



## MEDIA RELEASE

### **B20 South Africa champions continent-wide growth at Africa CEO Forum – calls for smart investment and policy action**

**Abidjan, 15 May 2025:** The Africa CEO Forum this week became a powerhouse of bold ideas as Business 20 South Africa (B20 SA), the official G20 business engagement group, explored how the African Continental Free Trade Area (AfCFTA) can serve as a catalyst for industrialisation, investment and economic integration across the continent.

Dr Anthony Costa, Head of the B20 South Africa Secretariat, together with fellow experts, delivered a powerful call to action during the 'Invest in South Africa' panel, urging a paradigm shift in how the world engages with Africa's development.

In his remarks, Costa emphasised the importance of clear, actionable policy frameworks that enable sustained collaboration between governments and the private sector. He noted that B20 South Africa is currently driving a year-long process that convenes more than 1,500 global private sector leaders across eight Task Forces. The aim is to develop practical recommendations that align business efforts with government priorities to unlock inclusive growth, in a cooperating world.

The panel also explored mechanisms to improve investor confidence in Africa's industrialisation agenda. Three core areas for action were outlined: establishing clear and trackable public-private partnership models, enhancing governance and transparency systems and addressing critical skills shortages through targeted development programmes.

Deputy Minister of Trade, Industry and Competition Zuko Godlimpi added: "President Cyril Ramaphosa has been adamant about cutting red tape to streamline company registrations and merger approvals in South Africa. We have strongly advocated to the Competition Commission for faster review and approval timelines. This is critical to facilitating smoother partnerships between South African and foreign businesses and ensuring investments in the country can flourish."

Costa stressed that improving policy certainty and governance standards is essential to creating an enabling environment for investment.

On the question of Africa's role in mobilising global capital, Costa urged stakeholders to reframe the continent's investment narrative. "Africa must move from being viewed through a risk lens to being recognised for its strategic opportunities," he said.

He also pointed to South Africa's G20 Presidency in 2025 as a strategic moment for the continent. Through B20 South Africa, the private sector has a direct channel to shape global economic priorities while ensuring African perspectives are embedded in that process.

"B20 South Africa is building a strong, credible platform to advance the continent's growth agenda," he concluded. "We are focused on delivering outcomes that are not only ambitious but practical and implementable by both business and government."

---ENDS---

**Note to Editors: About B20 South Africa:**

The Business 20 (B20), the official G20 dialogue forum for the global business community, is set to convene in South Africa in 2025 under the leadership of Business Unity South Africa (BUSA). This marks a historic milestone as the first B20 summit hosted by an African nation, reinforcing the continent's growing role in shaping global economic policy.

The B20 serves as a vital platform for G20 business leaders to develop actionable policy recommendations, which are presented to the G20 to foster sustainable and inclusive economic growth. The B20 Summit will bring together up to 3,000 business leaders, heads of international organisations, public policy experts from approximately 25 countries, fostering high-level dialogue and collaboration.

Under the theme Inclusive Growth and Prosperity Through Global Cooperation, B20 South Africa 2025 will focus on advancing policies that promote equitable economic development, strengthen international partnerships and address pressing global challenges.

B20 South Africa Sponsors:

- Lead: ABSA Group, Anglo American, Standard Bank, Sanlam Allianz
- Platinum: Mastercard, Nestle, Rand Merchant Bank



- Gold: Bidvest, Naspers, Sanofi, Telkom, Visa
- Silver: Bayer, Chemical & Allied Industries' Association (CAIA), Coronation, Industrial Development Corporation (IDC), Johannesburg Stock Exchange (JSE), MTN, Old Mutual, Remgro, Sappi and Kwikot
- Development: Aprio Group, Nedbank, SAB, Sasol, Standard Bank

For more information, visit: <http://b20southafrica.org>

Distributed by: B20 Media Communications

For media inquiries:

Mahlodi Molekane [media@b20southafrica.org](mailto:media@b20southafrica.org)

083 746 7473

