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## **SAAB, BAE SYSTEMS & DNA SHERWOOD LAUNCH R3,8 BILLION SOUTH AFRICA EXPORT INITIATIVE**

A new export promotion initiative, expected to generate about R350-million a year in new export business for South African manufacturers, has been established by Saab, BAE SYSTEMS and DNA Sherwood, a subsidiary of Johannesburg Stock Exchange-listed company, DNA Supply Chains.

This partnership venture, which will harness local exports, is supported by the Department of Trade & Industry and forms part of Saab and BAE SYSTEMS' non-defence National Industrial Participation (NIP) programme linked to South Africa's purchase of Gripen and Hawk aircraft.

The programme will identify international export opportunities for all South African manufacturers, but with a particular focus on providing market access for Small, Medium and Micro Enterprises (SMMEs). DNA Sherwood will identify and match foreign customers with South African suppliers and partners.

"This facility will unlock new business potential for many South African manufacturers with the ability to export, but which have traditionally been unable to find appropriate markets for their products. We anticipate that through this venture, we can generate approximately R3,8-billion in new export business for South Africa over the next 11 years," explained DNA Sherwood director, Shane Hervey.

DNA Sherwood is an established and successful supply-chain management company with extensive experience in exporting a variety of products for South African blue-chip companies. This new programme will take advantage of DNA Sherwood's extensive business linkages to initiate new export business.

BAE SYSTEMS Group Marketing Director, Sir Charles Masefield, said: "Through BAE SYSTEMS and Saab's extensive global industrial networks, we will identify new procurement opportunities for South African manufacturers and suppliers. DNA Sherwood will also facilitate the export process for South African manufacturers by removing some of the logistical difficulties they face in serving foreign markets."



Target export products cover the entire spectrum of goods manufactured in South Africa including basic manufactured parts, such as fasteners, nuts and bolts, industrial consumables, safety equipment and workwear through to automotive components, sophisticated hi-tech electronic goods and industrial equipment.

DTI's director for Industrial Participation, Vanan Pillay, said the initiative provided a vehicle to support Government's strategy of stimulating economic growth through increased export of locally made goods. "Importantly, it provides a strategic launchpad for SMMEs enabling them to grow their business internationally".

Sir Charles described the project as "a key element of our partnership strategy with South Africa". "It is our eighth NIP project, and demonstrates that we are on track to deliver USD\$7,2-bn (about R49-bn) in economic benefits to South Africa over the next 11 years through our NIP programme."

Saab President & CEO, Bengt Halse said: "Through Saab's parent group, Investor AB and its holdings in ABB, Ericsson, Electrolux, Atlas-Copco, Scania, Astra-Zeneca and others, we have an excellent opportunity to promote South African products. Other multinationals associated directly and indirectly with the Hawk and Gripen programmes such as Rolls Royce, Volvo and General Electric also present additional procurement opportunities."

## NOTES TO EDITORS:

### About BAE SYSTEMS

BAE SYSTEMS, formed by the merger of British Aerospace and Marconi Electronic Systems in November 1999, is the global systems, defence and aerospace company. It employs more than 100,000 people worldwide and has annual sales of more than £12.3 billion. The company offers an unrivalled global capability in air, sea, land and space with a world-class prime contracting ability supported by a range of key skills.

BAE SYSTEMS designs and manufactures civil and military aircraft, surface ships, submarines, space systems, radar, avionics, communications, electronics, guided weapon systems and a range of other defence products.



### **About Saab AB**

Saab is Northern Europe's leading high-technology company. It employs 17 200 people and booked sales in excess of EUR2,25-billion in 1999. Of these the majority were export sales.

Its expertise includes aeronautics, space, underwater technologies, information gathering, signature management, precision engagement, sensors, image processing and communications technology. Saab is a knowledge company and one of the few with the ability to integrate complex systems based on many different technologies. With its wide range of advanced systems, products and services, Saab focuses on developing partnerships in growth areas where it is or can become the world leader.

### **About DNA Sherwood**

DNA Sherwood, a wholly-owned subsidiary of the Johannesburg Stock Exchange-listed DNA Supply Chain Investments It is an international procurement company sourcing and exporting globally for a range of blue chip clients. With more than 30 years experience, DNA Sherwood has unrivalled expertise on this continent.

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