

## European Webinar Wednesday

### Export to Spain and Europe – Opportunities and Guidance



**BLACKGOLD.EARTH**



#### Description:

Have you considered Spain as an export destination? Spain is the EU's fourth largest economy. Spain was also the 2008 financial crisis' "Come Back Kid", rebounding more than any other major European economy. With a strong focus on internationalisation, Spain can act as a gateway to the wider European and Latin American markets. The current exchange rate to the Euro is also an opportunity for export of goods and services produced in South Africa to Europe.

#### Speaker's Profile:



**Sara Roche:** Helping SMEs to grow, through marketing, strategy, and internationalisation. She has practical experience in business projects, designing and defining international and business plans, with both online and offline focus. Through her participation in different multisectoral projects she has gained experience in market analysis and selection and business processes modelling. In addition, she usually collaborates with different institutions that support the internationalisation of SMEs. She has been working with the South African market since 2014, helping mainly Spanish companies to prospect this country, but also identifying opportunities in Spain to South African companies.



**Heiko Voigts:** Heiko supports companies with their expansion into new markets. He focuses on both Spanish SME's, accessing the Southern African market, as well as Southern African companies coming to Spain and Europe. His core competencies are practical market analysis, defining the go-to-market strategy, prospecting opportunities, and establishing partnerships and sales channels. With a South African / German background and based in Barcelona, Heiko has a combination of multi-cultural background, international business skills and experience in strategic consulting.

#### INFORMATION

**Date: 7 Oct 2020**

**Time: 11:00 - 12:30**

**Online Platform:  
Zoom meeting**

**Free registration  
for members.**

**Non-Members:  
R150**



**Jose Maria Segurola Arregui:** CEO of CaixaBank South Africa Studied in Economics and Business Administration. Jose Maria has extensive experience in managing banks across Africa. 2008-2011: Implementation and project management of the Representative Office of CaixaBank in Algeria. Project focused on trade business and IFI relationship with Finance Institutions, Regulator and Companies. 2011/2013: Implementation and project management of the Representative Office of CaixaBank in Egypt, including managing Jordan and Lebanon. 2013/2015: Corporate Banking INBURSA (Mexico). He has managed Spanish companies' projects and business. Credit Syndications, Project Finance and Corporate Finance management and Risk. Origination and monitoring business with multilaterals (BID). April 2015th appointed Director of the new Representative Office of CABK in South Africa, also managing the countries in the region.



**Jon Middleton** is the CEO of Future Africa – he is renowned for his contribution and achievements in the project management environment. Jon is an Entrepreneur, Engineer, Innovator and Futurist. He has revolutionized and improved the project management process. Jon has over two decades of expertise in the delivery of Major International Infrastructure Projects (Circa USD 10 Billion +). He is well versed in producing Scoping and BFS reports, Tendering, Programme Management, Project Strategy, Design, Construction, Commercial, Procurement, Testing and Commissioning, and Operations and Maintenance. Jon has major project experience and has worked on

projects around the world, some examples are:

Nacala Rail Corridor – Malawi / Mozambique

- Gautrain Rail – South Africa
- Trans Kalahari Rail Corridor BFS - Africa
- Dubai Metro, Programme Manager - UAE
- Dublin LUAS Lines A, B and C - Ireland
- Nottingham, Mersey, and Edinburgh Trams - UK
- Bangkok's MRTA Underground Rail System - Thailand
- Hong Kong's KSM and Ting Kau Cable Stayed Bridges
- Copenhagen Metro – Denmark
- Various London Underground Projects

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