking to the GTA people upon their arrival.

Michele Shapiro
Micheleshapiro2@gmail.com

Troi Metzger
travelgroupmail@gmail.com

Rachel Kapur
rachel@urbanmilan.com

April Hope
Lovelustorbust@aol.com

Justa Lujwangana
curiousontanzania@gmail.com

Thanks,
Mudunwazi Baloyi
Country Head: Brand South Africa USA
+1 917 715 2705 mobile

April Hope

February 24

Anyone going to the National Geographic event tonight? Let's meet up! 347-792-1313.

Like

Like

Love

Haha

Wow

Sad

Angry

Comment

Seen by 18

Comments

[View 1 more comment](#)



Michele Herrmann Which event?

Like · Reply · February 24 at 6:28pm



Michele Herrmann replied · 2 Replies



Louise Razzagone Mundanwazi called me and said you should be able to get in just saying your a guest of brand south africa

[Like](#) · [Reply](#) · February 24 at 6:35pm



Michele Herrmann replied · 1 Reply



Write a comment...



April Hope

February 22

Hi All! Mudunwazi Baloyi from Brand South Africa contacted me. He was the person who came to our event a bit later (straight from the airport with luggage in tow!) to discuss possible press trips and the event with Natl. Geographic this week. If you want to attend please email him ASAP! Mudunwazib@brandsouthafrica.com

Like

Like

Love

Haha

Wow

Sad

Angry

Comment

Seen by 17

3

3

Comments

[View 3 more comments](#)



Danielle Des Yes! Thanks for sharing!

[Like](#) · [Reply](#) · February 23 at 7:50am



April Hope I wanted to post my number so if anyone is going tonight we can meet up. I suck at mingling at big events when I don't know anyone. 347-792-1313. Perhaps we will appear to be a force to be reckoned with and demand to be taken seriously as bloggers in a group...esp tough NY gangsta bloggers, lol. See you guys tonight!

[Like](#) · [Reply](#) · February 24 at 2:51pm