A President, a Prime-Minister, and PwC

An exciting end to 2017
Midea Advances Newsletter is published quarterly by Midea International. We welcome all comments, suggestions and contribution of articles, as well as requests for subscription to our newsletter. You can reach us by email at: kevin.mcgeary@midea.com

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Quarterly Quote:
“It is always the simple that produces the marvelous.”
- Amelia Barr
Another Eventful Year

By Advances

In 2016, Midea announced itself to the world with eye-catching acquisitions of German robotics manufacturer Kuka, Italian chiller manufacturer Clivet, and Japan’s Toshiba Lifestyle Products & Services Corps. To top it off, there was the entry into the Global Fortune 500 in July.

In 2017, the effects of some good business decisions began to be felt. H1 revenue was up 60 percent year-on-year and the group climbed 31 places up the Fortune Global 500.

The numbers have been promising

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Graz R & D Centre

There were also statements of intent around the world, with a new research and development center being established in Silicon Valley, USA, as well as Graz, Austria. This year also saw the doubling in size of Midea’s booth at the IFA in Berlin, the world’s leading trade show for consumer electronics. More acquisitions were announced, with American vacuum cleaner brand Eureka and Israeli motion systems maker Servotronics joining the Midea family.

As always, Midea Commercial Air Conditioning (CAC) scored some impressive achievements, installing its equipment in 11 of the 12 stadia for Russia’s summer 2018 soccer bonanza, and signing a distribution deal with Frigicoll in Spain.

In the following pages, we will look at some news from Q4.

This year, Midea will celebrate the fiftieth anniversary of its foundation. Who knows what achievements it will make to mark this momentous occasion?
Chillers Installed in PwC South Africa HQ

By CAC

The new PricewaterhouseCoopers (PwC) Tower in South Africa will use the SPINchiller3 air-cooled modular chillers of Midea-owned air conditioning brand Clivet. The chillers had to meet the highest technical standards to be selected for the tower, which is the tallest building in Waterfall City, a new business area in Midrand, on the outskirts of Johannesburg.

The PwC Tower was designed by LYT Architecture. Guy Steenekamp, a director at LYT explained: “The brief for the PwC Tower at Waterfall City called for an iconic building form that would be unique to the development and which would mark the property as a new top-tier destination for business.”

The building was designed to conform to the internationally recognized LEED (Leadership in Energy and Environmental Design) silver standard, of which Midea CAC is a holder.

About PwC

PricewaterhouseCoopers is a multinational professional services network headquartered in London, United Kingdom. It is the second largest professional services firm in the world, and is one of the Big Four auditors, along with Deloitte, EY and KPMG.
Belarus President Alexander Lukashenko voiced readiness to support new projects with Midea Group as he met with Chairman and President Paul Fang on November 27. "You are always welcome here. We have always paid great attention to the cooperation between Belarus and China, and your company is a testimony of this. It is great that the company intends to expand its presence in our country. We are ready to support any of your projects," said Lukashenko.

Lukashenko noted that Midea Group came to Belarus with direct investments ten years ago. Together with Belarus’ Horizont Holding Company it launched the production of microwave ovens and water heaters. “You have invested your funds and technologies. You have promoted exports, created jobs. We welcome such investors,” the Belarusian leader said.

Paul Fang said he was satisfied with the results of the work in Belarus for the past ten years and expressed gratitude to the government for its support. “We got good results and laid a good foundation for expanding our presence in Belarus. This shows that the cooperation between China and Belarus is expanding, including within the framework of the Belt and Road initiative. We also intend to position Belarus as a hub which will cover all CIS countries, to develop the production of microwave ovens and water heaters. We plan to manufacture household appliances such as refrigerators, washing machines,” Mr. Fang said.
Canadian Prime Minister Justin Trudeau’s official visit to China took him to Guangzhou December 6 for the Fortune Global Forum. As the CEO and President of a Fortune Global 500 company, Paul Fang was also an honored guest. When the two men met, they discussed Midea’s progress in the Canadian market and expressed mutual hope for future cooperation in AI, robotics and automation.

