



SwissCham
Southern Africa – South Africa Chapter (SCSA-SAC)

Event Review

Dinner with
Moeletsi Mbeki
11th of March 2014
at the Bryanston Country Club

At a Dinner recently held at the Bryanston Country Club in Bryanston, Members of SwissCham Southern Africa – South Africa Chapter had the privilege of being addressed by **Moeletsi Mbeki**, Political Economist.

SwissCham President Thomas C. Hippele welcomed the guests who had come to hear Moeletsi Mbeki's message on the topic:

“Business Scenario – Post Election 2014“

After a delicious starter and main course, Thomas Hippele introduced the guest speaker, Moeletsi Mbeki.





After returning to South Africa from exile in 1990, he was appointed Head of Communications for the Congress of South Africa Trade Unions, (Cosatu) and Media Consultant to the African National Congress.

During most of the 1980s he was a Senior Journalist for the Zimbabwe Newspapers. As a result of the outstanding work that he did for the Zimbabwe Newspapers Features Department, he was awarded a Nieman Fellowship by Harvard University for the 1988 – 1989 academic years.

Mbeki began his journalism career in London in 1979 as a contributor to *Africa*, *New African*, *Africa Now* magazines and the BBC Africa Service.

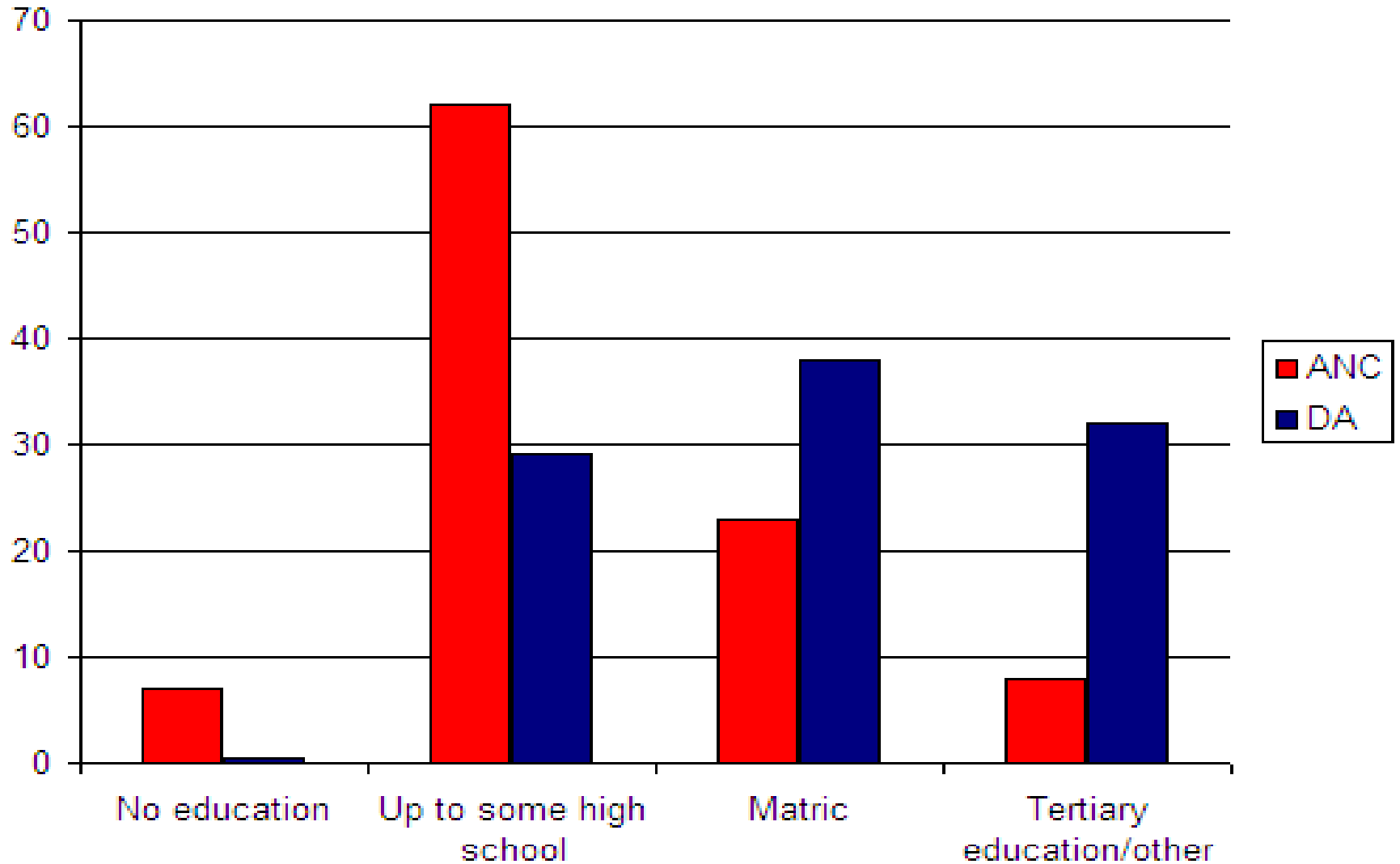
He studied Building, Building Management and Sociology in England, obtaining an M.A. degree in Sociology from the University of Warwick in 1982. He worked in the construction industry in the United Kingdom and in Tanzania during the 1970's.

