

OMB No. 1124-0002; Expires May 31, 2020

U.S. Department of Justice  
Washington, DC 20530

**Supplemental Statement****Pursuant to the Foreign Agents Registration Act of 1938, as amended**For Six Month Period Ending 31 March 2017

(Insert date)

**I - REGISTRANT**

1. (a) Name of Registrant (b) Registration No.

Mudunwazi R. Baloyi

6342

- (c) Business Address(es) of Registrant

19 Cliffview Court  
Princeton Junction  
New Jersey  
08550

2. Has there been a change in the information previously furnished in connection with the following?

- (a) If an individual:

- (1) Residence address(es) Yes  No   
(2) Citizenship Yes  No   
(3) Occupation Yes  No

- (b) If an organization:

- (1) Name Yes  No   
(2) Ownership or control Yes  No   
(3) Branch offices Yes  No

- (c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

**IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).**

3. If you have previously filed Exhibit C<sup>1</sup>, state whether any changes therein have occurred during this 6 month reporting period.

Yes  No If yes, have you filed an amendment to the Exhibit C? Yes  No 

If no, please attach the required amendment.

<sup>1</sup> The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes  No

If yes, furnish the following information:

Name	Position	Date Connection Ended
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(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes  No

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes  No

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes  No

Name	Residence Address	Citizenship	Position	Date Assumed
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(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes  No

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
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(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes  No

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes  No

If no, list names of persons who have not filed the required statement.

Not applicable as there has been no change as regarding registered individuals for the foreign principal.

**II - FOREIGN PRINCIPAL**

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes  No
- If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)<sup>2</sup> during this 6 month reporting period? Yes  No
- If yes, furnish th following information:

Name and Address of Foreign Principal(s)

Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)<sup>2</sup> whom you continued to represent during the 6 month reporting period.

-Brand South Africa

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A<sup>3</sup> Yes  No Exhibit B<sup>4</sup> Yes  No 

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes  No

If yes, have you filed an amendment to these exhibits? Yes  No 

If no, please attach the required amendment.

<sup>2</sup> The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

<sup>3</sup> The Exhibit A, which is filed on Form NSD-3, sets forth the information required to be disclosed concerning each foreign principal.

<sup>4</sup> The Exhibit B, which is filed on Form NSD-4, sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

### III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes  No

If yes, identify each foreign principal and describe in full detail your activities and services:

1) On 02 December 2016 in collaboration with Mr Bongani Buthelezi, a South African based in Dallas (Arlington), Texas, i co-hosted a meet and greet get together for Joyous Celebrations Music Group with a community of South Africans in the Dallas area and surrounding regions. 2) On 09th December 2016 i collaborated with Harlem Salvation Army church for an east coast focused performance by the Joyous Celebrations Music Group to generate publicity of their music. 3) On 04 - 05 October 2016 i arranged one-on-one business meetings as well as media engagement for the Minister of Finance Mr Pravin Gordhan and the Governor of the Reserve Bank Mr Lesetja Kganyago during the JSE led Investor Conference visit to New York. 4) I attended the FP Group Diplomat of the Year Gala Event in Washington DC, an annual programme that convenes approximately 150 influential guests to celebrate those contributing to a more peaceful, prosperous world. As the exclusive country underwriter for the event, i had the unique opportunity to showcase the thought leadership of South Africa on key issues. 5) In partnership with FP Group, I facilitated the carrying out of a survey to gauge the

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12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>5</sup> as defined below? Yes  No

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

Brand South Africa:

-I presented welcome remarks at the FP Group Diplomat of the Year Gala Event in Washington DC on 17 November 2016 to profile South Africa to key influential guests; Brand South Africa logo was included in the programme and welcome banners.

-I arranged for television interview for Minister of Finance Mr Pravin Gordhan with CNN International, and Governor of the SA Reserve Bank Mr Lesetja Kganyago with Bloomberg TV to talk about the state of economy in South Africa on the 04th - 05th October 2016.

-On 16 March 2017, I spoke at the Global South Africans event in Washington DC hosted jointly with the Embassy of South Africa, introducing the Play Your Part initiative to the South Africans in the diaspora.