“Canada welcomes investment from Midea,” said Trudeau. He added that Canada attaches great importance to emerging fields such as digitalization, advanced manufacturing, and artificial intelligence and would implement appropriate research and talent strategies in those industries.

Paul Fang thanked Trudeau for his invitation, stating that Canada’s investment in new technology was well-known around the world and that this complemented Midea’s “twin smart” approach of Internet of Things “smart home” technology along with automated “smart” manufacturing.

As early as 2006, Midea registered its Canadian branch office in Toronto, Ontario. Since 2014, the company’s annual sales volume of consumer electronics in Canada has exceeded 500,000 units. From January to October 2017, Midea not only achieved sales of US$170 million, but also increased overseas patent coverage in the North American country.

About the Fortune Global Forum

Since 1995, the Fortune Global Forum has convened world leaders and the heads of global business—the chairmen, presidents, and CEOs of the world’s largest companies—on the dynamic frontiers of international commerce. The 2017 Global Forum is in Guangzhou December 6-8.
Midea Group President Paul Fang took the stage at The Fortune Forum December 7 to discuss openness and innovation with other business leaders. Geoff Colvin, senior editor of Fortune and renowned economic commentator, moderated the discussion attended by Mr. Fang, J. Erik Fyrwald, CEO of Syngenta International and Yousef Al-Benyane, Vice Chairman and CEO of SABIC.

Mr. Fang discussed how Midea succeeded despite sluggish industry growth and mentioned ways that the company has dealt with cross-cultural and cross-regional operations. "A truly globalized company should strategize based on their insight on the global trend. We believe that the society is moving towards an era of optimal human-machine interaction, and what Midea has to do now is to constantly stay ahead," said Fang. He went on to talk about how the acquisitions of Kuka and Servotronix consolidated Midea’s strength in motion control and automation solutions; partnerships with Alibaba, Huawei and other powerhouses; and R & D operations in countries including the United States, Austria and Japan. Midea ranks 175 on the World Top 2500 R&D Investors released by the European Commission in early 2017.

You can read more at PR Newswire.
Midea Group’s sales revenue reached 62.8 billion RMB (US$9.5 billion) in the third quarter of 2017, a year-on-year increase of 61 percent. Among this, net profit was at 4.6 billion RMB, an increase of 29 percent on the previous year.

At the same time, operational efficiency has increased. The cash conversion cycle reduced by five days year-on-year, and the inventory turnover went down by eight days from 41 to 33.

According to the “2017 States of Innovation Report: The Relentless Desire to Advance”, released by Clarivate Analytics, in the field of home appliances, Midea ranked first in number of invention patents for three consecutive years worldwide (Toshiba home appliances not included). Meanwhile Midea also ranked first in number of patents in household appliances and kitchen appliances.

First International Brand Day

Midea brand days have been common in China for some time, with customers all over the continent-sized nation chasing bargains on home appliances. However, there had not until recently been an international brand day.

That changed on November 7 when a brand day was held in South Africa. On this day, traffic to Midea’s South Africa website increased six-fold, and a single ad was seen by at least 21,000 people on social media, including 5000 shares. During the buildup, campaigns were launched on radio and through Google and Facebook.

On the big day, revenue reached 4.5 million ZAR (US$32,000), a number that is certain to increase over the coming years. Long-term Midea distributor Craig Fowlds was delighted with the performance. “I really like this idea, it will definitely elevate brand awareness in the South African market by giving clear communication message and multiple digital marketing activities.”
R32 Range to Launch in UK

Midea is coming to the UK with the world’s widest range of R32 systems from 2018. FG Europe UK, the product’s exclusive distributor, has installed former Hitachi UK boss Martin Richards to head operations. The technology is backed by the first ten-year warranty in the industry.

“What we need to do with the Midea brand is elevate it out from the current perception of Chinese brands, which is frankly not where it needs to be,” said Mr. Richards, explaining the warranty strategy.

He claimed that the strength of Midea’s manufacturing base and component availability formed part of a long-term strategy to meet UK needs.

