Ms Khanyisile Kweyama  
Chief Executive Officer  
Business Unity South Africa  
PO Box 652807  
Benmore  
2010

E-mail: khanysile.kweyama@busa.org.za

Dear Ms Kweyama,

Guidelines for Good Business Practice by South African Companies operating in the rest of Africa

As you may be aware, in September 2015, Cabinet approved the Guidelines for Good Business Practice by South African companies operating in the rest of the Continent following an extensive consultation process, including through NEDLAC.

The guidelines are a voluntary set of principles that aim to promote responsible business conduct. They provide a guiding framework for South African companies, as active members of the continental business community, to promote sustainable economic development in Africa in accordance with the continent’s socioeconomic developmental imperatives. These guidelines, therefore, set out sound business practices for South African businesses in the form of principles of good practice that are consistent with South African legislation, the laws of host countries, as well as internationally recognised standards. Furthermore, these guidelines are supportive of South Africa’s strategic priority to expand the presence of the South African private sector on the rest of the continent and to encourage the private sector to the extent possible, to promote local and regional economic development.
The Guidelines are a product of collaboration between government, labour and the private sector and are aligned to a number of international and regional instruments, best practices and relevant charters of South African business associations, including BUSA. In view of the competitive environment in which South African companies operate, it should be emphasised that the Guidelines encourage a best endeavour approach in in the promotion of responsible corporate citizenship and good corporate governance in a way that is not onerous on South African companies in terms of cost, administration, reporting and competitiveness advantage. The Guidelines, therefore, do not place any additional bureaucratic or legal obligations for companies. Essentially, they are not mandatory, however provide a guiding framework on responsible business conduct and build on good practices already implemented by South African private sector in their operations in the rest of the continent.

As the Guidelines will be launched by Dr. Rob Davies, Minister of Trade and Industry, on 15th July 2016 during the Roundtable discussion on “Collective Action to enhance intra-Africa trade”, the dti would like to encourage the esteemed membership of BUSA to support the Guidelines in view of added benefits that can be derived for South Africa. This includes the enhanced presence and improved reputation in host country of our business sector as well as an improved awareness and communication of South Africa’s presence in the rest of Africa. I would therefore like to request your support in engaging the BUSA membership in this regard. It would highly be appreciated if the dti could receive an indication of the members that would be in a position to signal their support of the Guidelines through signature during the launch on 15 July 2016.

Please do not hesitate to contact Ms. Claudia Furriel, Director: NEPAD/AU at the dti on CFurriel@thedti.gov.za or 012 394 1552 should you require any additional information on the aforementioned event or the Guidelines.

Yours sincerely,

Ms Xolelwa Mlungi-Peter
Deputy Director-General: International Trade and Economic Development Division

Date: 08/07/2016