-On 14 March 2017, i visited Seattle, Washington State to speak at the March Business Networking Breakfast by the African Chamber of Commerce of the Pacific Northwest on doing business in South Africa.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes  No

If yes, describe fully.

<sup>5</sup> "Political activity," as defined in Section 1(o) of the Act, means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

## IV - FINANCIAL INFORMATION

14. (a) **RECEIPTS-MONIES**

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes  No

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.<sup>6</sup>

Date	From Whom	Purpose	Amount
19 January 2017	Brand South Africa	-PR Newswire for press releases.	\$1 225.00
27 January 2017	Brand South Africa	-JCI Global Partnership Summit.	\$12 500.00
October 2016 to March 2017	Brand South Africa	-Cost of living allowance salary	\$91 355.64
			\$105 080.64
			Total

(b) **RECEIPTS - FUNDRAISING CAMPAIGN**

During this 6 month reporting period, have you received, as part of a fundraising campaign<sup>7</sup>, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes  No

If yes, have you filed an Exhibit D<sup>8</sup> to your registration? Yes  No

If yes, indicate the date the Exhibit D was filed. Date \_\_\_\_\_

(c) **RECEIPTS-THINGS OF VALUE**

During this 6 month reporting period, have you received any thing of value<sup>9</sup> other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes  No

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
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<sup>6, 7</sup> A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

<sup>8</sup> An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

<sup>9</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS-MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes  No (2) transmitted monies to any such foreign principal? Yes  No 

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
19 January 2017	PR Newswire	-Agreement to publish news releases.	\$1 225.00
27 January 2017	Junior Chamber International	-JCI Global Partnership Summit	\$12 500.00

\$13725-00  
 Total

**(b) DISBURSEMENTS-THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value<sup>10</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes  No

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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**(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value<sup>11</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes  No

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
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10, 11 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.



## V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?<sup>12</sup>  
 Yes  No

If Yes, go to Item 17.

- (b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?  
 Yes  No

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

-Brand South Africa: published and disseminated 12 electronic newsletters in partnership with FP magazine to a subscriber list. Also placed advertisements on the FP magazine website of Brand South Africa logo.

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes  No

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

Brand South Africa: \$75 000; under a 12 months partnership agreement with FP magazine, which involve participating in key events such as Diplomat of the Year Awards beyond producing informational materials.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- Radio or TV broadcasts  Magazine or newspaper  Motion picture films  Letters or telegrams  
 Advertising campaigns  Press releases  Pamphlets or other publications  Lectures or speeches  
 Other (specify) \_\_\_\_\_

**Electronic Communications**

- Email  
 Website URL(s): www.foreignpolicy.com; www.prnewswire.com  
 Social media websites URL(s): \_\_\_\_\_  
 Other (specify) \_\_\_\_\_

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- Public officials  Newspapers  Libraries  
 Legislators  Editors  Educational institutions  
 Government agencies  Civic groups or associations  Nationality groups  
 Other (specify) the e-newsletter is subscriber based without

21. What language was used in the informational materials:

- English  Other (specify) \_\_\_\_\_

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes  No

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?  
 Yes  No

<sup>12</sup> The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

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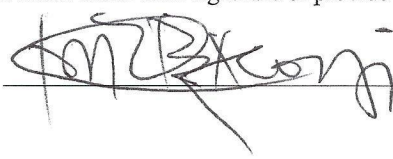
**VI - EXECUTION**

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

14 / February / 2020

(Print or type name under each signature or provide electronic signature<sup>13</sup>)



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<sup>13</sup> This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

**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](mailto:MudunwaziB@brandsouthafrica.com)> **Cc:** Carol Mnguni

<[Carol.Mnguni@fcb.co.za](mailto:Carol.Mnguni@fcb.co.za)>; Tshepiso Malele

<[tshepiso@brandsouthafrica.com](mailto:tshepiso@brandsouthafrica.com)>; Sithembile Ntombela

<[sithembilen@brandsouthafrica.com](mailto: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

