

(b) Budget spent on each year is as follows:

FINACIAL YEARS	UK	USA	CHINA
2018 – 2019	R 5, 868,715	R 8, 101,076	R 4,798,618
2017 – 2018	R 2, 843,252	R 4, 561,451	R 2, 846,987
2016 - 2017	R 5, 365,610	R 4, 072,220	R 5, 281,620

(c) The budget is centralised and managed at the Head Office.

2) (a) As per the published respective Annual Reports already tabled in Parliament, there were several programmes and activities in each country held in different months (Approximately 196 programmes and activities across the three countries) related to Marketing, Communication and Reputation Management.

(b) (i) As per the approved Annual Performance Plan (APP)
(ii) Board of Trustees

(c) The respective programmes and activities have different objectives ranging from Marketing the Nation Brand, communicating positive messages about the Nation Brand and Managing the reputation of the Nation Brand.

(d) Such objectives were met, for example Minister Pravin Gordhan and Governor Lesetja Kganyago had Media Engagement Sessions in the USA (No direct cost to Brand SA), Business Stakeholder Engagements in China (R 6 778.00), and Business Forum engagements in the UK (Zero cost).

(e) Included in (d) above

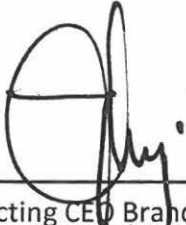
DRAFTER OF THE REPLY

Name: Sithembile Ntombela

Designation: Chief Marketing Officer (Acting)

Contacts: sthembilem@brandsouthafrica.com

Recommended / ~~Not recommended~~



Acting CEO Brand SA

Date: 22/10/2019

Approved / ~~Not approved~~



Hon. Jackson Mthembu, MP

Minister in The Presidency

Date: 20/10/2017