

**PRESS RELEASE
For Immediate Release**

Subject: African Sustainable Development Association partnering with AfricaPace to provide an on-line deal-making portal for SME's in Africa

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The African Sustainable Development Association (ASDA) is excited to announce a partnership towards economic development and entrepreneurial growth. As from February the ASDA and AfricaPace have entered into a strategic partnership combining strengths to add value and opportunities for business development in Africa through the combined eco-systems and the on-line portal of AfricaPace.

The ASDA is a non-for profit organisation that was founded in 2016 as a product of the networks and activities of the African Sustainability Summit since 2012. The ASDA drives an active eco-system of individuals and organisations in order to form public private partnerships focussed on implementing projects towards sustainable development in South Africa and Africa.

AfricaPace is a growing platform with more than 10 000 members and 121 identified clusters that are passionate about developing business projects in Africa. The platform provides an efficient network where knowledge is shared and opportunities identified and discussed. Moreover, the platform is a growing database of members who can easily find each other and enhance project and business development in Africa. (www.africapace.com)

Mr Øivind Krabbe of owner and founder AfricaPace emphasises the simplicity of the platform: “This partnership offer a clear, easily explainable business model where the user has no doubt about the value proposition.”

This strategic partnership aims to create added value by:

1. Growing the AfricaPace online business network and hereby improving access to potential business partners.
2. Providing fresh business insight and business opportunities delivered by the A-SDA. This will be distributed in newsletters and on the AfricaPace Q&A platform.
3. Providing discounted access to relevant conferences and events across Sub-Sahara.

Mr Raldu Nel, Founder and CEO of the A-SDA say: “ This platform provides real time, in-depth knowledge about sustainable business development in Africa. Activating this network and platform will enhance global value chain performance, inter-continental trade and SME development”.

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