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## 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](mailto:mudunwazib@brandsouthafrica.com)

cid:image005.png@01D0B4A3.85587460

On Nov 30, 2016, at 4:37 AM, Sibusiso Zondo <[Sibusiso.Zondo@fcb.co.za](mailto: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](mailto:mudunwazib@brandsouthafrica.com)

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

On Nov 29, 2016, at 3:37 AM, Sibusiso Zondo <[Sibusiso.Zondo@fcb.co.za](mailto: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](mailto:MudunwaziB@brandsouthafrica.com)> **Cc:** Vusi Nxumalo <[vusin@brandsouthafrica.com](mailto:vusin@brandsouthafrica.com)>; Tshepiso Malele <[tshepiso@brandsouthafrica.com](mailto:tshepiso@brandsouthafrica.com)>; Brian Mthembu

<[BrianM@brandsouthafrica.com](mailto:BrianM@brandsouthafrica.com)>; Sithembile Ntombela  
<[sithembilen@brandsouthafrica.com](mailto: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](mailto:Matalanen@brandsouthafrica.com)> **Cc:** Vusi Nxumalo  
<[vusin@brandsouthafrica.com](mailto:vusin@brandsouthafrica.com)>; Tshepiso Malele  
<[tshepison@brandsouthafrica.com](mailto:tshepison@brandsouthafrica.com)>; Brian Mthembu  
<[BrianM@brandsouthafrica.com](mailto: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](mailto:mudunwazib@brandsouthafrica.com)

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

On Nov 2, 2016, at 9:39 AM, Matalane Ngobeni  
<[Matalanen@brandsouthafrica.com](mailto: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](mailto:Matalanen@brandsouthafrica.com)> **Cc:** Vusi Nxumalo <[vusin@brandsouthafrica.com](mailto:vusin@brandsouthafrica.com)>; Tshepiso Malele <[tshepiso@brandsouthafrica.com](mailto: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](mailto:mudunwazib@brandsouthafrica.com)

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

Begin forwarded message:

**From:** Duc Luu <[Duc.Luu@foreignpolicy.com](mailto: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](mailto:MudunwaziB@brandsouthafrica.com)>

**Cc:** Grace Rooney <[grace.rooney@foreignpolicy.com](mailto:grace.rooney@foreignpolicy.com)>,

Stephanie Cherkezian

<[Stephanie.Cherkezian@foreignpolicy.com](mailto:Stephanie.Cherkezian@foreignpolicy.com)>, Hanna Berman

<[hanna.berman@foreignpolicy.com](mailto: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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[info@brandsouthafrica.com](mailto:info@brandsouthafrica.com) for a copy.

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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. A photo of Eric Schmidt is shown with 'FP' logos in the background. To the right, there is a 'South Africa Now!' newsletter sign-up box and an 'About The Cable' section describing it as FP's real-time take on news in Washington and the world.

- 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](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



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*.

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Mayor of Paris Anne Hidalgo



Google Executive Chairman Eric Schmidt

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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 speaking at an event with 'FP' logos in the background. 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>

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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

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](mailto: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](mailto:mudunwazib@brandsouthafrica.com)

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

On Sep 30, 2016, at 7:14 AM, Sherwin Bryce-Pease <[s.brycepease@gmail.com](mailto: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](mailto: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](mailto:mudunwazib@brandsouthafrica.com)

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

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**From:** Lorna Shaddick [shaddickl@featurestory.com](mailto: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](mailto:MudunwaziB@brandsouthafrica.com)  
**Cc:** Nick Harper [harpern@featurestory.com](mailto:harpern@featurestory.com), Laura Cantekin [cantekinl@featurestory.com](mailto: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](mailto: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](mailto: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](mailto:mudunwazib@brandsouthafrica.com)

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

On Sep 17, 2016, at 6:44 PM, Lorna Shaddick <[shaddickl@featurestory.com](mailto: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](mailto: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.

