

Sweden & South Africa



NEWSLETTER FROM THE EMBASSY OF SWEDEN IN PRETORIA, SOUTH AFRICA, #2 2007



Nosimphiwe Tsabo from the Buffalo City Youth Council and Per Johansson, deputy mayor of Gävle Municipality, supported each other's teams in the soccer game in Buffalo City.

Beautiful game brings municipalities closer

Buffalo City soccer fans were in high spirits early this year when Swedish first division side Gefle IF visited the city to play a friendly match against South African soccer side Bloemfontein Celtics in East London.

The match, which Bloemfontein Celtics won three goals to nil, was organised as part of the successful, five-year-old partnership between Buffalo City Municipality and its twinning Swedish city Gävle; a relationship that involves anything from bird-watching societies and sports clubs to water management and courses for government officials.

Another purpose of the match was to test East London's facilities and readiness to play base camp for the upcoming FIFA 2010 World Cup soccer show piece.

The partnership started as a result of the Swedish International Development Agency, Sida, having embarked on an extensive development programme with Buffalo City in 2001.

Buffalo City's communications manager, Darby Gounden, says the two cities are working together in the areas of Geographic Information Systems (GIS), water management, roads, customer care, tourism, disaster management and good governance.

They have previously cooperated in land use management, development planning and youth issues.

According to Gounden both cities have benefited from each other's expertise. "We have developed joint work structures and had new perspectives on problem solving. We have

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FROM THE AMBASSADOR

Dear readers,

I must start by saying that I am impressed by the variety of activities described in this the second newsletter from the Embassy.

You might think that I as ambassador should be familiar with all that goes on between Sweden and South Africa, but as you can see from this issue, there is just too much happening for me to be involved in everything.

Quite a few programmes, projects and events are nowadays also happening without direct financing or other state involvement. This is as it should be. It bodes well for the future, as traditional grant aid to South Africa is being phased out.



One of the main Swedish events this year, the Linnaeus celebrations, is described in this issue. It will not be visual in the same way as the East India ship replica Götheborg was when she visited Port Elizabeth and Cape Town last year, but I have no doubt that it will attract interest. Visit www.swedenabroad.com/pretoria to keep up to date with the programme.

I am sure that we can look forward to the rest of this year with confidence as we strive to deepen and broaden co-operation between Sweden and South Africa.

Anders Möllander
Swedish ambassador to South Africa

Shared learning the base of partnership



Bloemfontein Celtics and Gefle IF in action at the ABSA Stadium in East London, Buffalo City

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also gained practical skills," she says.

She says the two cities also cooperate in areas outside the government sphere, including networking with universities and business communities, women in business, sport and youth clubs and non-governmental organisations.

Whilst the cities have obtained a number of skills and experience to empower project leaders in their respective environments, the partnership has also helped broaden their outlook in terms of social issues, culture and language.

"We have developed real friendships and solid relationships

with our Swedish counterparts and we hope these will continue well into the future. I believe this partnership could serve as a model for twinning programmes," says Gounden.

Buffalo City Executive Mayor Zintle Peter agrees, saying she believes the partnership has set a benchmark

for international development cooperation between municipalities.

"The fact that our municipalities have approached the partnership from the perspective of equals and with a view to shared learning has led to increasing positivity and communal support," says Peter.

"We believe that it is important for more such partnerships to develop in order for international solidarity, unity and mutual understanding to be strengthened at local level," she says.

The Sida support to the partnership will come to an end in June 2007. However, cooperation between the two cities will continue for at least another three years.



Gävle's Municipal Commissioner Carina Blank and Buffalo City Executive Mayor Zintle Peter enjoyed the game.

Nangamso Mabindla
Website editor
www.buffalocity.gov.za

NB: The friendly soccer match was part of Gefle IF's winter training and financed by the partners themselves.

12 partnership programmes now in place

The Swedish Development Cooperation Agency, Sida, supports 12 partnerships between Swedish and South African municipalities and regions through the North-South programme.

The partnerships involve a wide range of areas of cooperation, such as waste management, water management, geographical information systems, gender equality and low-cost housing.

