

## WELCOME RECEPTION FOR AMBASSADOR MASHIMBYE IN BRAZIL

*“...a visit to the North-East of Brazil, where the majority of Afro-Brazilians live, could easily be compared to a visit to Africa. The taste of the food, the sounds and rhythms of the music and religious practices resemble Africa in so many ways”. Ambassador JN Mashimbye. 01.06.2016*

**B**rasilia- South African Embassy hosted a welcome reception for Ambassador JN Mashimbye on 1 June 2016 in Brasilia.

Ambassador Mashimbye commenced his four year tenure in Brazil in April 2016, having previously served in the Democratic Republic of Congo as an Ambassador for five and half years.

The event was held at hotel Meliá 21, Brasilia and attracted approximately 200 members of the diplomatic corps, international organisations and the business community.

The function was preceded by a breakfast interactive session with South African Corporate representatives based in Brazil. The purpose of the meeting was to introduce Ambassador and to further consolidate dynamic working relations between the Mission and the South African entities in Brazil. Amongst the participants at the breakfast meeting were the representatives of South African Airways, Standard Bank Group of South Africa, Anglo Gold Ashanti. Also in attendance was Ms Shanaaz Ebrahim, Consul Economic at the South African Consulate-General in São Paulo.

Speaking during the event, Ambassador said: “Since my arrival, I have managed to pay a courtesy call on officials at the Itamaraty (Ministry of Foreign Affairs), the Dean of the Diplomatic Corps, the Dean of the Africa Group of Ambassadors, and on a number of colleagues present here today. I am humbled by the warm reception that I received and I am committed to participating actively in the vibrant diplomatic community of Brasilia during my tenure”.

He went on to reflect on status of bilateral relations between South Africa and Brazil and underscored the fact that over the years, the relationship between our two countries has been strengthened by a common desire to influence the global agenda in the 21st century in a manner that reflects the aspirations and the vision of the countries of the South.

Ambassador Mashimbye observed that both countries are blessed with an abundance of natural beauty and mineral resources and a young and vibrant society. Parallel to this, he continued; “we are striving to raise the standard of living amongst the poorer parts of our populations”.



*Amb. JN Mashimbye addressing the diplomatic corps in Brasilia*

*“Since my arrival, I have managed to pay a courtesy call on officials at the Itamaraty (Ministry of Foreign Affairs), the Dean of the Diplomatic Corps, the Dean of the Africa Group of Ambassadors...”.*

Emphasising the need to intensify economic diplomacy; Ambassador said that Brazilian market offers considerable medium-term export and investment opportunities for South Africa. To this end intimated to the fact that during his tenure in Brazil he aims to increase bilateral trade between the two countries by working with South African and Brazilian business leaders to identify new opportunities and to develop these opportunities to the mutual benefit of all parties.

On the international front, Ambassador highlighted the areas in which South Africa and Brazil find synergies in. In this connection, he indicated that our joint synergies are aimed at transforming multilateral institutions, ensuring a more global and equitable trading regime, and promoting a more peaceful and stable world order, underpinned by democracy and respect for human rights.

He furthermore alluded to the importance of trilateral arrangements in advancing foreign policy objectives. In this regard he said that the IBSA trilateral initiative and the BRICS forum are illustrative of the ever-increasing importance and potential of these synergies; and the strength of these two bodies is a direct translation of the robust bilateral relationship that exists between us.

said he intends to work closely with Ambassador Nedilson Ricardo Jorge who is the Brazilian Ambassador Designate to South Africa (at the time) , to identify niche areas for cooperation, focusing on promoting products and projects which will contribute to industrial development and value-added manufacturing in support of job creation both here and at home.

Concluding his remarks, he underlined the strong historical ties between Africa and Brazil amplified by the fact that almost 50% of Brazilians being of African descent. He said that he learnt that a visit to the North-East of Brazil, where the majority of Afro-Brazilians live, could easily be compared to a visit to Africa. The taste of the food, the sounds and rhythms of the music and religious practices resemble Africa in so many ways. He also undertook to foster closer cultural cooperation between our two peoples and together with SAA and SA Tourism reinvigorate the promotion of South Africa as a destination of choice.