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- From 07h00 - 10h00 on 4 October 2016.
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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

Services are available to be interviewed so you can have them both at the same time 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: Muhlompheki  
[mudunwazib@brandsouthafrica.com](mailto:mudunwazib@brandsouthafrica.com)

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

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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  
Website: [www.featurestorynews.com](http://www.featurestorynews.com)

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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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**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](mailto:Duc.Luu@ForeignPolicy.com)  
O: 202-728-7325  
M: 832-878-9567  
11 Dupont Circle | 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/>

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**From:** Mudunwazi Baloyi <[MudunwaziB@brandsouthafrica.com](mailto:MudunwaziB@brandsouthafrica.com)>

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

**To:** Duc Luu <[duc.luu@foreignpolicy.com](mailto:duc.luu@foreignpolicy.com)>

**Cc:** Chris Cotnoir <[chris.cotnoir@foreignpolicy.com](mailto: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](mailto:Duc.Luu@foreignpolicy.com)> wrote:

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<Mail Attachment.ics>

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Park Hyatt New York, 153 West 57<sup>th</sup> Street, New York, USA

## Government Programme

### Day One: Tuesday 4<sup>th</sup> 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**

<b>10h00-10h05</b>	<b>Welcome and Introduction</b>	Ms Nonkululeko Nyembezi-Heita	JSE Chairperson
--------------------	---------------------------------	-------------------------------	-----------------

<b>10h05-10h20</b>	<b>Opening address and update on Steering Committee work by the Government, Private Sector and Labour</b>	Mr Jabulani Mabuza	Telkom Chairman & RSA Business Convener
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10h20-11h10	<b>Keynote address and Q&amp;A Session</b> <b>Topic:</b> <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  <b>Facilitator:</b> Mr Geoff Dennis	RSA Minister of Finance  UBS Investment Bank_ New York, Head of Emerging Markets Equity Strategy
11h10-12h00	<b>Keynote address and Q&amp;A session</b> <b>Topic:</b> <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  <b>Facilitator:</b> Mr Geoff Dennis	South African Reserve Bank Governor  UBS Investment Bank_ New York, Head of Emerging Markets Equity Strategy
<b>12h00 - 13h00 Lunch</b>			
13h00 - 14h30	Ratings Agency group meeting with <b>Moody's</b>	<b>Moody's team:</b> 1. <b>Ms Kristin Lindow</b> (Vice President: Sovereign Risk Group) 2. <b>Mr Alistair Wilson</b> (MD: Global Sovereign Risk) 3. <b>Mr Matthew Robinson</b> (Manager: Sub-Saharan Africa) 4. <b>Mr Davin Kamran</b> (Associate Analyst)	Minister of Finance & RSA Government Team
14h30 - 15h15	FDI group meeting with <b>the Abraaj Group</b>	<b>The Abraaj Group Team</b> 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 5<sup>th</sup> 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

11 DuPont Circle | Suite 600

Washington, DC 20036

<http://foreignpolicy.com/>

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**From:** Joy Stephens  
**Reply-To:** Joy Stephens  
**Date:** Friday, March 10, 2017 at 8:42 AM  
**To:** Mudunwazi Baloyi  
**Subject:** Seattle + Brand South Africa

Hello Mudunwazi,

I hope this email finds you well.

I understand you are presenting at the African Chamber of Commerce on Tuesday March 14th in Seattle.

As the president of the South African Chamber of Commerce in America's WA State chapter (SACCA-WA), I'd like to meet with you while you're in town.

I can be reached at 425.653.1575. I will telephone you later today at (917) 715-2705

With kind regards,

**Joy Stephens**  
South African Chamber of Commerce in Washington State - President  
(425) 653-1575  
Like us on Facebook, join us on LinkedIn

12 Autumn Street, Rivonia, Johannesburg 2128, South Africa

Tel: +27 11 790 0280 Fax: +27 86 680 7560

Email: publicsector@travel.co.za

International Booking Quotation	
Quote Number:	1402690
To:	BALOYI MDUNWAZI ROBERT Mr
Email:	tankiso.mokoena@seekers.co.za
From:	Tankiso Mokoena
Date:	Friday, March 10 2017

Details of Travel Arrangements
We have pleasure in quoting the following travel arrangements on behalf of:

Passengers:	
Name	Type
BALOYI MDUNWAZI ROBERT Mr	Adult

Please note: The following options are only confirmed and guaranteed for Today. If the ticket is not issued by 16H30 today, the airline reserves the right to increase the airfare/taxes or cancel the reservation - without notice!