Partnership programmes are currently in place between the following regions and municipalities:

- Göteborg and Nelson Mandela Metropolitan Municipality;
- Karlskrona and Atteridgeville;
- Karlstad and Emthanjeni;
- Kronoberg County Council and Potchefstroom City Council;
- Växjö and Potchefstroom;
- Kronoberg County Administrative Board and North West Province;
- Oskarshamn and Hibiscus Coast;
- Kalmar Regional Council and Cape Winelands District Municipality;
- Tibro and George Municipality;
- Gävle and Buffalo City;
- Östersund and Alfred Nzo; and
- Värnamo and Sol Plaatje.



Many partners have geographical, business-related or other factors in common, making the exchange of knowledge, expertise and experiences mutually rewarding.

SALA-IDA, the International Development Agency of the Swedish Association of Local Authorities and Regions, is managing the programme. To find out more, visit www.salaida.se.

Åsa Fridh
Communications officer
Embassy of Sweden



Phila Mgingqi and Nkhensani Baloi took part in the LODLOG programme.

Digging into local democracy

Phila Mgingqi from KwaNaloga, KwaZulu Natal, and Nkhensani Baloi from greater Letaba, Limpopo province, are two of more than 100 South African mayors and city managers to have learned from Sweden's 150 years of experience of local democratic governance through the development programme Local Democracy and Local Governance, LODLOG.

The Swedish Association of Local Authorities and Regions SALAR, through its development agency SALA IDA, has developed LODLOG together with the South African Local Government Association, SALGA.

It aims to support the democratic process in the country by improving the participants' knowledge and understanding of local democracy, local autonomy and local governance.

Each programme, which runs for about seven months, starts off with a two-week course in South Africa, followed by a two-week course in Sweden and a one-week follow-up in South Africa. Subsequently each participant carries out a micro project in his or her own local government.

During the programme in South Africa participants meet Swedish and South African professors to discuss and compare Swedish and South African systems of local and regional democracy and service delivery. There are also ample opportunities for South African local governments to compare solutions to common problems.

On the study tour to Sweden the participants visit Swedish municipali-

ties where they meet local politicians and managers in the same position as themselves. They also study Swedish solutions to the kinds of problems they are experiencing at home.

From 2008 SALGA will take over



LODLOG participants Goitsemodimo Mohale, Sfiso Mkhize and Thami Dlalisa got an evening crash course in Swedish folk dancing.

the management of the LODLOG South Africa programme, with SALA IDA as its Swedish partner. An important part of the takeover is the accreditation of the programme, which will guarantee maintained quality.

Read more on www.salaida.se.

Björn Jonzon
Managing director
SALA IDA

Coconut wins EU literary award

Kopano Matlwa, a medical student at Cape Town University, won the 2007 European Literary Award for her first novel *Coconut*, about being a black child in a white neighbourhood. Matlwa received R25,000, a publishing contract and attendance at the Frankfurt International Book Fair. In addition to the EU seven countries, including Sweden, sponsored the award.

Swedish-SA trade increasing

Swedish exports to South Africa increased by 14% to 6.2 billion Swedish kronor (6.5 billion rand) in 2006. Exports are dominated by engineering products such as construction and mining machinery, telecommunication apparatus, lorries, trucks and buses. Swedish imports from South Africa increased by 24% to 2,8 billion Swedish kronor. Imports consists predominantly of food, semi-manufactures and engineering products.

New procedure for Swedish passports

In October 2007 Sweden will introduce new, more secure rules for the issuing of passports and ID cards. This means that you can no longer apply for a passport or ID at the Swedish honorary consulates in South Africa, but have to visit the embassy in person or submit your application in Sweden. For more information, visit www.swedenabroad.com/pretoria.

Sweden, SA chaired gender conference

Ministers of justice and gender equality from a range of African countries gathered in Cape Town in March for a regional meeting on gender justice, which Sweden and South Africa co-chaired. The purpose of the meeting was to discuss how best to promote gender justice and the participation of women in the justice systems in African countries.

Men take action against HIV/AIDS

In April the Men As Partners Network, which Sweden supports, led the first annual Men As Partners Week in South Africa to prompt men to take action against HIV/AIDS and gender-based violence. Activities included public rallies, community workshops and voluntary HIV counselling and testing. "Too often, men are thought of only as problems, rather than as potential agents of change," said Sakumzi Ntayiya, country director of EngenderHealth South Africa.

