

ETHICORE News Centre Announcement: 2 August 2011

**ETHICORE appointed as parliamentary consultants to the
American Chamber of Commerce in South Africa**

ETHICORE Consulting and Advisory Solutions is proud to announce the conclusion of an agreement with the American Chamber of Commerce in South Africa (AmCham). Under the agreement, ETHICORE's Parliamentary Practice Group will provide customised parliamentary and legislative monitoring, business intelligence, interpretation, facilitation and liaison services to AmCham.

To this end, the Board of the AmCham has endorsed and agreed to the appointment of ETHICORE for an initial period, during which time the value-add, performance and benefit of the customised parliamentary services provided by ETHICORE will be assessed, with a view to potential long term collaboration and cooperation between the parties in the future.

AmCham is affiliated to the US Chamber of Commerce, the world's largest business federation which represents nearly 3 million businesses of every size and which is based in Washington DC. AmCham was founded in 1977 as a non-profit association and operates without financial assistance from government and represents the collective voice of US investment in South Africa. AmCham promotes and advances the interests and views of US business in South Africa. Through AmCham, business people of the United States and South Africa are able to come together and promote their mutual interests.

Through its elective board of directors and committees it serves as a representative voice for US business and South African/ American commerce and industry. Its focus remains primarily on US investment in South Africa. AmCham objectives includes maintaining an open dialogue with the South African Government and US business on topical business issues whilst representing the needs of members and to facilitate the growth of US business in South Africa and thereby the South African economy.

Of significance is the overall contribution that American companies make to South Africa. According to AmCham's last survey conducted in 2009, American companies contribute R200 billion to the South African economy, which equate to roughly 9% of the Gross Domestic Product (GDP) to the South African economy. This equates to roughly 9% of the GDP of South Africa. Even more significant is the fact that American companies contribute between 10 and 20% of CSI (corporate social investment) spend in South Africa.

According to ETHICORE Managing Director, Abdul Waheed Patel: "The services, products and solutions to be provided by ETHICORE will enable AmCham to continue to assist its members to collectively address challenging business issues facing US investors and businesses in South Africa. ETHICORE will support this through the provision of relevant and timely research, analysis and business intelligence affecting public policy, legislative and regulatory issues that could impact on the business operations of AmCham's members."

According to Patel, ETHICORE is well-placed and strategically positioned as a niche parliamentary, legislative, public policy, governmental and regulatory affairs service and solutions provider to provide these services to AmCham. “We are humbled and proud to have been appointed as a provider of choice by AmCham. Indeed, we look forward to a fruitful relationship with AmCham and to be of service and working with them to improve the environment for doing business in SA”, Patel said.

About ETHICORE:

ETHICORE’s is a niche and ethically focused professional consulting and advisory services firm.

ETHICORE’s Parliamentary Practice Group provides customised and specialised parliamentary, legislative and regulatory monitoring, research, analysis, interpretation, business intelligence, advocacy, lobbying, facilitation and liaison services. Its clientele includes multinational corporations, large corporates, small and medium enterprises, business member organisations, chambers of commerce and industry, industry bodies, trade and professional associations.

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