Quote Summary	Option 1
Air Ticket	37405.00 ZAR
<b>Seattle-WA, USA:</b> In 13 out 15 March 2017 = 02 nights Grand Hyatt Seattle Hotel R10620 per single room per night. Includes breakfast Address: 721 Pine Street 98101, Seattle (WA), United States A 10-minute walk from Pike Place Market, this upscale, high-rise hotel is 1.1 miles from the Space Needle, and 2.8 miles from CenturyLink Field football stadium.	21240.00ZAR
Car	
Service Fees	310.00 ZAR
Other	
Total	58955.00 ZAR

OPTION 1:									
Flight Details:									
Flight No	From	To	Class	Cabin	Departs	Time	Arrives	Time	Duration
UA0280 UNITED AIRLINES	New York - Newark	Seattle	Y	Economy	13 Mar 17	06:45	13 Mar 17	09:50	06Hrs 05Min
UA1695 UNITED AIRLINES	Seattle	New York - Newark	Y	Economy	15 Mar 17	23:40	16 Mar 17	07:49	05Hrs 09Min

Fare Rules	
Please ensure you familiarise yourself with the below fare rules, terms & conditions and ticketing time limits pertaining to this reservation.	
Ticketing Time Limit:	
Cancellations:	
Changes Before Departure:	
Changes After Departure:	

Fare Details	Currency	Fare	VAT	Taxes	Total
Fare Breakdown Per Adult					
UA	ZAR	34450.00	0.00	2955.00	37405.00
**Fare Valid Until **					

Service Fees	
Description	Amount
Accommodation Billback Fee	50.00
Accommodation Booking Fee	40.00
Air International Fee	220.00
Total	310.00

#### IPASS Information

When travelling, please do use IPASS (a.o. at Airports, in Hotels)

IPASS is the WI-FI Solution to prevent high data roaming costs and optimize the use of Microsoft Lync and other applications you use when on the road

For more information and direct downloads (also for mobile devices), check out  
<https://protocols.ipass.com/activation/install>

#### Foreign Exchange

Please contact your travel counsellor to arrange Foreign exchange for your trip, if required. Kindly note that 48 hours notice is required to order foreign exchange.

#### Travel Insurance

Please contact your travel counsellor to issue you with a travel insurance policy for your trip, if required. It is recommended that for International travel you do not travel without travel insurance

#### Visa & Passport Information

Should you be in possession of a South African Passport, you will be required to obtain a Visa for the following country/ries you are visiting:

1. A
2. B
3. C

You will also require a Transit visa for the following countries:

1. A
2. B
3. C

All passport holders are to please ensure the following:

1. Your passport MUST be signed
2. Your passport is valid for 6 months after your date of return
3. Your passport has at least 2 valid open pages available
4. If Travelling on a temporary SA passport, please check with your travel consultant if the country that the intended traveller will be visiting, permits travel on a temporary passport (for eg: Schengen countries do not permit travel on a temporary passport)

Foreign Passport holders must please contact your travel consultant in order for them to confirm your visa requirements.

In the case where only one parent is travelling with the child (ren), consent in the form of an affidavit from the other parent registered is required.

Due to the constant changing nature of passports and visa requirements, American Express Travel Services and its representatives/consultants cannot be held responsible should a visa not be issued on time or be declined by the respective issuing authority.

#### Health Requirements

Please note that certain destinations do require travellers to obtain the necessary vaccinations prior to travel and in some cases, the vaccinations need 10 days to become effective.

Please ensure you are aware of these requirements prior to your departure or contact your Travel Consultant to arrange an appointment with our Travel Clinic located at our Rivonia offices.

#### Minors Travelling

The new immigrations law of South Africa mandates that all travellers under the age of 18 travel with their unabridged birth certificate at all times.

In the case where only one parent is travelling with the child(ren), consent in the form of an affidavit from the other parent is required.

