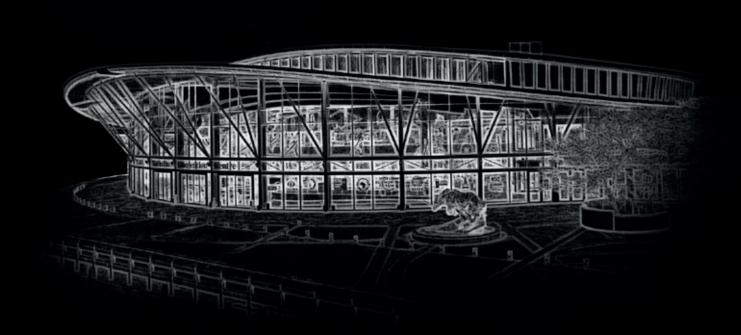
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THE PULSE OF TRADE & INVESTMENT IN KWAZULU-NATAL







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KWAZULU-NATAL, THE GATEWAY TO AFRICA AND THE WORLD, IS OPEN FOR BUSINESS AND ELEVATING INVESTMENT OPPORTUNITIES WITH THE LAUNCH OF THE INVEST SA KWAZULU-NATAL ONE STOP SHOP.

The KwaZulu-Natal One Stop Shop will be the integrated central hub designed to assist investors looking to do business in the province and local exporters seeking to expand their reach into new market, by providing all-in-one specialised services with the support of national government departments to ease red tape.

If you are ready to invest, we at the KwaZulu-Natal One Stop Shop will guide you, every step of the way.





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Editor:

Ayanda Zuma

Assistant Editor:

Angel Sibisi

Layout and Design:

Assegai and Javelin

Content Contributor:

Angel Sibisi

Photography:

Angel Sibisi

Disclaimer:

This magazine is published in good faith and every effort has been made to ensure that the information was true and correct at the time of going to print.

KwaZulu-Natal: Durban Office

Trade & Investment House 1 Arundel Close, Kingsmead Office Park, Durban, 4001, South Africa

Postal Address

PO Box 4245, Durban, 4000,

South Africa

Tel: +27 (0) 31 368 9600 Fax: +27(0) 31 368 6379 Email: Info@tikzn.co.za

Gauteng: Pretoria Office

99 George Storrar Avenue Groenkloof, Pretoria, 0181 Tel: +27 (0) 12 346 4386/6763 Fax: +27 (0) 86 501 1048/1788

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EVENT TOURISM IS THE KEY TO POVERTY ALLEVIATION AND JOBS CREATION

KwaZulu-Natal, and Durban in particular, have carved a niche as an events destination of choice.

Sanibonani!

The excellent weather; a myriad of meetings, incentives, conferences and events venues; tourist attractions including wildlife and unspoiled beaches; and the region's fame as a veritable melting pot of Afro-Indo-Western cultures, make KZN stand apart as an events destination.

Undoubtedly, KZN is the jewel in the South African tourism crown. A world in one province, to the north of Durban you will find the best of African game reserves and pristine beaches, while to the west lie the majestic Drakensberg Mountains and temperate Midlands and to the south there awaits superb golf courses, fishing spots and miles of subtropical coastline.

With more than 10 million international tourists flocking to experience South Africa in 2016, and 11.7 million South Africans taking 24.3 million trips around their own scenic country, it's clear that tourism has grown into one of the country's most robust, lively and thriving economic sectors. The Government has acknowledged the importance of tourism by allocating an additional R494 million over the medium term to the Department of Tourism to promote South Africa as a leisure and business events tourism destination. According to Tourism South Africa, this represents a strong vote of confidence in tourism's largely untapped potential to spur economic transformation, job creation and inclusive growth. Delegates who attended the WEF Africa, which hosted 10 heads of state or government from the continent and more than 1 000 participants in May 2017, are still singing Durban's praises as a conference city. The WEF Africa venue, Inkosi Albert Luthuli International Conference Centre, stands tall among the best in the world.

Heads of state, royalty, international music artists, business boffins and sporting luminaries have been among the many high profile dignitaries to have graced the stage at one of the world's most desirable meeting and event destinations.

Durban ICC has hosted important global conferences, including, among others, the World Economic Forum on Africa, 21st International AIDS Conference, COP17/21, Tourism Indaba, 4th BRICS International Competition Conference, 14th World Forestry Congress, Africa Peace Awards, 21st World Routes Development Forum, 3rd World Social Science Forum (WSSF), Global Forum for Innovations in Agriculture Africa 2015 and transformation of the Organisation of African Unity (OAU) to the African Union (AU). It has won the coveted title of "Africa's Leading Meetings and Conference Centre" 15 times in 16 years of participating at the World Travel Awards.