In February, Midea will officially launch a range of split and multi split products that use R32 - a move to make the company one of the earliest manufacturers to do so.

Strategic Alliance with Siemens

By Advances

A signing ceremony between Midea Commercial Air Conditioning (CAC) and Siemens was held in Midea HQ October 16. The two companies have formed a strategic alliance in intelligent building solutions.

During the ceremony, both sides spoke highly of the strategic cooperation. Eric Tian, President of Midea CAC, said: “It is win-win cooperation, Midea and Siemens will take advantage of their market experience and technical innovation to open a new chapter in intelligent building”.

About Siemens

Siemens AG is a global powerhouse focusing on the areas of electrification, automation and digitalization. One of the world’s largest producers of energy-efficient, resource-saving technology, Siemens is a leading supplier of systems for power generation and transmission as well as medical diagnosis. With approximately 351,000 employees in 190 countries, Siemens reported worldwide revenue of $88.1 billion in the fiscal year 2016.
Carrier JV Launched in North America

Press Release

Carrier, a world leader in high-technology heating, ventilating, air conditioning and refrigeration (HVACR) solutions, and Midea America announced in late September the launch of Carrier Midea North America. The new joint venture will bring together Carrier’s extensive distribution network and Midea’s ductless development expertise to meet growing demand in North America for residential ductless HVAC systems. Carrier, part of UTC Climate, Controls & Security, a unit of United Technologies Corp. (NYSE:UTX), will hold the majority ownership position.

Midea is a long-time global supplier of residential ductless HVAC systems to Carrier. Through the creation of the joint venture, Carrier and Midea will transform their existing supplier relationship into a long-term collaboration dedicated to better meeting North American demand for energy-efficient residential ductless solutions.

“The ductless HVAC segment continues to grow in North America as residential customers look to efficiently and easily address comfort in their home, from a single room to their entire home,” said Chris Nelson, President, North America HVAC Systems & Services, Carrier.

“This relationship will provide homeowners and contractors with a better, more efficient ductless product portfolio they demand, backed by a global ductless system manufacturer, Midea.”

“We are pleased to be able to partner with an iconic brand with a well-established distribution channel in North America,” said Kurt Jovais, President, Midea America Corp.

“The collaboration will help us reach more customers with our innovative and energy-efficient ductless systems.”

Singles’ Day Sales up 70% Year-on-Year

By Advances

November 11, known in China as Singles’ Day, has become an annual E-Commerce bonanza. Midea once again came out on top in the home appliances industry on all three of the biggest platforms, JD.com, T-Mall, and Suning.

Sales reached 4.5 billion RMB (US $677 million), a year-on-year increase of 70 percent. The Residential Air Conditioning Division pulled in 1.08 billion RMB, the Washing Machine Division earned 860 million RMB, and Kitchen Appliances made 660 million RMB.

From September, the E-Commerce team worked tirelessly with product divisions, Midea-owned Annto Logistics, and Midea Group to make the big day a success. Midea’s success was a herculean feat of logistics, marketing, brand building, and selling.
A Surprisingly Friendly Assault on the Senses

By MIB

At the 122nd China Import & Export Fair, held at The International Pavilion in Guangzhou October 15, the rain caused by Typhoon Khanun did not dampen the enthusiasm of anybody to do some business. With its booth, at the main entrance of Area 3, Midea ensured that every day was a beautiful day, and it attracted the crowds to reflect this.

To help draw attention to Midea’s wide range of industry-leading products and technology, international models manned the booth.

Established in 1957 and held twice every year since, the event colloquially known as The Canton Fair, is China’s oldest and largest trade fair. The only way to shine at it is to compete with the very best. For that reason, Midea’s booth was a surprisingly friendly assault on the senses.

There was music that could attract people like a siren, a big screen introducing the company and its products, and creative things were done with the company’s logo. The Customer Experience Center was a fusion of the traditional and the innovative. It was also a cultural experience in which East met West.

The overall design of the booth was stripped-down and trendy. Products were laid out by category and presented in the way they would look in someone’s home. Midea’s staff, trained in how to deal with people from other cultures, were on hand to introduce the products.