When traveling please do use iPass (a.o. at airports, in hotels). iPass is the Wi-Fi solution to prevent high data roaming costs and optimize the use of Microsoft Lync and other applications you use when on the road. For more information and direct downloads (Also for mobile devices), check out <https://protocols.ipass.com/activation/install>

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](mailto: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](mailto: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.

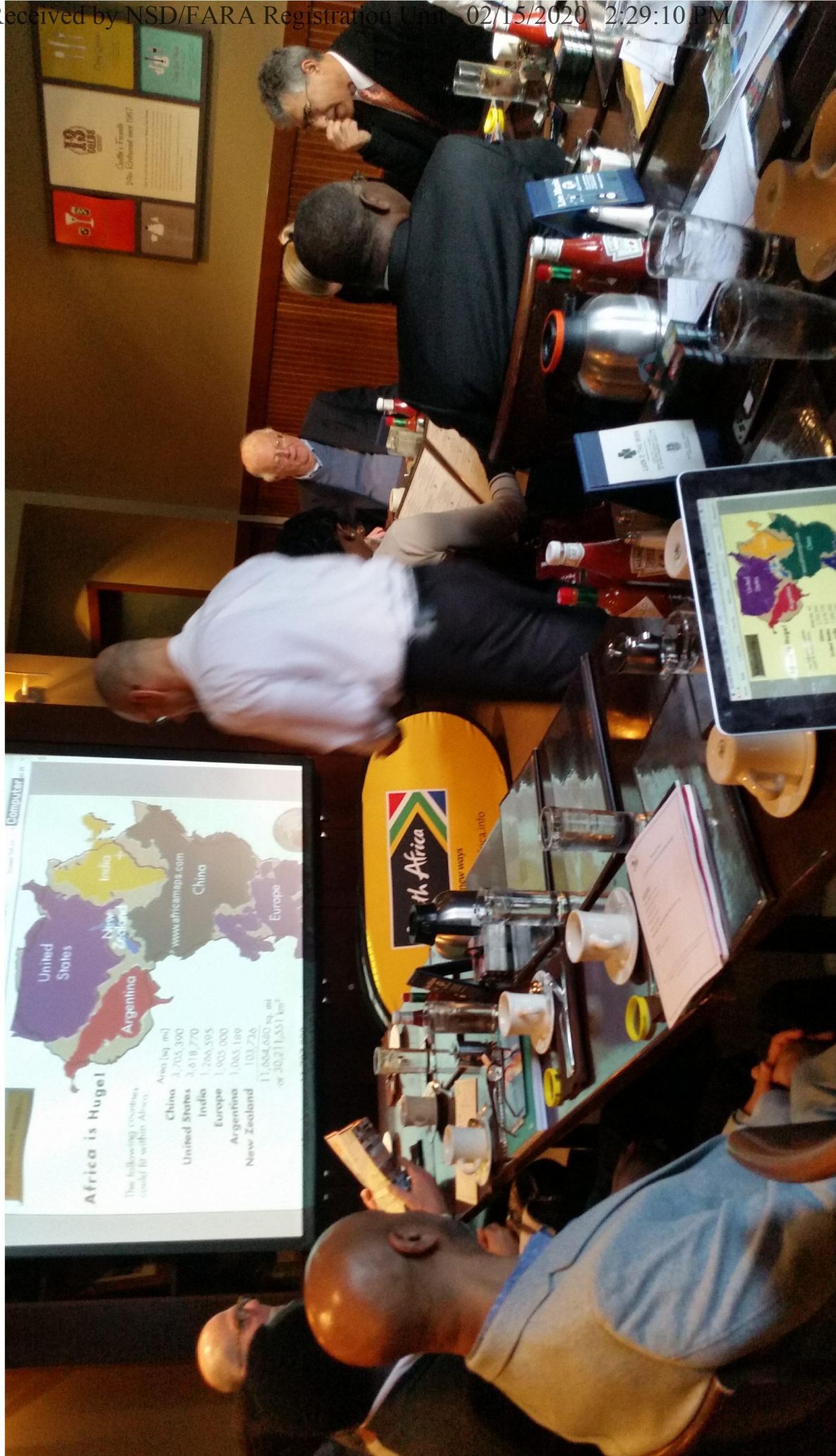














"During my lifetime I have  
dedicated myself to this  
struggle of the African people.  
I have fought against white  
domination, and I have fought  
against black domination. I  
have cherished the ideal of a  
democratic and free society  
in which all persons live  
together in harmony and with  
equal opportunities. It is an  
ideal which I hope to live for  
and to achieve. But if needs  
be, it is an ideal for which I am  
prepared to die."

