



The South Peninsula Chapter of the Cape Chamber of Commerce  
Proudly invite you to a talk on...

## **“The Strength of the Rand, its interest rate and the influence on the economy.”**

- Date:** Thursday, 7 October 2010  
**Venue:** Capricorn Conference Centre, 87 Capricorn Boulevard,  
Capricorn Park, Muizenberg, Cape Town  
**Time:** 17:00 for 17:30 – 19:00  
**Cost:** R50.00 per person  
**Speaker:** Ian Marsberg, ABSA Bank Economist  
**Contact:** Joy Kennedy on 021 402 4328 or [joy@capechamber.co.za](mailto:joy@capechamber.co.za)

The Chamber was founded in 1804 and this year it celebrates the 41 Lustrum i.e. 206 years. We believe that it is a milestone not only in the history of the Chamber but in the history of commercial activity and organised business in this country as this Chamber is the oldest Chamber of Commerce on the African Continent.

While South African firms have simply been grateful to have survived the economic crisis of two years ago relatively unscathed, global companies are gearing up to do business in a world that is significantly changed after the event. The business environment “after the reset” will be more volatile, riskier and increasingly focused on Asia. Competition for market share from new global players from Asia will be far more intense in the future.

Africa, too, is now regarded as a consumer market of enormous potential for the next decade, and as a source of expansion for both Western and Asian firms hungry for new growth. These are some of the observations made at the recent World’s top CEOs at the Fortune/Time/ CNN Global Forum held in Cape Town.