Business Scenario's – post Election 2014

By Moeletsi Mbeki

**SwissCham Southern Africa – South Africa Chapter
Bryanston Country Club
Tuesday 11th March 2014**

Education levels of ANC and DA voters (%) - 2009



Education and Working status of ANC voters - 2009

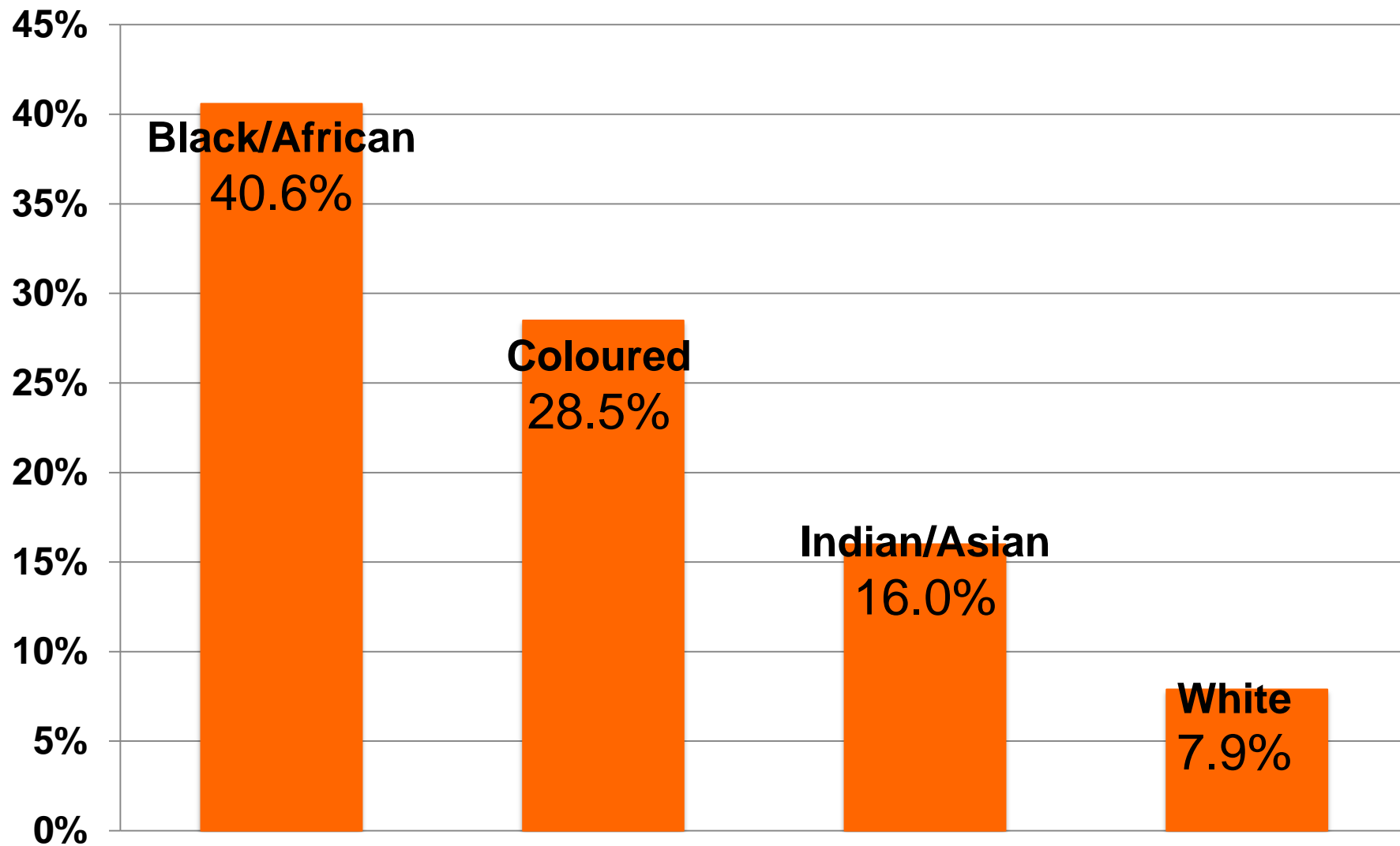
Level of education	All ANC supporters %
No education	7
Up to some high School	62
Matric	23
Tertiary education/ Other	8

