Ambitious solar energy plans include a plant on the island where Nelson Mandela was once jailed.

SOUTH AFRICA plans to build a massive $1.2 billion, 1,500 MW solar park in its semi-arid Northern Cape province as part of an aggressive push to grow its highly industrialized economy, and reduce poverty, without increasing its carbon footprint.

Depending on investor interest, construction could begin as early as 2012. With the help of a World Bank loan, Eskom, South Africa’s primary energy utility, is already developing a 520 MW concentrated solar power plant, estimated to cost about $1 billion, in the same region. And a smaller-scale solar project is in the cards for Nelson Island.

The place Nelson Mandela was imprisoned for many years. South Africa’s strategy is to make cleaner, more-efficient use of the country’s abundant, low-cost coal reserves in the near term, while at the same time expanding the use of low-emission energy technologies and renewables. This strategy will be in the global spotlight in 2011, when South Africa hosts the 17th U.N. Framework Convention on Climate Change conference. New global emission targets are also likely to be discussed at the gathering. This year, the World Bank granted Eskom a $3.75 billion loan both to help build the coun-

Private sector investment in other renewable energy projects is also encouraged through gener-

PAGE 6

Powering towards a green economy

PAGE 4

No obstacle too big – A U.S. view of South Africa

"South Africa is a true leader. Your country is a leader in the region, on the continent, and throughout the world. South Africa is the only country in the world that has renounced itself as a free, democratic and multiracial society after suffering decades of injustice under apartheid." Ambassador Donald Gips paid South Africa credit goes to a pair of South African tech entrepre-

Launch pad to a billion consumers

By OFFERING to acquire South Africa retailer Massmart for an estimated $4.2 billion, Wal-Mart, in late September, joined the parade of global companies looking to South Africa as a springboard into what is increasingly seen as the world’s last great investment frontier. "What better evidence can there be of South Africa’s burgeoning potential as a consumer market than Wal-Mart’s desire for a foothold on the conti-

South Africa by the byte

Want to compete in the global economy? You have to be part of the global consen-

PAGE 6

Ubuntu and the ethos of forgiveness

ARCHBISHOP DUBEY

The everyday beauty of Soweto

PAGE 6

SOUTHERN AFRICAN photographer Jodi Bieber has a special ability to bring out the beauty in the ordinary, even the disfigured. The now-iconic and shock-

WEDNESDAY, OCTOBER 6, 2010

WAY TO compete in the global economy? You have to be part of the global consen-

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Ubuntu and the ethos of forgiveness

ARCHBISHOP DUBEY
The South African Breweries factory in Johannesburg, South Africa, produces over 500,000 gallons of beer a day.

**Brewing up a global brand**

KEVIN DAVIE

Miller Lite. Rades great. Less filling. And brought to you by a world-class South African company.

THERE is nothing in SAMBLR’s history to suggest that it would become one of the world’s largest brewers with operations in 60 countries, brewing over 220 different beers at 135 sites.

Established in 1895 as Castle Breweries Limited, South African Breweries (SAB) had a solely South African ownership. Then, in late 1990s, it then initiated an international buying spree which saw it acquire a number-two brewer in the world by sales, second only to Anheuser-Busch (USA), a company headquartered in Belgium. It owns four global beer brands – Gosch, Miller Genuine Draft, Peroni and Pilsner Urquell – as well as numerous local brands prominent in their own markets.

In 2000 SABMiller also bought a 50 percent stake in Miller Lite, America’s top-selling beer, out-selling its leading rival Coors by 2 to 1.

Miller Lite is now the world’s third-largest-selling beer and Miller has been one of SABMiller’s most successful innovations. As a key way added to the mix, as a key way to stoke consumer demand for Miller Lite.

Miller Lite was introduced in the mid-1970s with an advertising campaign that centered on promoting the beer as a “light” beer. The campaign featured slogans such as “Light beer that’s not light on flavor” and “Now there’s Miller Lite – the light beer that tastes like its a Miller.”

Miller Lite was initially launched in the United States, where it quickly gained popularity. The beer was then introduced into other countries, including South Africa, where it became a hit.

SABMiller’s global expansion over the years has been driven by a combination of strategic acquisitions, partnerships, and internal growth. The company has been particularly active in emerging markets, where growth opportunities are significant.