Nelson



# 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](mailto: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

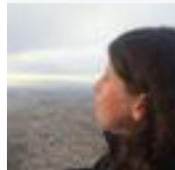
Angry

Comment

Seen by 18

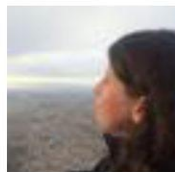
Comments

[View 1 more comment](#)

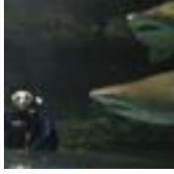


**Michele Herrmann** Which event?

Like · Reply · February 24 at 6:28pm

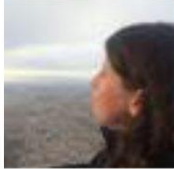


**Michele Herrmann** replied · 2 Replies



**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

## III – ACTIVITIES /...continued

11. During this 6-month reporting period, have you engaged in any activities for or rendered any services to any foreign principal

named in Items 7, 8, or 9 of this statement? Yes  No

If yes, identify each foreign principal and describe in full detail your activities and services:

6) I partnered the Johannesburg Tourism Office, South African Tourism in New York and Gauteng Tourism Agency to facilitate “Joburg meets New York meetings with Trade” on 26 January 2017 during their visit to New York for the New York Times Travel Show. I further assisted with identifying influencers in the travel sector and in social media especially bloggers focusing on travel, food and wine.

7) I visited Seattle, Washington State following an invitation by the leadership of the African Chamber of Commerce of the Pacific Northwest (ACCPNW) to be a guest speaker at their month of March Business Networking Breakfast to talk about doing business in South Africa.

8) On 02 – 07 March 2017 I participated at the 2017 USA Rugby 7 Series Tournament as part of Team South Africa (South Africa Tourism, RSA Consulate in LA, SAA) by securing two exhibition booths, arranging the “meet and greet” engagement with the Team and the fans.

9) On 15 – 18 February 2017, I hosted the Gauteng Department of Economic Development and Gauteng Enterprise Propeller for their visit to New York whose overall objectives comprised forging a relationship with the City of New York for the purpose of trade relations for Gauteng based SMME’s, and to benchmark best practices on programs and projects.

10) On 16 February 2017, I convened an introductory meeting with Bloggers Behaving Badly coordinated by April Hope to introduce Brand South Africa’s programme in the USA and share information about the country as a competitive destination for tourism, trade and investment.

11) On 04 February 2017, I partnered SinomusaNothando Community Development NGO (founded by Dr Thandeka Mazibuko who is a past Play Your Part profiled personality) to leverage relationships to arise out of hosting an event to raise awareness among key participants. I spoke about the healthcare sector and current initiatives underway by government including the sophistication of the sector despite lack of adequate infrastructure in rural communities.

12) On 29 January 2017, I convened a dinner engagement with key South African celebrities / personalities and influencers with Gauteng Tourism Authority and Joburg Tourism Office, to discuss the common areas of interest for joint collaboration in New York targeted at profiling the Gauteng City Region and its offerings.

13) On 16 March 2017, I collaborated with the Embassy of South Africa in Washington DC to host a Global South Africans Event following a survey conducted in collaboration with Foreign Policy Group to gauge how South Africa is perceived in the USA by key constituencies representing media, analysts, opinion makers and business executives. I addressed the meeting on “the Play Your Part Initiative” and centered my remarks around becoming brand ambassadors.

14) During the period under review I ran a 3-month digital advertising campaign on ForeignPolicy.com, promoting the Brand South Africa e-newsletter, geo-targeted to USA audience.

15) During the month of January 2017, I placed a creative advertisement that was placed on the FP magazine January / February issue (WEF Davos issue).