Working Status	%
Working full-time	24
Working part-time	9
Do not work	67

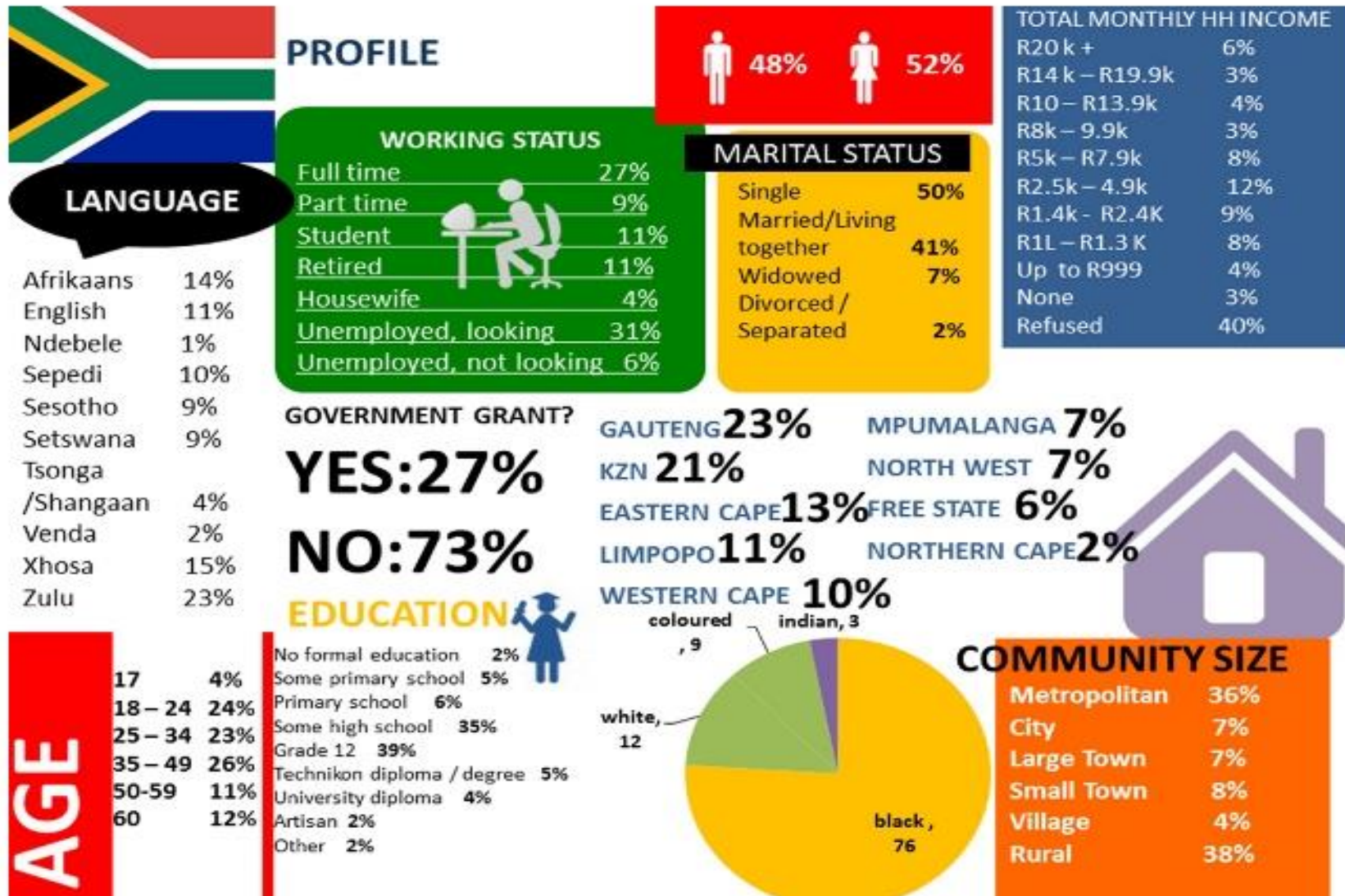
Working status of DA voters - 2009

Working Status	%
Working	
Working full-time	47
Working part-time	5
Not working	
Housewife	12
Student	5
Retired	15
Looking for work	15
Not looking for work (Unemployed)	2*
Total	100