SABMiller’s focus on innovation and product development has also helped it to remain competitive in the global beer market. The company has invested heavily in researching and developing new beers to meet the needs and preferences of consumers around the world.

The company’s commitment to sustainability and responsible production has also been a key part of its strategy. SABMiller has set ambitious targets for reducing its environmental impact and has made significant progress toward achieving them.

SABMiller’s success is a testament to its ability to adapt to changing market conditions and to stay ahead of its competitors. The company’s leadership team has consistently prioritized innovation, growth, and sustainability, and it continues to do so today.

In conclusion, SABMiller is a company that has shown a remarkable ability to innovate and adapt over the years. Its success is a result of its strong leadership, innovative approach, and commitment to sustainability. As the company continues to expand and grow, it is likely to remain a leader in the global beer market for years to come.
Morgan Freeman and Nelson Mandela

More than just a celluloid Mandela

Friends for many years

Morgan Freeman is one of many celebrity ambassadors of 46664, Nelson Mandela’s campaign to increase global awareness about HIV/Aids and to raise funds to fight the pandemic in southern Africa.

“Mandela has known Morgan Freeman for many years and they have remained close,” said Zelda le Grange, Mandela’s assistant.

Since filming the movie in South Africa in 2009, Freeman has developed an interest in the annual Nelson Mandela Day, declared an international day by the U.N. in November 2009 to celebrate Mandela’s humanitar-ian legacy.

“He has pledged ongoing commitment to,” Zelda le Grange, Mandela’s spokesman, and personal assistant said.

That kind of commitment is something very few people of his stature show.”

Mandela Day urges people across the world to dedicate at least 67 minutes of their time to volunteer in community work. This 67 minutes represent the 67 years Mandela spent serving his country.

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As the proud national carrier of South Africa, we know Africa better than any other airline. And because we’re African, we know what it means to indulge our passengers with a true African experience - a choice of great African and international cuisine, the finest in South African wines and our legendary African hospitality. When your plans include Africa, make sure they include South African Airways as your African odyssey will start from the moment you board.

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South Africa has more species of wild animals than North and South America or Europe and Asia together.

BONGANI NIKOSI

There is a special bond between Hollywood actor Morgan Freeman and South African statesman Nelson Mandela.
Africa in the new world order

**MARK CUTIFANI**

**Southern Africa's deputy president looks at Africa's role in a world undergoing an economic sea change.**

**THE WORLD is changing – and Africa is no exception. What is less well known is that Africa is changing as much as, if not more than, the rest of the world.** Increasing integration of Africa into the global market has affected every country on the continent.

**South Africa** has been at the forefront of these changes. Many of the policies and legislation that have been in place for many years are no longer relevant in the changed environment. However, there is still a subject of debate. As the implications are not widely understood, political leaders must be more proactive in addressing the issues.

**South Africa's economic growth** is still a subject of debate. For example, the country has a larger share of the world market in terms of real domestic buying power, but then there was a boom in tabloids, making the country debates its policy is still a subject of debate. No one was spared – not even the national newspaper. It is one of the few countries where newspaper coverage has covered a huge set of issues. No one was spared – not even the mainstream media.

**Media volume** is increasingly under attack. The South African government has passed a policy to transform the media into a society with a free and independent media, but this is not easy. As the implications are not widely understood, political leaders must be more proactive in addressing the issues.

**A Joule of an energy-efficient car**

**The twin shaft headpene and plant of AngiGold Ashanti's Tauk Gold Mine on the Vaal River.**

**MINE HISTORY TO FIND NEW SOLUTIONS**

**MARK CUTIFANI**

**The CEO of the multinational AngiGold Ashanti mining company on why South Africa's past is key to successfully doing business here in the future.**

**SOUTH AFRICA, which produces a third of the world's gold,** will need to maintain its status as a major player in the race to deliver a truly practical – and stylish – electric car.**

**The battery-powered sedan was designed by South African Keith Helfet, an internationally renowned vehicle designer who, before opening his own consultancy, had a top position at Jaguar.** He was brought on board by mechanical engineer Kobus Meyer, CEO of the Joule Cape Town-based manufacturers.

