

The South African Consulate-General in Los Angeles in partnership with the Department of Small Business Development cordially invite you to a Webinar on

WEDNESDAY, 8 SEPTEMBER 2021  
17h30 (SA Time) | 11h30 (EST) | 8h30 (PST)

# “E-Commerce Strategies for Small Business in South Africa”

Please join us for this special event

## Featured Speakers

*Consul-General Thandile B Sunduza*  
South African Consul-General in Los Angeles

*Mr Jeffrey Ndumo*  
Small Business Development Department Acting Deputy Director-General

*Mr Josh Halpern*  
Big Commerce's Global Head of Government Affairs

*Dr Patrick Adler*  
Beacon Economics Manager for Sustainable Growth

*Mr Neil Diamond*  
SA Chamber USA President

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**PROGRAMME**

- 17h30 - 17h35 **Welcome Remarks and Introduction of Speakers by Moderator**  
Mr Craig Abel Appel, Deputy Director, Small Business Development Dept
- 17h35 - 17h45 **Overview of South African Consulate's Functions and Priorities**  
Consul-General Thandile Sunduza
- 17h45 - 17h55 **Overview of Small Business Development Department Services**  
Mr Jeffrey Ndumo, Acting Deputy Director-General
- 17h55 - 18h15 **E-Commerce and Omnichannel Strategies for Small Business**  
Mr Josh Halpern, Big Commerce's Global Head of Government Affairs
- 18h15 - 18h35 **Overview of Los Angeles as a Leading Global Center**  
Introduction of Speaker by Dr Chris Thornberg, LA Chamber Board Member  
Dr Patrick Adler, Beacon Economics Manager for Sustainable Growth
- 18h35 - 18h45 **SA-USA Business Partnerships**  
Mr Neil Diamond, SA Chamber USA President
- 18h45 - 18h57 **Question and Answer**
- 18h57 - 19h00 **Closing Remarks**  
Political Consul Dumisani Rasheleng



## Consul-General Thandile Sunduza

South African Consulate-General in Los Angeles

Born in Soweto, Johannesburg on the 15th of November 1977, Consul-General Sunduza grew up as a Political Activist and served in different Youth and Student Structures fighting for the liberation of South Africa under the banner of the African National Congress.

Consul-General Sunduza was nominated by the African National Congress to become a Member of Parliament of South Africa serving in the National Assembly where she served from 2008 to 2014. She served in different Parliamentary Committees namely the Committee on International Relations, Finance and Appropriations Committee and the Joint Defence Committee.

In 2019, she was appointed by the President of the Republic of South Africa as Consul-General for the South African Consulate-General in Los Angeles responsible for the thirteen (13) states located in the West Coast of the United States.



## Mr Jeffrey Nqobamadoda Ndumo

Acting Deputy Director-General  
Department of Small Business Development

As Acting Deputy Director-General, Mr Ndumo is responsible for managing, directing and leading the implementation of the Sector and Market Development Programme. With more than fifteen (15) years of government experience specializing in Economic Empowerment and Enterprise Development, Mr Ndumo quickly rose to Chief Director and was also appointed Acting Deputy Director-General for Integrated Cooperatives Development. He acted as a Chairperson of the Cooperatives Banks Development Agency and currently Chairperson of the Socio-Economic Workstream on Military Veterans.

Born in Johannesburg and raised in Kwazulu-Natal, Mr Ndumo earned his Master's degree in International Relations and Political Studies at the University of Witwatersrand. He has published articles on Cooperative Development in South Africa.



## Mr Josh Halpern

Global Head of Government Affairs  
Big Commerce

Mr Josh Halpern, aka “The VanBassador” formerly served as Chief Strategy Officer for the California Chancellor’s Office of the California International Trade Center leading their digital trade strategy with a mission to aggregate cutting edge industry tools, expert training facilitation and government resources to empower California small businesses to sell online overseas.

Mr Halpern served as a U.S. Commercial Diplomat (Foreign Service Officer) for the US Embassy in China prior to being asked to launch the Obama Administration’s National E-Commerce Innovation Lab for the US Department of Commerce.

His work inspired the creation of the Getting to Global Initiative leading engagements across 26 Congressional Leaders districts and multiple Governors Trade Offices. He holds a B.F.A. degree from New York University and a Masters Degree from INSEAD and an EMBA from Tsinghua University.



## Mr Patrick Adler, PhD

Manager, Sustainable Growth and Development  
Beacon Economics

Dr Adler provides guidance on the firm's core projects surrounding workforce development and economic development strategy. His current work portfolio includes developing a growth plan for the manufacturing sector in the City of Industry in California, creating an economic development and revitalization study for the City of San Bernardino also in California and a roadmap for economic growth in the Walker River Corridor for the County of Lyon in Nevada.

Prior to joining Beacon Economics, Dr Adler conducted economic development engagements with municipalities and regional planning agencies in the USA and Canada. He has also published academic articles in journals and has been quoted by the New York Times and the Los Angeles Times. He holds a PhD in Urban Planning from UCLA and an M.A. in Economic Geography and a B.A. with distinction in Urban Planning and Economic Geography from the University of Toronto.



## Mr Neil Diamond

*President*

South African Chamber of Commerce In the USA

Mr. Diamond has served as President of the South African Chamber of Commerce in the USA since September 2020 and is focused on growing South African and African participation in Mainstream America. Prior to the Chamber, Mr Diamond was a respected local government practitioner and former City Manager with 20 years experience in local economic development, municipal infrastructure and government finance.

With an MBA from an International Business School, Mr Diamond is a policy expert and master strategist and is widely regarded as a sector specialist in local economic development and government finance. He has authored papers and published articles on the subject of local government strategy for economic growth, e-government and finance.

The SA Chamber USA has grown into the largest representative of SA business in the USA with emphasis on bilateral trade and advocacy for more opportunities for Africa to do business in the USA.