HIV/AIDS workplace programme changes the lives of thousands



ABB, Volvo and Alfa Laval are three of the Swedish-related businesses in South Africa involved in the Swedish Workplace HIV/AIDS programme.

A Swedish workplace HIV/AIDS programme for sub-Saharan Africa, SWHAP, has seen remarkable results with 80-90% success rates in terms of HIV training, testing and counselling for staff. So far some 6,000 employees at 12 workplaces in South Africa have benefited from the programme.

At Volvo Trucks in South Africa, 5.5% of the staff are HIV positive. While this is considerably lower than the figure for the adult population as a whole, which is near 20%, the company did not hesitate to implement an HIV/AIDS workplace programme.

Says Judi van der Westhuizen, human resource officer and member of the wellness committee at Volvo Trucks: "With Volvo Trucks operating in 135 countries, one of them being South Africa with the highest number of people living with AIDS in the world, we realised that it could be a serious risk to our business."

Within three months of the rollout of the programme, 93% of Volvo's employees had undergone voluntary counselling and testing, VCT, and found out their HIV status.

The company now offers all employees counselling and support, nutritious supplements, anti-retro-

viral treatment and healthy eating recipe books. HIV basic training is an integral part of the induction training for all staff, while other courses have covered issues such as stigma and discrimination, healthy living, sexually transmitted infections and anti-retroviral treatment. Drivers of

"Once you start you don't want to stop, you just want to do more and more."

- Jenny Fox, HR manager, Alfa Laval

Volvo trucks are also targeted through a number of different training and information initiatives.

According to van der Westhuizen, part of the reason for the success of the programme is that it enjoys total commitment from the president and the senior management team.

"We have shown our commitment to the safety of our employees and to all people driving our trucks," she says.

Alfa Laval, another Swedish company with just 38 employees in South Africa, says it was very conscious about HIV/AIDS and its effects in the workplace, but hesitant to start a company programme due to its size. Instead it joined the Swedish Workplace HIV/AIDS Programme in 2005.

Management was the first to be trained and tested and at the end of September the same year, every single employee had undergone HIV training and VCT.

"Once you start you don't want to stop, you just want to do more and more," says Jenny Fox, HR manager at Alfa Laval.

For instance, the company's annual family day now includes teachers and children from two nearby schools.

While the successes of these companies may seem exceptional, Jacob Graaff, SWHAP country coordinator for South Africa, says most of the 12 workplaces have achieved an 80-90% success rate in training and voluntary counselling and testing.

The Swedish International Development Cooperation Agency, Sida, the International Council for Swedish Industry and the Swedish Industrial and Metal workers' Union are running and co-funding the programme together with the companies.

SWHAP, which also covers Kenya and Zambia, was launched in South Africa in 2004. It is currently looking to extend its scope to all Swedish-related workplaces in southern Africa, as well as clients and suppliers.

Åsa Fridh



Access to justice with no legal interventions

“Access to justice does not always require legal interventions.” These are the words of Winnie Kubayi, director of the Centre for Criminal Justice, CCJ, when speaking about the CCJ victim support centre in Plessislaer.

The Plessislaer centre is one of 14 outreach centres the CCJ has established with support from the Swedish development organisation Diakonia.

The centre shares its premises with the local police station. This enables the coordinators to cooperate with the local police and, to some extent, monitor their services.

The coordinators at the centre counsel survivors of domestic violence and rape, facilitate mediation and conduct community workshops on domestic violence.

During counselling and mediation the victims, mainly women, are listened to in a safe, comfortable environment. This is contrary to the atmosphere and attitudes found at some police stations.

Dineo Moshoeshoe, one of the coordinators at the centre, says the women at a domestic violence workshop she conducted complained about the Plessislaer police station, saying

the policemen treated them badly.

The outreach centres provide people with legal information on processes and procedures for applying for protection orders and maintenance grants. The centres provide a service to complainants who would otherwise be forced to seek justice through a complex, cumbersome and, in cases of maintenance, costly process.