Midea’s Residential Air Conditioning was a particular highlight. The devices included a smart eye, a WIFI function, and a smart camera. They could also adjust their temperatures to adapt to the human activity in a room. Other features include voice activation, helping give consumers a smarter air conditioning experience. The air conditioning section itself was a smart experience. It contained a big screen which offered an introduction to Midea’s refrigerating, rapid cooling, and energy-saving technology.

Midea’s range of washing machines boasts both technical leadership and industry-leading design concepts. As well as giving users a great laundry experience, Midea ensures that its products have a pleasing appearance in their homes.

Whether it is The Water Magic Cube with its optimal cleaning experience; the i-clean system with its automatic washing function; the time-saving easy-jet spray system; the hanging pedestal for young children; Midea’s washing machines can help households in every type of situation enjoy those tiny moments together.

Midea’s smart refrigerators have their own health and nutrition platform. With its world-class family nutrition ecosystem and elite man-machine interactive system, Midea’s range can make families feel they have an in-built nutrition expert at home.

The section of the booth belonging to the Environmental
Appliances Division was like a cozy living room. Built into a wall were its “family friend” series of products.

The ED4 Water Heater uses the SUS444 double liner, which makes it more resistant to corrosion and more durable. With its smooth stainless steel design, installation is easy and with its double-liner transfiguration, it can save up to 50 percent of energy. The wall-hung MECO water heater has a multi-protective wall that keeps it silent. As well as being attractive in appearance, the G20 Water Dispenser has the elite European Ice Bank technology. Its internal gas cylinder enables UV-LED sterilization.

One particularly popular item in this section, was the Wide-Angle Air Cooler Fan. With its wide-angle air cooler and bulky water tank, it offers a more lasting cooling experience. There was also the PTC electric heater (NTH22-18AR), which picked up a Red Dot Design Award in Germany this year. As well as having a stylish appearance, its temperature-control system can efficiently warm large areas.

The section for Midea’s Small Appliances Division was a little different from others. Its shelves contained an eye-catching array of products while international chefs were on hand to show the products in action, offering visitors a drop of juice or snack during a hard day of doing business.

One wall of the Kitchen Appliances section was made up of a massive collection of dishwashers. The range included mini dishwashers, commercial dishwashers, and dishwashers with grinders and double-drawer dishwashers. One of Midea’s star products, the latter broke away from traditional design with its drawers that also serve as doors. It also offers eight types of cleaning process.

In the same section, there was a range of ovens, microwave-ovens, hobs and hoods. Many of the items were black to be in keeping with the popular taste for “black technology”. As Midea is at the forefront of research and development, some microwave-ovens contained voice activation and WIFI-controlled functions.

The microwave-ovens respond to several voice commands, including “grill, one minute.” They can also be controlled through the M-Smart app. Through this mixture of WIFI, Bluetooth and voice activation, consumers can leave the kitchen while cooking.

The range of products and innovations at this year’s Canton Fair offered a comprehensive introduction to Midea as it establishes itself as a global brand. In every section, Midea’s surprisingly friendly representatives helped visitors from all around the world feel at home.
In 2016, Midea signed an agreement to establish a joint venture with South Korea’s Lihom Cuchen. The joint venture makes electric cookers for urban consumers. In this article, we take a look at a country that in three decades has gone from mass illiteracy to having the world’s highest estimated national IQ. Here are some interesting facts about the land of Samsung, Jinro Soju, and Psy.

Foundation

For over two millennia, Korea’s culture, language, and traditions have survived numerous conflicts, mostly with Japanese and Chinese forces. From 1894 to 1945, Korea was a key staging point for Japan’s empire. Later, Cold War politics led to the establishment of the communist North Korea, and capitalist South Korea.

The Korean War, fought between the Soviet-backed north and the U.S.-backed south, raged from 1950 to 1953. The conflict was a stalemate, claiming over a million lives, and the two countries are still technically at war.