Unemployment Rate



South African population profile



ANC voter profile



SUPPORTER PROFILE

LANGUAGE

Afrikaans	2%
English	4%
Ndebele	*
Sepedi	12%
Sesotho	11%
Setswana	11%
Tsonga	
/Shangaan	5%
Venda	*
Xhosa	20%
Zulu	29%

WORKING STATUS

Full time	22%
Part time	10%
Student	13%
Retired	11%
Housewife	3%
Unemployed, looking	35%
Unemployed, not looking	6%



47%



53%

MARITAL STATUS

Single	56%
Married/Living together	34%
Widowed	9%
Divorced / Separated	1%

TOTAL MONTHLY HH INCOME

R20 k +	2%
R14 k – R19.9k	3%
R10 – R13.9k	3%
R8k – 9.9k	3%
R5k – R7.9k	10%
R2.5k – 4.9k	16%
R1.4k - R2.4K	12%
R1L – R1.3 K	10%
Up to R999	5%
None	2%
Refused	34%

GOVERNMENT GRANT?

YES:31%

NO:69%

EDUCATION

No formal education	2%
Some primary school	7%
Primary school	7%
Some high school	36%
Grade 12	39%
Technikon diploma / degree	4%
University diploma	3%
Artisan	2%
Other	*

GAUTENG 19%

KZN 22%

EASTERN CAPE 16%

LIMPOPO 13%

WESTERN CAPE 4%

MPUMALANGA 10%

NORTH WEST 8%

FREE STATE 6%

NORTHERN CAPE 2%

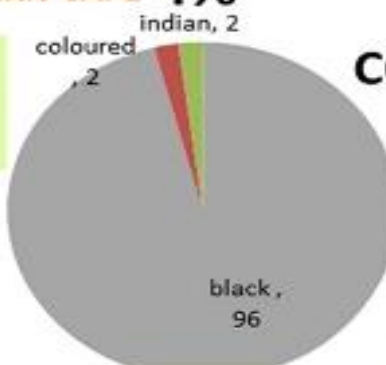


COMMUNITY SIZE

Metropolitan	30%
City	7%
Large Town	5%
Small Town	7%
Village	3%
Rural	48%

AGE

17	4%
18 – 24	26%
25 – 34	24%
35 – 49	23%
50-59	11%
60	12%



DA voter profile



SUPPORTER PROFILE

LANGUAGE

Afrikaans	50%
English	32%
Ndebele	*
Sepedi	3%
Sesotho	6%
Setswana	2%
Tsonga /	
Shangaan	1%
Venda	*
Xhosa	3%
Zulu	3%

AGE

17	1%
18 – 24	13%
25 – 34	17%
35 – 49	34%
50-59	19%
60	16%

WORKING STATUS

Full time	43%
Part time	6%
Student	5%
Retired	15%
Housewife	7%
Unemployed, looking	18%
Unemployed, not looking	6%

GOVERNMENT GRANT?

YES:19%

NO:81%

EDUCATION

No formal education	*
Some primary school	2%
Primary school	4%
Some high school	27%
Grade 12	42%
Technikon diploma / degree	11%
University diploma	8%
Artisan	4%
Other	2%



51%



49%

MARITAL STATUS

Single	27%
Married/Living together	64%
Widowed	6%
Divorced / Separated	3%

TOTAL MONTHLY HH INCOME

R20 k +	21%
R14 k – R19.9k	6%
R10 – R13.9k	6%
R8k – 9.9k	1%
R5k – R7.9k	5%
R2.5k – 4.9k	5%
R1.4k - R2.4K	2%
R1L – R1.3 K	5%
Up to R999	4%
None	1%
Refused	43%