More complex cases are referred to the CCJ main office at the University of KwaZulu Natal.

In addition to the CCJ Diakonia supports nine, mainly faith-based South African organisations in the areas of socio-economic justice, gender, democracy and human rights.

*Michelle Festus
Diakonia*



Dineo Moshoeshoe

Seminar focused on true partnership

In April the Swedish embassy arranged a seminar for some 50 officials from Sweden and South Africa on development partnerships between the two countries. Said Aziz Pahad, South Africa's deputy minister of foreign affairs: “This seminar underscores the reality that Sweden and South Africa, as partners, have an important role to play not only in Africa but globally. The emphasis on a partnership is important, because together we can contribute to a better world.”

University of Cape Town a hub in Swedish environmental initiative

Environment for Development, EfD, is a global programme for sustainable development, which Sweden has initiated. It consists of a network of six environmental economics centres, one of them the Environmental Policy Research Unit at Cape Town University, conducting applied environmental research, policy advice and support to graduate environmental programmes.

Join the Swedish Society in SA

The Swedish Society is an organisation for Swedes living in South Africa or others with a connection to Sweden. It organises traditional celebrations such as Lucia, Valborg and Midsummer, as well as other activities. The membership fee is R60 per person per year and R85 for a family. Companies can support the Swedish Society for a fee of R500 per year. For more information, contact Patrik Burström at patrik@scanditech.co.za.

South Africa hosted fifth global forum on fighting corruption

In April South Africa hosted the fifth global forum on fighting corruption and safeguarding integrity. Swedish State Secretary for Trade Hans Jeppson, who spoke at the forum, said the future work of Global Fora must be linked to the implementation of international instruments.

SA seminar on aid effectiveness

In March South Africa organised an African Seminar on Aid Effectiveness, where officials from some 20 African countries participated together with members of the G20. The Swedish International Development Cooperation Agency, through the Embassy of Sweden, participated in and co-funded the event with USAID and South Africa's National Treasury.



Winnie Kubayi, director of the Centre for Criminal Justice, at the University of KwaZulu Natal's campus in Pietermaritzburg, where the centre is based

Traditional aid translates into economic development initiative

Unemployment and skills shortages are two of the main challenges that South Africa is currently facing. In an attempt to address these and support the government's programme for shared growth, the Swedish embassy and South Africa's Department for Trade and Industry have launched a joint initiative.

The new cooperation programme aims to help create jobs and speed up economic growth in South Africa. This is in line with the South African government's own initiative to make growth accessible to all by halving unemployment and poverty by 2014, ASGISA.

The Swedish Trade Council in Johannesburg will act as the project manager of the programme together with the South African Department of Trade and Industry.

The new programme involves activities such as developing and expanding industrial schools, trainee programmes, management training and entrepreneurship development.

Special focus areas are the development of small and medium-sized enterprises, gender equality, corporate social responsibility and broad-based black economic empowerment.

Sofie Orrling, business developer at the Swedish Trade Council, says the programme will not only benefit

"We look to Sweden as a particularly significant and strategic member of the European Union, with whom we seek to build a stronger and deeper relationship than with the European Union as a whole."

- Dr Rob Davies, deputy minister of trade and industry in South Africa

South African workers and businesses. Swedish companies based in South Africa will also reap the fruits of the initiative as it will increase their access to skilled employees.

At the launch, Dr Rob Davies, South Africa's deputy minister of trade and industry, said South Africa was looking to Sweden as a particularly significant and strategic member

of the European Union, with whom South Africa was seeking to build a stronger and deeper relationship than with the EU as a whole.

Dr Davies said the two countries were translating their long-standing ties of solidarity and people-to-people relations into an enlarged, mutually beneficial economic interaction.

"Sweden is changing over from giving traditional development assistance to South Africa to jointly funded initiatives that are useful for the development of society. One way of doing that is to get Swedish and South African companies to meet and discover business opportunities," said Hans Jeppson, Swedish state secretary for trade, who spoke at the launch.

For more information, e-mail syda-frika@swedishtrade.se.

