



**NSBA**

**Nordic-South African Business Association**

**BECOME A MEMBER**  
**Benefit & Add Value**

***Growing Relationships. Stimulating Business***

# Who are we?

The Nordic-South African Business Association is a private non-profit initiative founded in 2007.

NSBA offers a unique networking platform to the Nordic and South African business communities, by providing members with a forum where they can identify and discuss common ground regarding joint commercial interests and doing business in South Africa and/or the Nordic countries.

The focus of NSBA is to facilitate the growing of relationships and to stimulate business between all members of the organisation, as well as other organisations in the countries in which they operate.

## ***This is achieved through:***



### **Growing Relationships**

Communicating current business-related information to Nordic and South African companies through formal and informal gatherings, such as talks and seminars, and via the NSBA website, social media and *NSBA News*.



### **Stimulating Business**

Offering member-companies an exclusive opportunity to promote their business to NSBA and associated communities through sponsorships, event hosting and speaking engagements, direct mails and through showcasing their companies on the NSBA website and social media.



### **Cultural Understanding**

Promoting social and cultural exchange between the Nordic community and South African friends through events such as *A Taste of Nordic*, *Christmas Dinner Dance* and the *Charity Golf Day* and our themed *After Work* gatherings.

# What does the NSBA offer?

## **Events & Talks**

We organise a number of annual events to which we invite guest speakers to speak on current and business related topics. Our speakers are typically high-profile individuals from the government or industry, chosen by the board or suggested by the members. Regularly, we invite more than one speaker and do panel discussions in order to stimulate debate.

Our flagship events include the *NSBA Annual Charity Golf Day*, the *Annual General Meeting*, *A Taste of Nordic* and the *Christmas Dinner Dance*.

We have also organised matchmaking events, as well as events targeting smaller audiences with specific sector interests for example renewable energy or retail focused events. The speakers for these events are recruited amongst our member companies, thereby giving our members the opportunity to showcase their companies and services, as well as share their focused knowledge with likeminded individuals/companies.

The themed *NSBA After Work*-gatherings are held every third Thursday of the month at a specific location. A short talk is followed by drinks thereby creating opportunity for informal networking and socialising.

## **Communication**

In addition to event invitations, NSBA distributes a regular newsletter, in which we include current Nordic news, interviews with interesting Nordic and South African personalities and adverts, as well as views and offers from our members.

You can also find us on Facebook, Twitter and LinkedIn.

## **Sponsors**

Sponsoring an NSBA event is a great way of promoting your business. With just under 70 member companies and over 600 newsletter subscribers there is ample opportunity to market your business to a targeted audience. As a member, you may display your banners at events; distribute marketing material; promote your services and products on our Facebook page and/or on the NSBA website and in our newsletter etc. We have special Gold and Silver sponsorship packages available, which provides you with a year of exposure at all our events.

Our events are very well attended and the *NSBA Annual Charity Golf Day*, *A Taste of Nordic* and *Christmas Dinner Dance* are often sold out. We actively seek sponsorships for these events to make them truly memorable. However, members are welcome to contribute funds or in kind to any of our events.

## **CSI**

Corporate social investment is an integral part of NSBA's core values. We are very committed to give back to the South African society which is why we each year donate the proceeds from the *NSBA Annual Charity Golf Day* as well as part of the fee from the *Christmas Dinner Dance* to a chosen development or empowerment project focusing on health and/or education.

# **Why become a member?**

The Nordic-South African Business Association is open to companies as well as individuals from both the Nordic countries and South Africa, who are interested in making the most of the networking possibilities that NSBA provides.

## **Membership benefits:**

- Attend interesting talks in an informal atmosphere.
- Network with other Nordic and South African business people across several different sectors and industries.
- Network with companies from other business chambers
- Find potential business opportunities and synergies.
- Participate in our social gatherings.
- Promote your business through our network.
- Grow relationships socially as well as commercially.
- Profile and market your company as a speaker and/or sponsor at our events, on the NSBA website, Facebook page, in the *NSBA News* etc.
- Develop and shape the NSBA by participating in the AGM.
- Become a board-member

Presently, NSBA has just under 70 members - the profile of which spans from dynamic small, medium- enterprises and large multinational companies with turnovers running into billions of Rand.

For more information on member companies and which industries/sectors a membership of NSBA will give access to, please visit our website: [www.nsba.co.za](http://www.nsba.co.za).

**Apply for membership now, and benefit from the opportunity to liaise with other Nordic and South African companies at the NSBA events!**

## How?

Our annual member fee is calculated on the basis of the size of your company in SA.

For 2018 the following applies:

Individuals	- R1065	50-99 employees	- R5380
1-5 employees	- R1065	100+ employees	- R6725
6-15 employees	- R2020	Retired employees	- R540
16-49 employees	- R3360		

To cover our costs (mainly venue, drinks and finger food) we charge a small fee for each talk/event.

Fill in the application form and email it to [info@nsba.co.za](mailto:info@nsba.co.za)

All applications have to be presented to and approved by the NSBA board.

***See you at the next NSBA event!***



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