GAUTENG 35%

KZN 11%

EASTERN CAPE 9%

LIMPOPO 3%

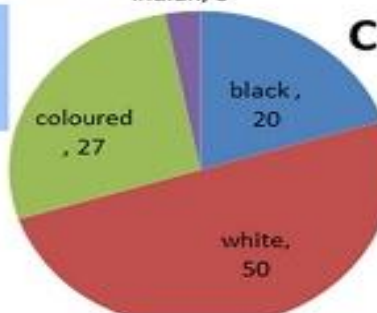
WESTERN CAPE 25%

MPUMALANGA 3%

NORTH WEST 1%

FREE STATE 8%

NORTHERN CAPE 5%

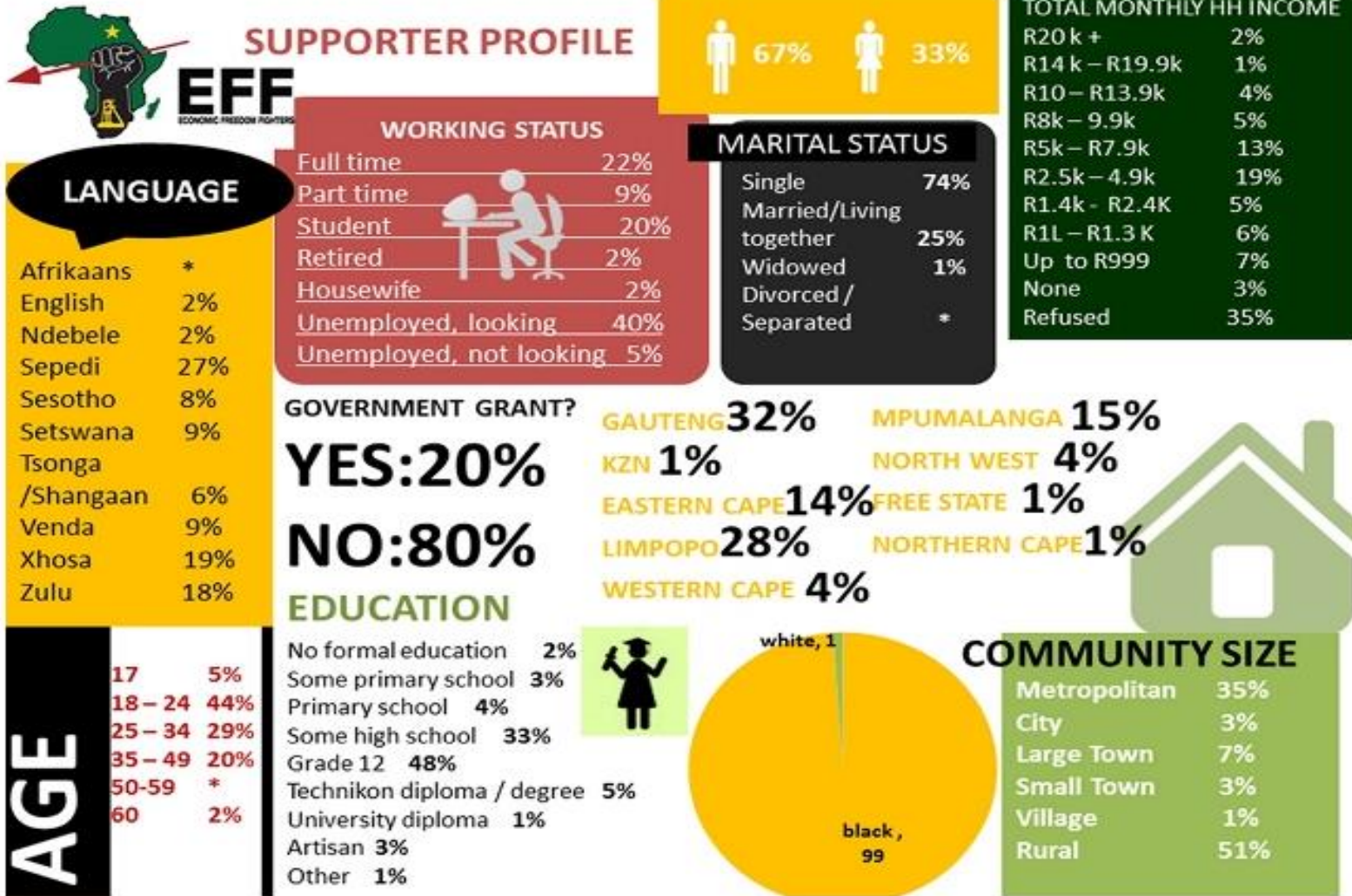


COMMUNITY SIZE

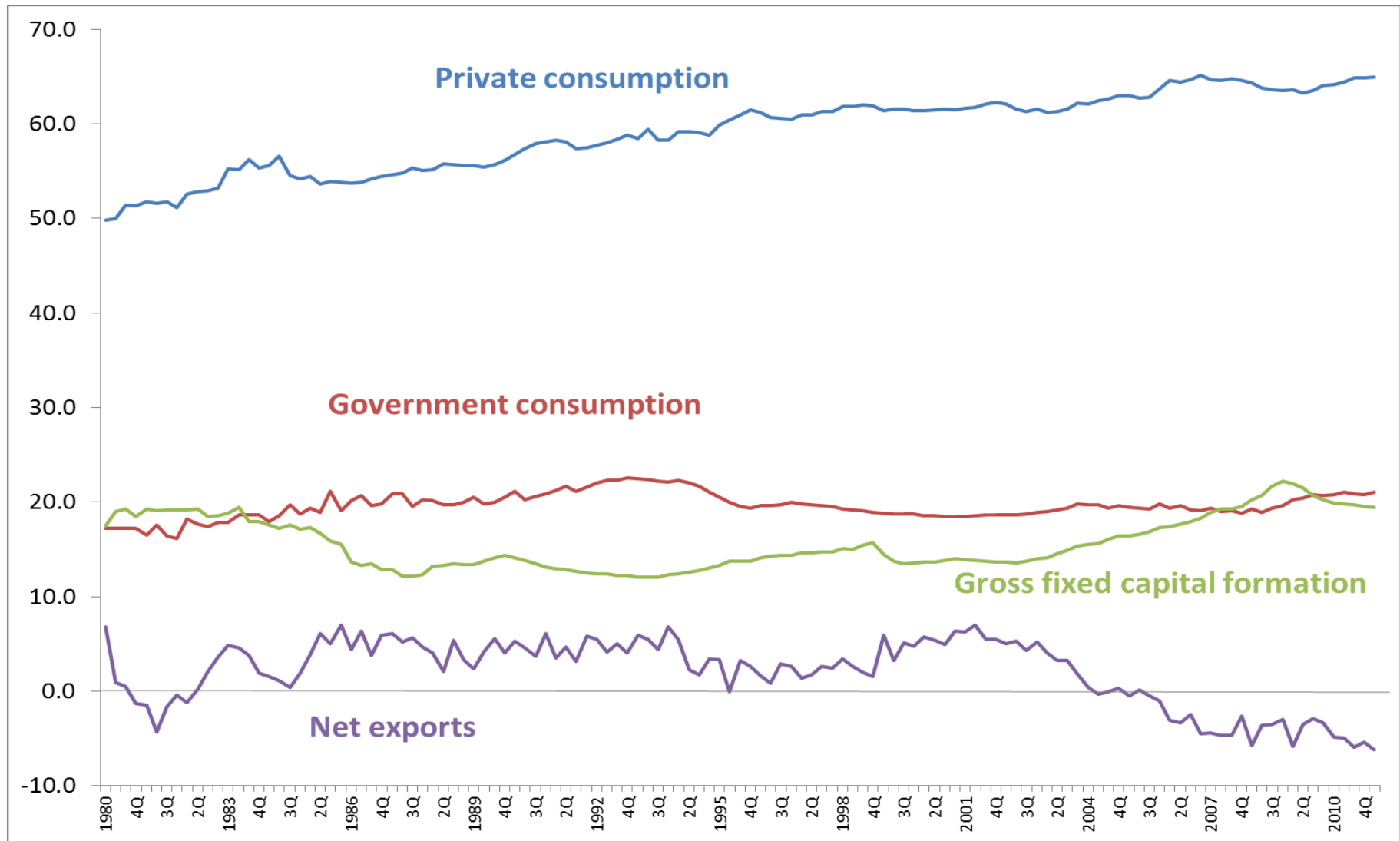
Metropolitan	56%
City	9%
Large Town	10%
Small Town	8%
Village	7%
Rural	10%



