

# Press Release

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## **BRITISH CHAMBER OF BUSINESS IN SOUTHERN AFRICA PARTNERS WITH ENERGY EVENT**

The energy sector is being crippled by the lack of sufficient energy resources and capacity to meet the growing demand of Africa's population. It is therefore imperative for the energy industry to both understand and prevent potential risks by developing methods for responding to problems as they arise in addition to creating infrastructures and policies for the development of a positive future in Africa.

To assist in delivering on the above objective, an Energy Solutions for Africa Conference and Exhibition, named ENERGY 09, which is hosted by Siyenza Management, will take place at the Sandton Convention Centre, in Johannesburg, South Africa from the 28<sup>th</sup>- 29<sup>th</sup> of January 2009. The main objective of the conference is to identify, develop and act upon critical energy industry energy related issues as this will assist Africa to deliver sufficient energy resources and ultimately achieve greater economic progress.

The British Chamber of Business in Southern Africa, a non-profit organization and a partner of the ENERGY 09 Event, whose primary objective is to facilitate and nurture mutually beneficial relationships between British and South African businesses in South Africa (SA) and the United Kingdom (UK) has formally endorsed the ENERGY 09 event.

"The British Chamber of Business (BCoB) in Southern Africa's partnership with Siyenza is the perfect opportunity for the Chamber to incorporate the energy theme into our events and to extend these offerings to BCoB members. We believe that with the quality of speakers which Siyenza has, this partnership will offer BCoB members access to a fountain of business intelligence as well as to give them an additional networking platform." says Sonja Heyl, Chief Executive

The Chamber has a strong relationship with UK Trade Investment (UKTI) and the High Commissioner. This partnership allows for access to relevant SA and UK Government departments and initiatives. Further to this, the Chamber disseminates relevant business related information with the aim of providing trade opportunities for members through the provision of the cross pollination of ideas and the promotion of numerous initiatives between Europe, the United Kingdom and Southern Africa.

### **Note to Editors:**

For more information on the event or to arrange an interview with the British Chamber of Business in Southern Africa, Sonja Heyl, please contact Siyenza Management- Michelle Bartkunsky – 011 783 5313 or [michelle@siyenza.za.com](mailto:michelle@siyenza.za.com)

Additional information relating to this premier energy event can be found on [www.energyafricaexpo.com](http://www.energyafricaexpo.com)

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