



## AMERICAN CHAMBER OF COMMERCE IN SOUTH AFRICA <sup>(NPC)</sup>

### Results of the 2012 Economic Survey

- An economic survey conducted by the American Chamber of Commerce gives important insights into US investment in South Africa and confirms that SA is an important market for US investment.
- The survey was conducted by Nielsen, a leading global information and measurement company.
- 78 American companies participated in the survey. There are approximately 500 American companies in South Africa.
- The companies represented in the survey contributed a combined annual revenue of R233-billion to South Africa in 2011.
- These companies directly employ a total of 69 500 people. A further 75 000 indirect employees are employed.
- Just over half of the companies surveyed created almost 7 000 new jobs in SA in 2011.
- 76% of the respondents have invested in or expanded their business in South Africa in the past two years.
- This additional investment totals R8.6 billion.
- The most significant factor impacting American business in SA is a lack of skills.
- The companies surveyed contributed almost R500 million for the 2010 / 2011 reporting period on skills and development.
- Investment in skills development is an important area of focus for American companies who bring new and advanced skills to South Africa.
- More than R320 million is spent on training per annum. This excludes the mandatory 1.5% of payroll that is paid in terms of the Skills Development Levy.
- BEE is the second biggest issue impacting American business in South Africa with 40 of the respondents citing it as one of the two most important issues.
- Other issues impacting American companies in SA include labour issues, specific industry regulations and policy uncertainty.
- The BEE ratings of the sample group are as follows:  
1 is at Level 1, 6 at Level 2, 9 at level 3, 17 at level 4, 15 at level 5, 11 at level 6, 4 at level 7 and 4 at level 8.  
11 companies did not respond to this question.
- Corporate social investment is a key investment to uplift communities. R445 million was contributed towards CSI by 69 of the companies surveyed.
- 74% of the respondents indicated that their offices are responsible for spearheading the company's expansion into Africa.
- The companies operate in an average of 10 countries per company in Africa.
- American influence in the South African economy remains particularly strong.
- The above figures contained in the survey are a clear indication that American business is committed to growing the South African economy by uplifting its people, by increasing investment in South Africa and by facilitating trade and tourism in the region.