EFF voter profile

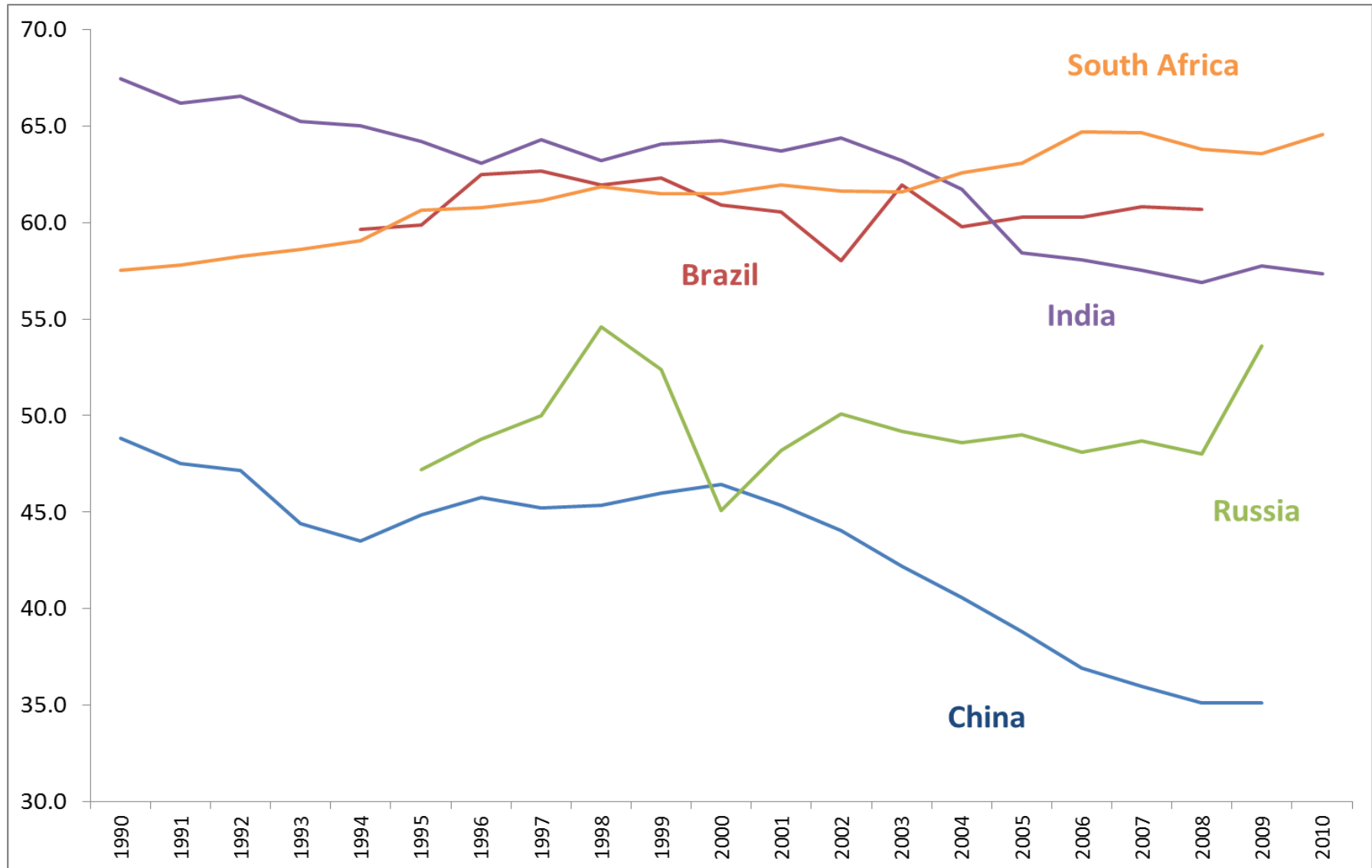


Composition of South Africa's GDP (%)