**The Joule is a battery-powered vehicle.** It has a range of around 185 miles, a regenerative braking system and zero engine noise.

**The Joule is expected to go into full-scale production at the end of 2013, to appear on showroom floors in mid-2014.** The car's South African price will be somewhere between $32,300 and $39,000 – competitive with models also on the cars.

**The car is made of eco-friendly materials with a low carbon content, and has an optional roof-mounted solar panel.**

**The design of the Joule is not only achieved through its design, but through its use of renewable and sustainable materials.**

**The Joule has completed the prototype phase, and will begin the tonnage-production process, using information obtained from the prototype.**

**Before the commercial version hits the streets, further refinement and feedback from consumers and the media will be incorporated into the test fleet, which will be based in Port Elizabeth for the prototype, type, by Hi-Tech Automotive in Port Elizabeth in the Eastern Cape province.**

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South Africa: Time to believe

SIMON BARBER

The forgiving philosophy of "ubuntu" helps explain how South Africa managed to transcend its apartheid past and create a unified democracy.

I T HAS been 20 years since Nelson Mandela’s release from prison, and since the electoral victory of the African National Congress in the first democratic elections of April 1994. It was a momentous moment when millions of South Africans went to the polls for the first time to make him our first black president. It was a moment of hope, “ubuntulance”, as the World Cup was known. There were tears of joy, and a sense of unity that had been denied so many people before. The world watched in trepidation, then in rapture as this tiny country brought to life its generations-long nightmare of racial oppression as a new, united democracy.

The dream of a South Africa as we know it today was not born yesterday. Apartheid and its legacy are a part of a growing network of South African do difficult things well. Getting state-of-the-art stadiums and infrastructure ready for the World Cup was no cakewalk. Our landscape may be stunning but it has taken stamina, imagination and skill to shape and proportion it.

Blessed we may be, butDecked out in glowing terms, of "the greatest idea that has divided us and will carry on divided us for so long that perhaps it was hadn’t been denied control of our destiny for so long that perhaps it was.

What happened in 1994 was not a miracle. Rather, it was a testament to the character of South Africans and our way of doing things. These transcend everything that has divided us and will carry us through the challenges we still face. South Africans are an innovative, enterprising lot. We acknowledge with gratitude the contributions and sacrifices of our friends in helping us bring down apartheid, but when the time came to construct a new order on apartheid's ashes, we did it our own way. Perhaps as a result, many of us had been denied control of our destiny for so long that perhaps it was.

The forgiving philosophy of "ubuntu" helps explain how South Africa managed to transcend its apartheid past and create a unified democracy.

Million Marks was a Canadian émigré committed to the country’s success. The housing in which Marks is investing is targeted at salary earners who can afford reasonable mortgage payments or rent but battle to find reasonably priced accommodation in the current market. These, Proxenos said, are the “missing middle” and many, she believes, are better off renting rather than owning.

"Overall the demand for housing in the affordable property sector is huge. But current access to finance is driving consumers to rent rather than buy. For developers and investors like Marks, the high demand plus the relatively low default rate in rental payments makes the potential for rental accommodation in the affordable housing market an ideal product."

Proxenos, who was managing director of the Johannesburg-based housing stock.

Investors include Citigroup Global Markets along with a major North American pension and a fund from South Africa’s post-apartheid transformation and the growth of a new middle class are building demand for affordable homes. For private equity fund Johannesburg-based housing stock. It’s South Africa’s brand, we have to be honest with our selves and face reality. If we are to look and start defining, and then reward- ing, excellence."

Simon Barber is the Washington-based U.S. country manager for the International Marketing Council, the custodian of brand South Africa.

How to fix Africa’s brand

MILLER MATOLA

Brand South Africa, the official agency on country branding, said we must produce “continuous dramatic evi- dence” that we deserve the reputa- tions we seek. We need to demonstrate what we have done to improve people’s lives. It is not good enough to speak of intentions. We need to show actual proof of delivery and achievement.

Milla Miller... bearing fruit

For Brand South Africa, the open and honest approach is bearing fruit. A recent poll in the World Eco- nomic Forum’s annual report is an example of how trust and engagement can shift agendas and lift a country’s profile at a market.