Government

After decades of political turmoil, South Korea embraced a multi-party system due to pressure put on the government by the June Democracy Movement of 1987. The ruling Democratic Justice Party led by Roh Tae-woo defeated opponents Kim Dae-jung and Kim Young-Sam.

Kim Dae-jung would serve as president from 1998 to 2003. Known as the “Nelson Mandela of South Korea” he is the only Korean to have won the Nobel Peace Prize. Thanks to the work of Kim and many others, The Republic of Korea is a democratic republic with three principal branches of government: executive, legislative, and the judiciary.

Economy

South Korea is one of Asia’s strongest economies, ranked fourteenth in the world according to GDP. Its impressive performance is based largely on exports, which amounted to US$495.5 billion during 2016, up 36.3% since 2009.

The nation is ranked an impressive No. 23 on the 2017 Index of Economic Freedom, making it an attractive place in which to do business. The Heritage Foundation gave South Korea a score of 77.8 in property rights; 90.6 in business freedom; and 97.4 in fiscal health.

Language

Korean is the world’s largest language isolate, meaning that it does not belong to any known family of languages. Its writing system, Hangul, has been described by Business Insider as “so logical, so concise, so peerless that it is widely regarded as one of the best writing systems in the world.”

King Sejong the Great (1397-1450), who is credited with inventing the writing system, said of it: “A wise man can acquaint himself with [hangul] before the morning is over; a stupid man can learn [it] in the space of ten days.”

There are other reasons why the Korean language is not as intimidating as it may seem. There are no tones, unlike in other East Asian languages. And the grammar is much easier than that of European languages in terms of gender, cases and tenses.
South Korea: ‘The Tastemaker of Asia’ (Cont.)

By Kevin McGeary

Education

South Korea is not rich in natural resources. Its main asset is its people, so pressure to work hard and study to get ahead is immense, and from a very early age. In South Korea, 93 percent of all students graduate from high school on time, compared to 83 percent in the United States. The Organization for Economic Co-operation and Development (OECD) declared that South Korea is the country with the highest estimated national IQ on Earth.

Heavy investment in education has helped Korea go from mass illiteracy to be an economic powerhouse in just two generations. The downside to this is that it also has the largest suicide rate of any OECD nation due to the enormous pressure on young people. The government is trying to address this issue by adapting the education system to produce creative and individualistic thinkers.

Soft power

A 2014 *Economist* article subtitled “How a really uncool country became the tastemaker of Asia” observed how Korean TV dramas have Chinese and Filipinos hooked, and its movies and music have the French enamored.

South Korea’s government has vigorously promoted Korean popular culture, taking advantage of its growing popularity to enhance Korea’s international standing and national image, having raked in US$5 billion from its pop culture in 2013. The most famous example of Korean soft power in action is the 2012 music video “Gangnam Style” by K-pop artist Psy. It topped the charts in 30 countries and is one of the most watched videos in YouTube history.

Food and drink

South Korea’s national dish is kimchi, which is a combination of vegetables and spices that have been fermented underground for months. The first written description of making kimchi dates to about AD 1250 and there are about 170 varieties of the dish. Korean cuisine is also famous for dog meat, which is commonly served in restaurants and street markets.

South Koreans top the list worldwide in terms of hard liquor consumption, and Jinro Soju, Korean distilled rice liquor, is the best-selling liquor in the world for the 11th year in a row. It outsold second-placed Smirnoff Vodka by 37.48 million cases. Interestingly, in South Korea it is both legal and socially acceptable to drink in public.

Sport

Martial art taekwondo is the country’s most famous sport. It literally means “the way of the fist and foot.” It is the only Olympic sport that has originated in South Korea. Famous people with a black belt in taekwondo include Russian President Vladimir Putin, actress Sarah Michelle Gellar, and footballer Zlatan Ibrahimovic.

South Korea also boasts 9 of the current top 25 female golf players in the world, including Lydia Ko, who in 2013 became the youngest woman to win a professional tourna-
South Korea: ‘The Tastemaker of Asia’ (Cont.)

