BISA Strategy and Goals for 2025

Business Ireland South Africa (BISA) comprises a group of Irish and South African companies and business executives that facilitates business networking opportunities for our members. We provide a platform and support structure for sharing first-hand business experiences in Ireland and South Africa. This includes local political, economic and cultural context, knowledge, opportunities, challenges, lessons learned and interpretations of statutory and regulatory environments. We also provide on the ground assistance to members expanding into South Africa from Ireland and from Ireland into South Africa. BISA's overarching objective is to support the development of economic and trade relations between our two countries.

Over recent years, BISA has developed considerably as a business network. Many new members, corporates and individual professionals from both Ireland and South Africa, have joined BISA. We have organised, and partnered with other organisations in, many events that have brought key stakeholders together to understand and manage the opportunities and challenges and develop successful relationships. BISA's long standing partnership with the Embassy of Ireland in Pretoria and the Embassy of South Africa in Dublin have been, and will continue to be, key to achieving our mutual goals. We also work closely with locally based partners in both Ireland and South Africa, including the Irish diaspora in South Africa.

We can see the results with the growth in Irish investment in South Africa and South African investment in Ireland.

Following our recent AGM on 12 December 2024, the composition of the BISA Board has changed dramatically. Well established business executives from both Ireland and South Africa have joined the main Board and we have strengthened our sub-Boards in Johannesburg, Cape Town and Dublin. We have added a "regions" sub Board which will focus on expanding our network into other areas of Ireland and South Africa - a key priority will be to develop our island of Ireland approach engaging with Invest Northern Ireland, as well as with the IDA and EI. Bios for the new Board members are attached.

2025 will be an important year as South Africa holds the chair of the G20. Recognising their very strong relationship with Ireland, they have invited Ireland as a partner for the duration of their chairmanship of the group. The B20 will be of particular interest to BISA - we have been invited by the Irish Embassy in Pretoria and the South Africa Embassy in Dublin to participate in various B20 events throughout the year. This will provide an unique opportunity to further develop our economic and trading partnerships.

For the coming year, the focus of BISA's new Board will be to:

Continue to grow the BISA network particularly in the corporate and SMME sector. We are aiming to substantially increase the number of corporate and SMME members in all our locations. Introduce new categories of membership for BISA to recognise the growth of the BISA membership and our determination to attract more corporate and SMME members. Offer a high value service which is attractive to our members. Organise events in both Ireland and South Africa which facilitate the building of relationships between our business communities and with other key partners. Continue to engage with both Embassies and other State agencies on the opportunities and main challenges for business. A new dimension will be developing an island of Ireland approach. Maximise the potential presented by the G20 and B20 under the Chairmanship of South Africa. Engage with both Embassies and the Department of Foreign Affairs and Trade on BISA role in IrelandAfrica Economic Forum to be hosted by the Irish Government in Dublin in June, 2025. Continue to grow our links with the EU in South Africa and local chambers across South Africa and Ireland. Enhance the flow of information to our members. In particular we will upgrade the BISA website, produce a newsletter and increase our use of social media platforms such as Linkedin. Recognising the strong growth of BISA and our plans for further expansion, recruit a full-time manager to support the Board and manage the day to day needs of our organisation.

BUSINESS IRELAND SOUTH AFRICA