As a catalyst for socio-economic growth, the Durban ICC's cumulative contribution to the GDP of KwaZulu-Natal over the past decade has been R27.8 billion whilst R29.4 billion went into the South African GDP. Over the past 10 years, the Durban ICC has been responsible for creating

and sustaining over 82 000 jobs cumulatively. Of the 164 full-time staff employed by the ICC, 57.5% is female and 67% of senior management are women. With its present size and configuration, the Durban ICC is poised to evolve even further into one of the world's top 10 global meeting facilities. The recent announcement that Durban will be hosting Tourism Indaba for the next five years and will continue to host other major regular events such as the musical Essence Festival and the Durban July, just makes the city a drawcard for tourism. Events act as important motivators for tourism. Every year thousands of tourists are attracted by various kinds of events throughout KZN. Just think of the number of foreign visitors who come to the annual Comrades Marathon. If you look at the destinations that gained popularity in recent times, you'll find that the flow of tourists began after the successful event management. Clearly more tourists flocked to South Africa after it hosted the 2010 FIFA World Cup. Therefore, an event is a trigger to attract visitors and travellers to a particular destination.

KZN has great potential to continue growing as a destination for event tourism which can be compared with a small stream that turns into a large river when supported by other streams. The events that take place in a certain destination should be systematically planned and developed, and should be established as tourist attractions, a catalyst for further development, image builders and animators of the destination. The more recognizable events the destination has, the more attractive it is for the tourists. And tourism is key to poverty alleviation, jobs creation and economic emancipation.









EVENT TOURISM IS THE KEY TO POVERTY ALLEVIATION AND JOBS CREATION

KwaZulu-Natal, and Durban in particular, have carved a niche as an events destination of choice.

The South African economy moved into recession with the reported decrease of 0, 7% in GDP during the first quarter of 2017, following a 0, 3% contraction in the fourth quarter of 2016. Using the widely accepted measure of 'recession' as two (or more) consecutive quarters of negative growth (real GDP quarter-on-quarter), this means that South Africa has experienced eight economic recessions since 1961, the longest occurring in 1991–1992, mainly as result of a global economic downturn. In 2008–2009 there was a recession over three quarters when the country was caught up in the global financial crisis. This therefore, signals a steeper trajectory ahead in terms of addressing poverty, unemployment, inequality and other socio-economic challenges facing KwaZulu-Natal.

In response to these harsh realities, and to ensure equity of the budget response, KZN has received one of the harshest budget cuts, with more than half of the provincial government departments having had their budgets shaved in the next two to three years. Stringent cost-cutting measures, proposed by the National Treasury and administered by the KZN Provincial Treasury, are set to continue aggressively. For KZN, the prioritisation of tourism, agriculture and agro-processing are of key benefit to the province which contributes in excess of a quarter to the country's agricultural output – the highest of all provinces. Support for SA's agriculture is support for KZN's agriculture. The agricultural sector has seen a massive decline in output, mainly due to a prolonged drought crippling the country and the rest of Sub-Saharan Africa.

The year 2017 continued to be challenging, a continuum from 2016. The impact of the slow economic growth at a global level and negative perceptions of SA as an investment destination continue to impact Trade and Investment KwaZulu-Natal's (TIKZN) ability to attract investment. During the first and second quarter of 2017/18, the organisation committed to five new investment projects with a cumulative investment value of R635.4m which has the potential to create 637 jobs once they are fully operational. The World Economic Forum on Africa meeting was attended by Heads of State and Government; global leaders from business; civil society as well as government to discuss important issues relating to education, skills and employment; entrepreneurship; energy; infrastructure and development finance; combating, adapting to and building resilience against climate change; and science, technology and innovation and with specific focus on Africa.

The national One Stop Shop was launched by President Zuma on 17 March 2017 where he announced the establishment of the provincial One Stop Shop offices for KZN, Gauteng and Western Cape. The national One Stop Shop has the core national departments with an interest in investment such as the South African Revenue Service (SARS); the Companies and Intellectual Property Commission (CIPC); Home Affairs

and Visa Facilitation Services (VFS); the Department of Agriculture and Rural Development (DARD) and the Department of Trade and Investment (DTI). The national One Stop Shop will feed information and the relevant approvals to all other provincial One Stop Shops through an integrated system. The Western Cape One Stop Shop was launched on 8 September 2017 by President Zuma.

