

# PEOPLE PLACES PRODUCTS

Potential opportunities and developments that could enhance bilateral trade and economic development –

The perspective of the Hellenic Community of South Africa

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# CONTEXT

- Competition
- Co-operation
- Co-creation
- Conflict
- Role of technological change
- Disruptive and transformative power of social media, AI & Big Data
- Increased velocity of information flows
- Information interdependence





# PEOPLE

- How do the South African Hellenes see themselves?
    - Actors
    - Resource, partners
    - Professionals, sector specialists, industry experts, executives, entrepreneurs
    - Co-creators, navigate the hybrid identity and spaces, route to growth & new markets, intermediators, catalysts
    - Circulate knowledge and information on business and business practices
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# HIGH CONTACT – LOW FRICTION

- Low costs of transaction, low regulatory barriers, immediacy of exchange
- Services, design, advertising, marketing, technology, coding
- Tech Hubs, Innovation Hubs, Platform business
- Rely on curiosity, creativity and commercial value





# PRODUCTS

- TECHNOLOGY – Fintech, Agritech, Proptech
- Knowledge Industry – Education, Advertising, Research & Evidence
- Agriculture
- Finance, Insurance and Banking
- Telecom
- Tourism
- Creative Industries – Film, Music
- Health & Pharmaceutical
- Artisans – Bespoke Products





# INTERMEDIATORS & INITIATORS

- Corporate activity
  - M & A
  - Venture Capital
  - Private Equity
  - FDI
- Catalyze innovation, investment and development of new markets
- Navigate Highly Regulated Sectors
- Leverage International Networks





# PLACES

- Cities
  - Regions
  - Sectors:
    - Film
    - Tourism
    - Clusters
    - Agriculture
    - Knowledge
  - MODELS OF DOING
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## Benefits of Diaspora

- Improved contract enforcement
- Market Information
- Knowledge blending
- Cultural Comfort
- Local Knowledge
- Emotional Connection – resilience

## AGENDA FOR ACTION

- Network
- More Digital
- More Adaptive
- More Agile
- More Local
- More International







# South Africa Hellenic Business Network

<https://www.linkedin.com/groups/9205254/>

Connecting talent and knowledge