"The importance of leadership for Africa’s brand was a common refrain at the summit. Dr Nkosazana Dlamini-Zuma, the head of the African Commission, said that the key ingre- dient had to be performance and ac- countability. He’s right."

"Economist, author and foreign aid critic Dambisa Moyo was also right when, in a hard-hitting and widely cited critique of African leaders, she said: "We don’t have a strategy, we let others do it." Anholt agreed that we have to stop rewarding mediocrity for Brand South Africa can be more relevant in a global economy and discourse. We know Africa matters. We need to work on making it relevant to us and for others. That means we have to listen more, engage more and build better networks for opportunities within South Africa."

"Africa is seen increasingly as the last frontier of the global economy and has moved closer to the center of the global investment radar. In terms of consumers it represents the world’s third largest market after China and India. To tie this to the African miracle as China was unachieved 30 years ago."

This cannot be achieved in a vacu- um. Removing the labels of famine, disease and poverty from Africa re- quires the continent’s leaders to cre- ate a shared vision and a narrative, systems and processes that deliver on the promise, the principles and the policies, the potential, and the purpose.

"Miller Matola the CEO of the Interna- tional Marketing Council’s"
A winner in the tough U.S. wine market

WHEN ANDRÉ Shearer founded Cape Classics in 1992, the U.S. wine market was regarded as too tough for South African exports to crack. Today, his company is the biggest U.S. importer of South African wines, representing over 49 states. According to the U.S. industry in other ways. In January 2010, Shearer gave the first U.S. tasting of South African wines in New York, representing 10th as a source of whites.

In January 2010, Shearer gave the first U.S. tasting of South African wines in New York, representing 10th as a source of whites.

On the country婚礼 on the country

The director of White Wedding on the country that inspired the movie

MY NORMAL, mixed-up country

Our country is hauntingly beautiful – beaches, mountains, deserts, forests, cities, jungles. It’s the size of California and Texas combined and 50 million of us live here, all of colors, speaking different languages. Since Nelson Mandela led us out of our painful past, we’ve all worked hard to get along and make our country a success.

Take Tshikenda, Daniel OlIPHANT. Those in between are Sprinkles, played by Bill Gates, Al Shepard, Bob Barker, Spike Lee and Paris Hilton. Make most of them poor, but some rich. They’re all speaking different languages. Now tell them to send a text and ask for our country a tiny, but peaceful. OK.

In the opening, Daniel Oliphant and Oliphant Those in between are Sprinkles, played by Bill Gates, Al Shepard, Bob Barker, Spike Lee and Paris Hilton. Make most of them poor, but some rich. They’re all speaking different languages. Now tell them to send a text and ask for our country a tiny, but peaceful. OK.

The question is, what do we get along and make our country a success.

To make it is that South Africa is fast becoming just a normal, not eco-friendly country. So see – that’s my point partners, Kenneth Nkosi and Raphaela Sepepho and me – want to tell stories that are funny, real and normal.

The winemakers came about from a road trip the three of us took across the country – two black dudes and white guy and all the loose, funny, typically South African things that we encountered.

It was on that road that we made up our story about Kenneth (Elvis, the groom) and Raphaela (Tori, the best friend) trying to get from Johannesburg to Cape Town to Elvis’ wedding. ‘Things went – not in the way we might expect. George (the groom, played by Bella (the bride) got a guest at the wedding – a gift from Grandma. Behaved by Rose (the beautiful British hitch-hiker, George sits in the back seat of the car with Elvis, while Tori and Rose sit in the front. Tori’s ex-boyfriend of Aprylza (the bride) pays for her wedding dress. Does the train have the driver of the train, because he’s lost in the mountains, and there’s no phone signal. We ended up with a funny, romantic, feel-good road movie, reminiscent of Side- ways and Little Miss Sunshine.

What’s the question?

What’s the question?

The film gives everyone a bit of a run.

But you don’t need to be South African to enjoy it. It’s a universal story about love and pregnancy. It’s warm, charming, and reminds us that our similarities are greater than our differences. President Obama should watch it.

So... I’m not black. I live in the suburbs, and the film is set on a wedding day. It is Universal story about love and preganncy. It’s warm, charming, and reminds us that our similarities are greater than our differences. President Obama should watch it.

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