Export Week continues to be a beacon of hope and bears fruit to emerging and seasoned exporters in the province. The year 2017 also saw another successful KZN Export Week held parallel to the Africa Ports Evolution which highlighted the significance of exporting to the KZN economy and aimed to celebrate the success of KZN exporters. To support the promotion of municipalities as investmentfriendly destinations, TIKZN and the South African Local Government Association (SALGA), signed a Memorandum of Understanding which forms part of the programme to generate key strategic projects for investments in the district municipalities. Emanating from this, during 2017, TIKZN embarked on three municipal roadshows that sought to unlock investment opportunities and create jobs across the KZN. To ensure efficiency TIKZN will continue to work closely with municipalities to package and promote investment opportunities and encourage local companies to

TIKZN takes this opportunity to wish its valued stakeholders and their families a safe and blessed festive season. We must not be dragged down by the negativity around us and instead approach the New Year with great gusto and optimism as we unite to make a difference in global trade. We remain at your service and will continuously strive to exceed your expectations.







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TIKZN EXTENDS A WARM WELCOME TO O



Top row: Mr ZC Ngidi, Mr M Ngcobo, Mr K Shandu, Dr VF Mahlati, Mr CS Gina, Mr SK Mpungose, Mr S Naidoo

UR NEWLY APPOINTED BOARD MEMBERS





InvestSA - through the Department of Trade & Industry was set up and tasked to operationalise One Stop Shops in an effort to address investor concerns.

LAUNCH THE KWAZULU-NATAL INVEST SA ONE STOP SHOP IN DURBAN

"rolling out the red carpet for investors to ensure economic development."

President Jacob Zuma, officially launched the InvestSA One Stop Shop (Invest SA OSS) in KwaZulu-Natal on 18 November 2017, at the Inkosi Albert Luthuli International Convention Centre. The objectives of the provincial Invest SA OSS are to provide strategic guidance, reduce regulatory inefficiencies and reduce red tape for all investors looking to invest in KwaZulu-Natal.

The process leading up to the launch is demonstrative of a successful collaboration between different levels of government. The centre will be jointly operated by the Department of Trade and Industry (dti), provincial government and the KwaZulu-Natal Department of Economic Development, Tourism and Environmental Affairs.

Minister of Trade and Industry, Dr Rob Davies, said that the value-propositions of the OSS are the co-ordination and incorporation of the special economic zones; provincial investment agencies; local authorities and the relevant government departments involved in regulatory, registration, permits and licensing matters.

"South Africa has excellent investment opportunities in all sectors of the economy and a host of investment incentives and industrial financing interventions that are aimed at encouraging commercial activity and trade rules that favour a further expansion in South Africa's burgeoning levels of international trade," said Davies.

The Premier of KwaZulu-Natal, Willies Mchunu, said the facility would assist in attracting foreign direct investment. "Our long-term vision is to become a prosperous province with a healthy, secure and skilled population and the gateway to Africa and the world.

"As guided by the Provincial Growth and Development Plan, we are focusing on different sectors of the economy such as ICT, maritime, drilling of oil and gas and chemical manufacturing. We continue to invite potential investors representing these sectors from other parts of the globe who will be directed to all corners of the province including the Richards Bay Industrial Development Zone and the Dube Trade Port."

President Zuma formally announced the establishment of InvestSA during the State of the Nation Address in February 2016 where business leaders were also informed of the initiative. Business people had brought to the attention of government on numerous occasions the difficulties and delays experienced when having to move from one department or institution to another in order to obtain licences and other services and hence, government responded through this initiative.

One Stop Shops - which house government entities like SARS, Home Affairs, Environmental Affairs, Eskom and the

Companies and Intellectual Properties Commission all under one roof - have already been rolled out in Gauteng and the Western Cape.

KZN MEC for Economic Development, Tourism and Environmental Affairs, Sihle Zikalala, said government was doing away with red tape and "rolling out the red carpet for investors to ensure economic development."

"Investment promotion is critical for our economy. We look upon new or expanding businesses to contribute to muchneeded job creation for our people. For us to be able to draw in new investments, we need to create a conducive environment.

It is for this reason that the One Stop Shop InvestSA Centres are being established. We had been sensitized by businesspeople in various forums about the challenges encountered when establishing businesses in South Africa due to various bureaucratic requirements. The InvestSA One Stop Shops will be the focal point of contact in government for investors to obtain permits, licences and other regulatory requirements. All the services will now be made available under the same roof," said Zikalala.



An official from the department of labour outlining the services offered at the One Stop Shop



Research has shown that successful investment attracting countries established one-stop investor support centres, commonly referred to as One Stop Shops (OSS) to attract and support investments. This is done by directly creating information centres for investors and streamlining government services and importantly streamlining required bureaucratic regulatory compliance processes. Typically, this is achieved through dedicated walk in portals and the creation of virtual centres.

With this as context, the unpacking of the needs of local and international investors in KwaZulu-Natal were explored and it became evident that to support the success of investment processes, the Province needed to consider the establishment of a centralised investor support facility, one which importantly hosted key provincial and national government departments required for legislative and regulatory compliance.

