



## The European Union Chamber of Commerce in South Africa

The European Union Chamber of Commerce in South Africa has been set up to leverage the enormous value of the EU-South Africa trade and investment relationship into deeper and mutually beneficial business-to-country partnership as an essential element of the overall EU-SA strategic partnership. To maintain, further and protect and promote the interests of (private sector) EU business in Southern Africa, by demonstrating its positive contribution to sustainable and inclusive growth in South Africa through the provision of quality products and services as well as partnership with the local business community based on long term investment strategies, technology and skills transfer and equitable benefits distribution.

### Chamber Mission

To support EU based companies in advocating towards an attractive investment and business climate in South Africa through policies which duly acknowledge the essential role of responsible foreign direct investments to the sustainable and inclusive growth of South Africa. To partner with local stakeholders with a view to pursuing mutually beneficial initiatives aimed at fostering the Chamber's vision.

### Chamber Role for commercial businesses

- To bring together and co-ordinate EU Member States' bilateral chambers and EU based companies on jointly identified topics with a view to developing a EU- wide approach and advocacy, including to stakeholders consultations and institutional dialogue.
- To ensure overall EU business' visibility and recognition.
- To partner with local stakeholders on events and selected initiatives.
- To act as the Secretariat for technical and policy content on behalf of the collective EU members operating within South Africa. The EU Chamber thus complements and enhances the efforts ordinarily carried out by EU Member States Bilateral Chambers. While the provision of corporate services to individual businesses by the EU Chamber may occur as decided by the Board, it shall be made sure that this does not duplicate and/or otherwise substantially compete with the activities of Bilateral Chambers.

### EU Chamber Strategic Aim and Objectives and support to Nordic Companies

The Chamber strategic aim is to co-ordinate the policy and advocacy response to commercially related policy issues on behalf of EU Member States bilateral chambers and their business members.

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