Åsa Fridh



From left: Sweden's Ambassador Anders Möllander signs the agreement with Swedish State Secretary for Trade Hans Jeppson and Deputy Minister Dr Rob Davies in the background; TV screen outside the dti advertising the seminar; Ambassador Möllander and State Secretary Jeppson

A marriage of minds



From left: Sean van Rooyen and Karin Deacon, PM Ideas, Peter Bergermark and Mikael Borak, Mindset, Mindset director Jon Serrander, Rob Allcock, CEO of PM Ideas and Dan Mattsson, Mindset

Great minds think alike, as the saying goes. In the case of training and consulting companies Mindset and PM Ideas it is definitely true.

Mindset, one of Sweden's leading training and consulting companies, has invested in PM Ideas, a South African project management training and consulting company. After evaluating some 40 South African companies, Dan Serrander, the CEO of Mindset, says the choice was easy.

"PM Ideas is one of the best companies on the operational side that I've ever seen. Their courses are of the highest standard. Now we will bring them to the Swedish market," he says.

The fact that English is the dominating business language in South Africa, it is in the same time zone as Sweden, the countries have solid relations and there is a great need for training services in the country all contributed to Mindset's decision to invest in a South African company.

"It will be prosperous for our customers and for South Africa as a nation," says Serrander.

Anders Möllander, Swedish ambassador to South Africa, says: "There is a huge skills shortage in South Africa. Mindset and PM Ideas are well placed to do something about that."

Åsa Fridh

Open Trade Gate opens doors for exporters

Open Trade Gate is a one-stop shop information centre for exporters wishing to enter the Swedish market. It aims to facilitate trade and increase exports from developing countries to Sweden.

Open Trade Gate specialises in trade rules and regulations, covering areas such as labelling,

packaging, health and sanitary requirements and customs procedures.

In addition to responding to queries from potential exporters, Open Trade Gate brings up areas that could

be simplified on a political level and investigates whether there is sufficient legal ground for trade barriers.

Those who wish to consult Open Trade Gate should e-mail their questions, with detailed information about

the product they wish to export to Sweden, to info@opentradegate.se. Open Trade Gate's

services are free of charge.

For more information, visit www.opentradegate.se.

Åsa Fridh



National Board of Trade, a Swedish governmental agency.

Africa Express

A world of opportunities in Southern Africa

South Africa and the rest of southern Africa are brimming with business opportunities for Swedish companies. In May the Swedish trade council in cooperation with embassies in Botswana and Pretoria arranged a series of seminars, The Africa Express. The purpose: to promote trade between Sweden and the SADC region.

The team presented the SADC region to interested Swedish companies at seminars in Malmö, Göteborg and Jönköping. South Africa, Botswana, Namibia, Angola, Mozambique, Zambia, Tanzania and Madagascar received particular focus.

"There is an enormous goodwill for Sweden and all things Swedish. Certainly, challenges in southern Africa remain, but the opportunities presenting themselves today to Swedish entrepreneurs and investors have never been greater," says Annika Jagander, Sweden's ambassador to Botswana and special representative to SADC.

Statistics show that economic growth in the SADC region averaged 6% in 2005 and 2006, the political stability has increased and many of the countries have taken important steps to improve their business environments.

The increased international confidence in the SADC region also shows through the doubling of foreign direct investment. Swedish exports to the region is increasing, and there are plenty of opportunities for more business activities.

For each of the mentioned eight SADC countries the Trade council and the embassy have produced fact packs which give an overview of the economic environment and trends, business opportunities in key industries and pros and cons of doing business in the country. For more information and to obtain fact packs for the different countries, e-mail sydafrika@swedishtrade.se.

In September the Africa Express will continue its tour around Sweden.

*Elin Landell
Regional trade promoter
Embassy of Sweden*

Sweden celebrates birth of Linnaeus

At the end of August the Swedish Embassy, together with the South African National Biodiversity Institute, the Swedish Institute and the Swedish business community in South Africa, will kick off a month of activities to celebrate the tercentenary of the birth of the Swedish botanist, scientist and explorer Carl Linnaeus.

In botanical and zoological circles around the planet, the name Carl Linnaeus is met with enthusiastic nods of recognition and appreciative remarks. More than 250 years ago, Linnaeus invented the system for classifying flora and fauna that is still in use today.