The One Stop Shop initiative was born out of President Jacob Zuma's 2015 State of the Nation Address in which he stated that a national "one-stop inter-departmental clearing house [would be set up] to attend to investor complaints and problems". The Department of Trade and Investment (the dti) was mandated to champion this initiative and, since the announcement, has held focused consultations with relevant departments and agencies around investment promotion, facilitation and aftercare. Investors, foreign and domestic, have expressed frustration on the lengthy process of investing in South Africa; visiting different government departments and institutions to fulfil regulatory requirements, bottlenecks in the system and the need to

simplify the framework and reduce red tape.

The National One Stop Shop was launched by President Zuma on the 17th March 2017, where he announced the establishment of the provincial one stop shop offices for KwaZulu-Natal, Gauteng and Western Cape. The national One Stop Shop has the core national departments with an interest in investment such as the South African Revenue Service (SARS), the Companies and Intellectual Property Commission, Home Affairs and Visa Facilitation Services (VFS), the Department of Agriculture and Rural Development (DARD), the Department of Trade and Industry (DTI). The national one-stop shop will feed information and the relevant approvals to all other provincial One Stop Shops through an integrated system. The Western Cape One Stop Shop was launched on the 08th September 2017 by President Zuma.

The KZN One Stop Shop will focus on drawing all provincial interests such as District Municipalities, Dube TradePort (DTP) Special Economic Zone (SEZs), Richard's Bay Industrial Development Zone (RBDIZ), provincial and national government departments. The integration between national government services and provincial entities will provide investors with local knowledge of the investment environment and a quick turnaround time for the relevant investor applications, improving the experience of investment in KwaZulu-Natal.



TOURISM KWAZULU-NATAL WILL HOST AFRICA'S TRAVEL INDABA UNTIL 2022

The biggest tourism and travel trade expo in Africa is to remain in KwaZulu-Natal for at least another five years. The South African Tourism board has selected Tourism KwaZulu-Natal as the successful bidder to host the newly rebranded Africa's Travel INDABA until at least 2022 – and with an option to extend the hosting agreement for another five years - following a comprehensive bidding process which started with an expression of interest by all provinces

The announcement was made by President Jacob Zuma during the official opening of the annual travel show which took place at the Inkosi Albert Luthuli International Convention Centre in Durban from 16 to 18 May 2017.

As in previous years, Africa's Travel INDABA 2017 has been deemed an outstanding success as the show saw high-quality buyers from across the world meeting high-quality exhibitors from across the African continent, showcasing a variety of tourism products and services. This resulted in more than 20 000 confirmed meetings being held over the three show days - an increase of over 20% compared to

last year's figure. The rebranding and renaming of Africa's premier travel trade show to Africa's Travel INDABA fully reflects the ownership of the trade show by the entire African travel industry and emphasises South Africa's commitment to furthering tourism and economic development on the continent.

This year's INDABA attracted about 7 000 delegates, including 1 449 local and international buyers, as well as more than 1 000 exhibiting businesses from 18 African countries showcasing a diverse array of travel and tourism offerings. A total of 692 registered media representatives attended the show, an 8% increase over 2016.

INDABA's African focus was reinforced by President Zuma who referred to it as "a wonderful way to celebrate Africa Month and to showcase the beauty of our country and our continent".





Approximately 7 000 delegates, including 1 449 local and international buyers, as well as more than 1 000 exhibiting businesses from 18 African countries showcasing a diverse array of travel and tourism offerings.

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"We bring Africa and the world together at this homegrown trade show where Africa markets itself to the world."

Africa's Travel INDABA also saw the launch of South Africa's "I Do Tourism" marketing campaign, which will highlight how tourism, a rapidly growing sector, has the potential to change people's lives for the better by making a direct and tangible contribution to inclusive economic growth. South Africa's Minister of Tourism, Tokozile Xasa, invited all South Africans to become tourism ambassadors for their own country, hailing I Do Tourism as a movement that will show the social and economic value of tourism in people's day-to-day lives.

In addition, the trade show's first ever Business Opportunity Networking Day (BONDay) session for exhibitors took place on Monday 15 May. It allowed the sharing of international best practice in the area of marketing and communications for the benefit of exhibitors, who were also given a platform to network and interact.

South African Tourism chief executive Sisa Ntshona praised this edition of Africa's Travel INDABA as a resounding success: "This year was all about listening to the feedback from exhibitors and partners that resulted in some fundamental changes, to ensure the event stays fresh and relevant. These ranged from the show's updated diary system that provided more matchmaking and meeting opportunities to a brand-new INDABA app as the show's primary source of information about news, meetings and events."