By Kevin McGeary

ment, at age 14. Other stars of Korean sports include figure skater Yuna Kim who won gold at the 2010 Winter Olympics in Vancouver, Canada.

Technology

Technology is a lynchpin of the Korean economy and South Korea is central to the global tech industry. The biggest chaebol (family-owned companies which are among the most powerful institutions in the country) include Samsung, the world’s largest manufacturer of mobile phones and memory chips and its competitor LG.

South Korea boasts the world’s largest number of smartphone owners per capita, with 88 percent, followed by Australia where the figure is 77 percent. South Korea’s status as an international tech leader is likely to endure, with the world’s highest internet penetration and the world’s largest concentration of robots. The HUBO robot will be ubiquitous during the upcoming Winter Olympics in Pyeongchang, doing everything from making deliveries, to painting murals, and even carrying the torch.

The country is unique, and quite possibly ahead of the curve, in its relationship with robots. Its four millennia-old foundation myth revolves around the figure of Dangun, who was said to be the son of a bear, showing that animals and inanimate objects can become human if they aspire to be.

Robots will be ubiquitous during the Winter Olympics

An ancient home appliance

Instead of air heaters, South Koreans have heated floors. Called “ondol” (warm stone), the heat is passed in pipes under the floor. This technology goes back to the Koguryo Dynasty (37 BC to 668 AD), but it is still very popular with more than 90% of the houses using it today. Therefore, South Koreans often eat, sleep, and watch TV on the warm floor.

The mythical figure of Dangun
South Africa: ‘The Cradle of Humankind’

By Kevin McGeary

Along with Brazil, Russia, India and China, South Africa is one of the BRICS economies, identified in the early twenty-first century as having grown rapidly and showing massive potential. Midea has had some exciting projects there recently, including the installation of its air conditioning in the national PricewaterhouseCoopers headquarters and its first ever international brand day.

Ancient times

Bones found in the territory now known as South Africa help support the theory that modern humans originated in Africa. From 2013 to 2015, fossilized bones from hominids (part of the human evolutionary chain) dating back between 4.5 and 2.5 million years were found in limestone caves some 50km north-west of Johannesburg. In the Sterkfontein Caves, now part of what is known as the ‘Cradle of Humankind’. There was also evidence found in the same area that humans used stone tools two million years ago and made fire 1.8 million years ago. The Sterkfontein Caves were declared a World Heritage Site by UNESCO in 1999.

Foundation

The first Europeans to settle in South Africa were Dutch traders on the Europe-Far East spice route who founded Cape Colony (now Cape Town) in 1652. The British seized Cape Colony in 1795 and a few years later the Dutch farmers (boers) fled north to claim land and establish colonial territories known as the Orange Free State and the Transvaal.

At the end of the 19th century and beginning of the 20th, the British fought two wars with the Boers and one with the Zulus for control of the region. British victories resulted in the formation of the Union of South Africa in 1910. South Africa became a ‘sovereign independent state’ and part of the British Commonwealth in 1934.

Race

In “The Ascent of Man”, mathematician Jacob Bronowski said: “Man began with dark skin; the sunlight made Vitamin D in the skin, and if he had been white in Africa, it would make too much. But in the north, man needs to let in all the sunlight there is to make enough Vitamin D, and the natural selection therefore favored those with whiter skin.” Though there is no scientific consensus that any such thing as “race” exists, the concept has played a huge part in South Africa’s history.

When the Afrikaaner Nationalist Party came to power in 1948, their policy of “apartheid”, segregating blacks and whites, forced hundreds of thousands of people to resettle in black ‘homelands’. The ruling party also imprisoned, killed or exiled opponents. The African National Congress (ANC) fought against apartheid initially through civil disobedience but after the 1960 Sharpeville massacre, when police killed 70 protesters, it formed a military wing under Nelson Mandela.

Eventually, after decades of international sanctions and boycotts, opposition from the ANC and public uprisings, the South African government agreed to repeal apartheid laws and hold democratic elections. In 1994 Nelson Mandela was voted in as the first black president of South Africa.