In their tireless efforts to systemise nature, Linnaeus and his disciples travelled, publicised, networked, taught and inspired.

These days, the legacy of Linnaeus is stronger than ever. Innovation, creativity and progressiveness were qualities of Linnaeus, but they are often also seen as characteristics of Sweden of today. Scholars pursue the spirit of Linnaeus in their efforts to make a difference.

The notion of creativity, culture and curiosity is the platform for Sweden's celebrations of the tercentenary of the birth of this fascinating explorer and scholar.

In cooperation with the South African National Biodiversity Institute, the Swedish Institute and the Swedish business community in South Africa,

the Embassy of Sweden in Pretoria is happy to present a month of activities at Kirstenbosch National Botanical Garden in Cape Town, starting on August 28.

The world of Linnaeus will be brought to you through the exhibition *Herbarium Amoris* by photographer Edvard Koinberg as well as walks in the footsteps of disciples Thunberg and Sparrman. The life and work of Linnaeus, and the state of affairs of biodiversity will be explored, including through films such as *Expedition Linnaeus* and a seminar that will be held on September 17.

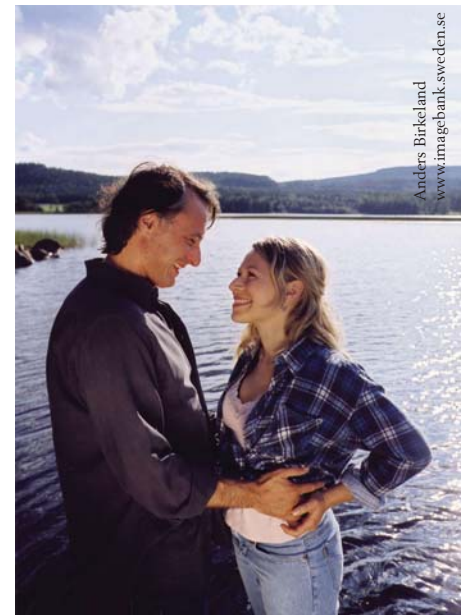
Between September 18 and 21, leading Swedish researchers, businesses and institutions will, together with their South African colleagues, address highly topical issues such as innovation clusters, road safety, alternative fuels, management of natural disasters and the fight against HIV/AIDS – all in the spirit of inventiveness, visions and applied science.

Find out more about Linnaeus and read the answers to a wide range of questions about the miracle of life on www.linnaeus300.com.

More detailed information about the programme will be published in due time on the embassy's website, www.swedenabroad.com/pretoria.

Jessica Olausson
Secretary for politics, press,
information and culture
Embassy of Sweden

Swedish film on SA screens



Oscar nominee *As it is in Heaven* showed at cinemas around South Africa in the autumn.

At the end of March cineastes flocked to Cinema Nouveau in Rosebank, Johannesburg, to watch some of the best in contemporary Swedish film. Among the movies were 2005 Oscar nominee *Zozo* and the documentary *The Planet*, which offered a new take on the climate change debate.

Other films included *The Black Pimpernel*, *Harry's Daughters* and the comedy *The Chef*, which took place onboard a ship bound for Cape Town.

South Africa's National Film & Video Foundation, NFVF, has been involved in a partnership with the Swedish Film Institute since 1999. The film week was one of the first fruits of a three-year film initiative which is part of the Swedish-South African Culture Partnership Programme.

Last year Stockholm's Sture cinema hosted a South African film week, screening films such as *Carmen*, *Yesterday* and *Zulu Love Letter*.

Sweden was also represented at the Goethe-Institut's classic film festival in Johannesburg in May, through Ingmar Bergman's acclaimed *Wild Strawberries* from 1957.

Yet another film event coming up is the EU film festival in August/September, which will include a Swedish contribution yet to be decided.

Åsa Fridh

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The Swedish Embassy in Pretoria works to promote deeper relations between Sweden and South Africa in business, politics, national and regional development and other areas. The embassy is paving the way for a transformation of traditional development cooperation into broader cooperation, based on mutual interests and joint financing. Cooperation between Sweden and South Africa focuses on reducing poverty, inequality and vulnerability, fighting HIV/AIDS and consolidating democracy and respect for human rights.