"OTHER EVENT
ENHANCEMENTS INCLUDED
THE NEW LAP OF LUXURY
PAVILION, SHOWCASING
FIVE-STAR PRODUCTS, AND
THE HIDDEN GEMS PAVILION
SHOWCASING SMALL
TOURISM BUSINESSES," HE
EXPLAINED.

KwaZulu-Natal's MEC for Economic Development, Tourism and Environmental Affairs, Sihle Zikalala, said: "We are thrilled that the province has won the bid to host INDABA for the next five years. This will give us an opportunity to further invest in the show and ensure that it continues to grow, thereby increasing its contribution to the province's GDP.

"Furthermore, it will allow us the opportunity to engage tour operators to partner with us in growing intra-African travel into KwaZulu-Natal. We want to create an impactful tourism sector that will spread into our rural and township tourism economies as well."

Phillip Sithole, acting deputy city manager for eThekwini and head of Durban Tourism, stated: "It is evident that robust engagements need to take place between the public and private sector to grow tourism together.

"Transformation in the tourism sector will also be high on the tourism agenda and we will ensure that emerging entrepreneurs are given the necessary resources and skills to develop new products and experiences for the city. We look forward to the innovation and transformation of Africa's Travel INDABA over the next five years."

Africa's Travel INDABA will take place from 8 to 10 May 2018 at the Inkosi Albert Luthuli International Convention Centre in Durban.

TIKZN MUNICIPAL ENGAGEMENTS



To support the promotion of municipalities as investment-friendly destinations, TIKZN and the South African Local Government Association (SALGA), signed a Memorandum of Understanding which forms part of the programme to generate key strategic projects for investments in the district municipalities.

Emanating from this, during 2017, TIKZN embarked on three municipal roadshows that sought to unlock investment opportunities and create jobs across the KZN. To ensure efficiency TIKZN will continue to work closely with municipalities to package and promote investment opportunities and encourage local companies to export.

A number of business retention and expansion programmes were held during the year. These were aimed at benefiting businesses in terms of stimulating local economic development and creating employment opportunities by retaining and expanding existing business.





uThukela is one of the 11 districts of the KwaZulu-Natal province of South Africa. The seat of uThukela is the city of Ladysmith. The majority of its 668,848 people speak IsiZulu (2011 Census).

ALL ROADS LEAD TO UTHUKELA FOR INVESTMENT FORUM

The leadership of uThukela Disctrict Municipality; Mayor of the District, Cllr A S Mazibuko and Trade & Investment KwaZulu-Natal Management in partnership with the management of Tourism KwaZulu-Natal during the uThukela municipal roadshow.

A forum to unlock investment opportunities across KwaZulu-Natal and provide regional traders and business owners with a unique opportunity to develop and sustain their businesses was made possible through the uThukela Municipal Roadshow this week. Trade and Investment KwaZulu-Natal (TIKZN) in partnership with the Department of Economic Development, Tourism and Environmental Affairs; Tourism KwaZulu-Natal; and the uThukela District Municipality hosted the fourth municipal roadshow at Ladysmith Town Hall on 9 November 2017.

The Mayor of uThukela District Municipality, Councillor A S Mazibuko, during the municipal roadshow

The objectives of the roadshow are to improve the quality of awareness of TIKZN's services; update the business community on tourism and investment projects; share the planned provincial enterprise development and marketing initiatives; contribute to economic growth and job creation by facilitating access to essential economic information in all parts of the province and strengthen relationships and the flow of communication between TIKZN and municipalities.

One of the prominent Business Chambers represented at the roadshow to demonstrate their support for this worthwhile initiative was the Ladysmith Chamber of Commerce of Industry.

The Honourable Mayor, Cllr A S Mazibuko, said: "As uThukela District we are excited about this gathering which allows us to share ideas for the beneficiation of our community. We appreciate the efforts of TIKZN which will bear fruit and stimulate our economy. As a district, we are working collectively to deal with issues of economic development and will assist officials responsible for stimulating economic development to strategize and drive the concept of radical economic transformation.

Abie Wentzel, Tourism Development Manager at Tourism

KZN, highlighted the importance of aggressively addressing transformation agenda. He also zoomed in on projects in the uThukela District. "The cable car project and resort development have been in the pipeline for at least 15 years, but the issue of funding still poses a problem."

"Another important aspect is the issue of transformation for SMMEs that will assist in job creation in the region, which will assist with access to market, business development and access to finance."

N. Z. Khuzwayo, General Manager, Social and Economic Development Planning at uThukela District Municipality cited the importance of developing a district development agency. "The mandate from the provincial cabinet was that all district municipalities establish district development agencies which will assist in synergising the function of attracting foreign direct investment. Thus far, board members have been appointed and the district is in the process of allocating resources for the agency without sidelining the function of the Local Economic Development."