Nelson Mandela

Nelson Mandela, who spent nearly three decades in prison for his anti-Apartheid activities before being released and eventually elected as president, is quite simply one of the most sig-
significant and revered figures in modern history. A member of the ANC beginning in the 1940s, he was a leader of both peaceful protests and armed resistance against the white minority’s regime.

Released in 1990, he participated in the eradication of apartheid and upon becoming South Africa’s first black president in 1994, formed a multiethnic government to oversee the country’s transition.

After retiring from politics in 1999, he remained a devoted champion for peace and social justice in his own nation and around the world. He said of himself: “I am not a saint, unless you think of a saint as a sinner who keeps on trying.”

Interestingly, he had a house on the same street - Vilakazi Street in Soweto - as fellow South African Nobel Peace Prize winner Desmond Tutu.

Languages

Like most of Africa, this country is strikingly diverse linguistically. Dutch and English were the first official languages of South Africa from 1910 to 1925. In 1925, Afrikaans, a hybrid language spoken mostly by European settlers and their descendants, became an official language and effectively replaced Dutch.

Since 1994, South Africa has had eleven official languages from four different linguistic families. These include Zulu, Venda, Sotho and Northern Sotho. English is now the official language of government, but South Africans often take pride in using indigenous languages for any purpose.

Wildlife

South Africa is home to the largest land mammal (elephant), the largest bird (ostrich), the tallest animal (giraffe), the largest fish (whale shark), the largest reptile (leatherback turtle), the fastest land mammal (cheetah) and the largest antelope (eland).

The national animal is the springbok, a medium-sized antelope found mainly in southern and southwestern Africa. It has been a national symbol since the white minority rule in the last century. It was adopted as a nickname or mascot by several South African sports teams, most famously the national rugby union team. Even after the decline of apartheid, Nelson Mandela intervened to keep the name of the animal for the reconciliation of rugby fans, the majority of whom were white.

Sport

The only country along with England to have hosted world cups in soccer, cricket and rugby, South Africa has a proud sporting heritage. It has 26 medals at the summer Olympics, most recently with runners Caster Semenya and Wayde van Niekerk at Rio 2016.

The country’s national sport is rugby union. The team are
South Africa: ‘The Cradle of Human-kind’ (Cont.)

By Kevin McGeary

currently going through what might generously be described as a transitional period, but they are one of the two most successful nations in the sport’s history. After being shut out of the first two Rugby World Cups in 1987 and 1991 due to apartheid, South Africa won at the first attempt on home soil in 1995. They repeated the feat in France in 2007, defeating then-champions England in the final.

**Land**

South Africa has perhaps the most varied range of landscapes of any country in the world. It has deserts, wetlands, grasslands, bush, subtropical forests, mountains, and escarpments.

It is also the most resource rich, with nearly 90 percent of all the platinum metals and around 41 percent of all the world’s Gold.

**Cuisine and drink**

South Africa’s cuisine has been influenced by those of European and Asian settlers as well as natives to the territory. The national dish is bobotie, in which minced meat is simmered with spices, usually curry powder, herbs and dried fruit, then topped with a mixture of egg and milk before being baked until set.

South Africa’s Cape Winelands have around 560 wineries and 4,400 primary producers. Included in the Cape Winelands region is Route 62, considered the longest wine route in the world. The world’s second largest brewing company is in South Africa. SABMiller was founded as South African Breweries in 1895 and currently supplies over 40 percent of beer to China.

**Nobel Laureates**

As well as peace prize laureates Mandela and Tutu, South African Aaron Klug won the Nobel Prize for Chemistry in 1982. His countrymen Max Theiler, Adam Cormack, and Sydney Brenner were awarded for contributions to physiology or medicine in 1951, 1979 and 2002 respectively.

Much of the country’s literature has drawn on its violent and racially-fraught history. Nadine Gordimer, the 1991 Nobel Laureate, wrote about the devastating effects of Apartheid, unwillingness to accept it and inability to change it. In 2003, JM Coetzee was also awarded the Nobel Prize, after being said to “in innumerable guises portrays the surprising involvement of the outsider.”
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