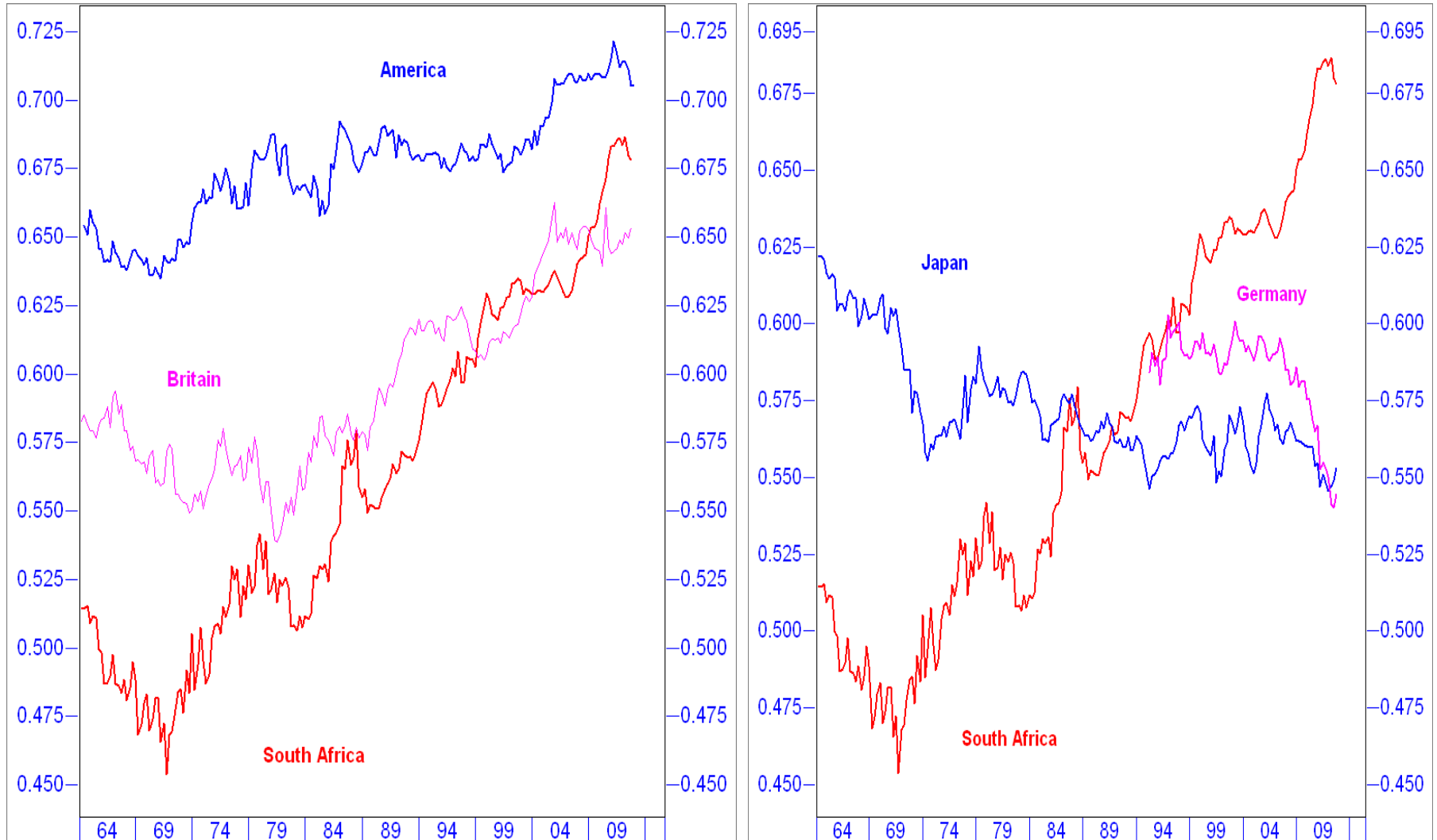


Source: South African Reserve Bank

Household consumption as % GDP - BRICS



Consumer spending as percentage of GDP Developed Countries



Social Structure of South Africa

Social Group	Main Strengths	Key Weakness	Vulnerability
Economic Elite <u>Core Objectives</u> Maximise profits and retain ownership of assets	Own productive assets and control skilled management	Do not control government; dependence on state owned power and transport companies	Asset seizures, onerous taxation, exposed to corruption by political elite; mismanagement of economy
Political Elite <u>Core Objectives</u> Maximise consumption for black middle class and constituency and to retain monopoly of political power	Control state and manage government revenues	Dependence on vote of underclass; do not own productive assets; doubtful management skills	Change of allegiance of underclass, political activism of economic elite, opposition from blue collar workers. Capital flight
Blue Collar Workers Formal Sector <u>Core Objectives</u> Expand trade union membership and raise remuneration	Own labour power and control independent trade unions	Threat from large overhang of unemployed	Mismanagement of economy, corruption; loss of influence with government, political intimidation by ruling party agents
Underclass/Unemployed Informal Sector <u>Core Objectives</u> Survive and influence state	Large numbers and voting power	Lack artisan skills; dependence on government welfare	Economic meltdown and political manipulation
Independent Professionals/Civil Society and New Entrepreneurs <u>Core Objectives</u> Freedom of association and speech and reduce state interference	Command many skills and extensive influence through religion and good works	Fragmented and lack of cohesion; financial dependence on donors	Donor unpredictability; intimidation by government agents; over - cautious banks





Daniela Maurer
SwissCham Southern Africa – South Africa Chapter

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event pictures on our website:
www.swisscham.co.za