Speaking on behalf of TIKZN, Sihle Ngcamu gave an overview of the mandate of TIKZN in relation to stimulating the economy through research, project packaging and attracting foreign direct investment. "Once the business has settled, it is our responsibility to ensure that we address any frustrations and bottlenecks which may lead to disinvestment in the project." Speaking on behalf of Tourism KwaZulu-Natal, Bongani Mthiyane, General Manager for Marketing emphasised the importance of channelling the tourist influx, not only to Durban, but to other parts of the province as well. "Due to the economic situation that we are in, research has revealed that holidays have become shorter as opposed to the past.

In his closing remarks Cllr DCP Mazibuko, a TIKZN Board Member and Speaker of uThukela District, said:

"The district has all the resources, but we just need to hit the ground running. We need to stop working in silos - our strength lies in us working together. We want to assure our communities that we are now going to aggressively ensure commercial localisation which will benefit our community." Cllr Mazibuko concluded by thanking TIKZN for driving economic growth.





AMAJUBA DISTRICT PARTNERS WITH TRADE & INVESTMENT KWAZULU-NATAL

REGIONAL traders and business owners from Amajuba District Municipality who attended the Municipal Roadshow hosted by the district in partnership with Trade & Investment KwaZulu-Natal (TIKZN) and Tourism KwaZulu-Natal (TKZN) had a rare opportunity to learn how they help create and sustain their business and employment for the people of KZN.

The Amajuba roadshow was held at the Tramonto Boutique Hotel in Newcastle on 7 September 2017. Now in its 12th session, the municipal road shows sought to unlock the investment opportunities across the province. Trade & Investment KwaZulu-Natal (TIKZN) is a South African trade and inward investment promotion agency, established to promote the province of KwaZulu-Natal as an investment destination and to facilitate trade and by assisting local companies to access international markets. The organisation identifies, develops and packages investment opportunities in KwaZulu-Natal; provides a professional service to all clientele; brands and markets KwaZulu-Natal as an investment destination; retains and expands trade and export activities and links opportunities to the developmental needs of the KwaZulu-Natal community.

The objective of this particular roadshow was to promote Amajuba district as an investment and trade destination and strengthen relationships and flow of communication between TIKZN, as the provincial investment promotion agency and Tourism KwaZulu-Natal as a provincial Tourism agency, Amajuba District Municipality and the Chambers of Commerce within the district. Amajuba District Mayor Councillor Ngubane welcomed those attending the roadshow and highlighted what hosting this roadshow meant for the District, alluding to the fact that business is for everyone, not just the financially stable or those with capital. "We are gathered here today to honour the local government constitutional objective, whereby in terms of section 152 of the constitution, local government should take a lead in providing a democratic and accountable government for local communities and also ensuring sustainable services to communities and also the promotion of economic development," said Naubane.

The main objective of this gathering was to facilitate municipal and private projects, enhancing the economy of municipalities, making KZN a destination for investors, assisting municipalities to network with international markets and to assist municipalities to invest. The Business Chambers (Newcastle Chamber of Commerce and Industry-NCCI, Newcastle Youth Chamber, Amajuba Business Chamber, Chinese Chamber and the Sakekamer Business

Chamber) were present to support this initiative. The chambers consisted of businesses in Newcastle and surrounding areas. Their most influential areas included hospitality, tourism and property development. Speaking on behalf of the Newcastle Chamber of Commerce and Industry, its President Sipho Sithole, said that businesses cannot afford to operate in isolation due to dynamic and pressing challenges. Thus the Chamber, particularly the NCCI, offered a wide variety of networking space for businesses across various sectors. The Chamber advocates for its members, taking into cognisance some of the legislative frameworks that affect the business fraternity, where it takes a leading role in contributing to that legislation. Another advantage is linking small and medium-sized businesses to large businesses.

Trade & Investment KwaZulu-Natal Chief Executive Officer, Mr Zamo Gwala said the agency was gearing for the One Stop Shop which is an investment facilitation mechanism, seeking to ensure the ease of doing business in South Africa. The One Stop Shop will be located at Trade & Investment House at the Kingsmead Office Park in Durban. The facility will assist with common challenges and address serious bottlenecks in projects in an efficient and transparent manner.

Instead of going to various offices you will now be able to go to only one window to access the majority of the relevant government agencies such as South African Revenue Services, the Departments of Labour, Home Affairs, Trade and Industry and CIPC. Municipalities and District development agencies will, therefore, benefit from the services offered at the provincial One Stop Shop.













ROLL OUT OF THE BUSINESS RETENTION AND EXPANSION PROGRAMMES IN MUNICIPALITIES

First aid for ailing businesses came to the Umkhanyakude District in Northern KwaZulu-Natal when Trade & Investment KwaZulu-Natal's Business Retention and Expansion Programme held an informative workshop.

The programme focused on retaining and growing existing businesses to boost local economy, save existing jobs and creating new employment opportunities. TIKZN established the Business Retention and Expansion Unit in 2009 to focus on retaining and expanding foreign and domestic investments in KwaZulu-Natal. TIKZN values the basic functioning of the business environment to ensure the productivity and ease of doing business of existing investors and businesses in KZN. However, this can be undermined by issues such as crime; Home Affairs procedures with regards to visas and work permits, government decision-making time-frames, land availability, transport reliability, and local municipal services which are seen to be just as important, if not more than industrial support programmes such as incentive support programmes.

TIKZN views business as a growth partner and role-player in meeting development and transformation challenges. As part of this, it is critical that existing domestic businesses and foreign investors are treated better as the vast majority of new investment will come from these existing businesses and many of these businesses do have a choice as to where to locate and invest. It is more expensive to attract new business. Well established existing businesses contribute to the development of other industries.

Well-established existing business also contributes to improving the local socio-economic environment and improve the trade balance. The Business Retention and Expansion programme in Umkhanyakude District was a partnership between Umhlosinga Development Agency and TIKZN and was premised on the belief that "if we do not protect and look after existing business, the resultant social-economic opportunity cost to the local economy will be too high."

Speaking on behalf of Umhlosinga Development Agency, Thobeka Ngcobo emphasised the role of economic development which

improved the economic well-being and quality of life for a community by retaining and creating jobs and supporting or growing incomes and the tax base. She said that for development agencies, it was vitally important to understand the economic trends that shaped the development in the local government space.

She thanked TIKZN for the initiating the programme in the region and added, "I am certain that this platform will enable us to plan better in terms of strengths and aspects of doing business in the region. Our biggest aim is to move forward in being the secondary player in the provincial and national government."

Driving the programme on behalf of TIKZN, Ms Hashila Daya, Business Retention and Expansion Officer, gave an overview and background of the Business Retention and Expansion Programme and the importance of implementing it in conjunction with the local municipality.

She said the information collected will be collated and a report will be generated based on the information supplied in the questionnaires. A review will be done after approximately eight months. The programme rounded up with an open engagement with local businesses where they identified some of their challenges in the district. There was general consensus on the need for an organised structure in uMkhanyakude such as a chamber of commerce which would serve as a single voice for all business in the district.

if we do not protect and look after existing business, the resultant social-economic opportunity cost to the local economy will be too high.







PROSPECTON

Trade & Investment KwaZulu-Natal and eThekwini Municipality have collaborated in order to publicise the Business Retention and Expansion programme implemented by eThekwini Municipality, which benefits businesses in terms of stimulating local economic development and creating employment opportunities by retaining and expanding existing business.

The programme started by providing information on identifying the ideas, concerns and priorities of local business people and the obstacles that prevent their businesses from expanding. The programme further looked at developing a short term action plan to assist businesses to solve problems, improve performance and explore opportunities. It also established a partnership of local role-players to implement strategic actions for sustained economic development and enhanced the relationship between local business and the wider community and paid attention on retaining and expanding existing businesses.



BRE launch at the Ethekwini Municipality.

AMAJUBA DISTRICT

The instalment of the Business Retention and Expansion programme in Ladysmith was held on 23 March 2017 at IThala Industrial Estate in Ezakheni, Ladysmith. This engagement was a collaborative effort between Trade & Investment KwaZulu-Natal, Amajuba District and the local Chamber of Business.

Opening the session on behalf of IThala Industrial Estate, Portfolio Manager Mr Keith Dalmer said, "IThala was very supportive of the Business Retention and Expansion and understands the importance

of retaining businesses in the province." He further said that Ezakheni is very much open for business and will always support and encourage existing businesses as well as attract new investment. Delivering a presentation on Trade & Investment KwaZulu-Natal, Ms Queen Mkhize gave an overview and the mandate of the organisation. She further emphasised that the BRE is considered as "best kept secret" in the economic development. It very common that people concentrate on new direct investments and not pay attention on retaining and expanding existing businesses.



BRE launch at the Ethekwini Municipality

Approximately 1 000 global leaders from more than 100 countries met in Durban during the World Economic Forum on Africa on 3-5 May 2017.

PRESIDENT ZUMA LAUDS TEAM SA ON POSITIVE WEF OUTCOMES

How can Africa achieve economic growth that doesn't leave the majority of its people behind?

The landmark event which was hosted by the South African Government - and supported by the KwaZulu-Natal provincial government and Ethekwini Metropolitan Municipality - was attended by regional and global leaders from business, government and civil society to interrogate priorities that will help Africa achieve inclusive growth. Africa is facing a mixed outlook for growth. The economic growth forecast for the continent over the coming year is expected to be lower than the 5% average of the past decade. This is largely due to the dip in commodity prices and the economic slowdown in China. That said, a number of countries are growing above 6% per annum and foreign direct investment inflows continue to rise.

Overall, the divergence of Africa's economies makes it imperative to address the challenges posed by a growing unemployed youth population and climate change, among others.

The impact of the headwinds for commodity-dependent countries has refocused attention on the urgency of economic diversification, revitalization of manufacturing and harnessing of human innovation in order to weather the economic storm.

Events in Africa and across the world have demonstrated a need for leaders to be responsive to the demands of the people who have entrusted them to lead, and to also provide a vision and a way forward. Addressing the important forum, President Jacob Zuma called for economic equality.

"As leaders, we have not addressed adequately how we are going to close the gap between rich and poor in the world and achieve meaningful inclusive growth." He also said that more needed to be done globally to combat "economic crimes" such as money-laundering and profit-shifting. President Zuma was upbeat about the success of the event, and said, "This 27th session of the World Economic Forum on Africa was a tremendous and fruitful success for South Africa as we have collectively made a clear and coherent statement that South Africa and the African continent are ideal investment destinations and they are open for business. Government, working together with business community in particular, has worked hard and marketed the country very well. This is the spirit that should be retained beyond the WEF to ensure that we achieve the inclusive economic growth to create jobs and eradicate inequality and poverty."

"When South Africans work together, success is guaranteed," he said. Winnie Byanyima, Executive-Director of Oxfam, outlined the essential steps to avoid needless deaths from famine, as the continent faces concurrent crises in north-east Nigeria, South Sudan and Somalia. First, governments had to put pressure on fighting groups and bring them to the table for peace. Second, fighting parties had to respect the rules of war and allow humanitarian workers to help people. And third, the international community must stop selling arms to conflict zones, and ensure that the aid it promises is actually delivered. In the same session, Dyborn Charlie Chibonga, CEO of the National Smallholder Farmers' Association of Malawi, said small farmers held the key to more resilient agriculture. "The future belongs to the organised," he said. "We need to organise and scale up the ideas that are working on the African continent. That means scaling up small-holder farms as businesses."

Finance Minister Malusi Gigaba outlined what he meant by a "radical transformation" of Africa's biggest economy.

"We have not paid enough attention to developing a productive economy in the township and rural areas," he said. "The special problems of the apartheid system have not been addressed sufficiently." In this context, he said, "You must understand the impatience for speedy change, for significant change."

Africa is brimming with brilliant, educated young people. In fact, with the number of working-age people expected to grow to 450 million over the next two decades, Africa's engines of job creation are struggling to keep up. The result could be a worsening crisis of youth unemployment. According to the Africa Competitiveness Report 2017, Africa needs to push forward structural reforms that boost productivity and create more opportunities. Some countries are already doing that better than others.

As leaders, we have not addressed adequately how we are going to close the gap between rich and poor in the world and achieve meaningful, inclusive growth.





Finance Minister Malusi Gigaba led the site visits during the World Economic Forum on Africa



The RBIDZ is tailored for the manufacturing of goods and production of services. It is a special Economic Zone (SEZ) that aims to encourage international competitiveness through world-class infrastructure, tax, VAT and duty-free incentives to qualifying entitles.

COMPARATIVE ADVANTAGES

- Close proximity to the deep-water port
- Availability of Natural Resources
- Agglomeration of Primary Producers
- Reasonable land rentals and values
- Mineral Beneficiation

KEY SECTORS













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DRIVING THE TRADE AND IN KWAZU

In business, you need to know where you are going and how y business forward, you need to consult the leading agency who dr

Abaqulusi Private Hospital Academic Apparel African Cats AL Engine Coaches Badumile Beads Bakhresa Group Blacklisted Braceable Engine Green Coracall Distinctive Choice Dumabezwe Leather East Coast Call Cer Tools Gold Reef Chemicals Great Heart of Africa Hayley Firth Swimwe KMA – SA Kotts Foods KZN Oils Ladysmith Private Hospital Leather To Machine Tools Manchem MBD Holdings (Pty) Ltd Manzengwenya Mb Motherson Sumi Mr Salad Mzansi Mobile NAMEC Nguni Shades Outwood Development Preemal Investments Project Leo Quindel Red Berry B Safari Lodge Saddler Belts Safintra Samsung Signature Isibaya Silhon Engineering Umgeni Water uMzimkulu Industrial Holdings UNO Fibre V

Trade & Investment KwaZulu-Natal not only brand and market KwaZulu-Natal as an investment destination both nationally and internationally, we also use our strategic partnerships to assist you to develop and sustain your business.

We provide expert business advice and support on all aspects of investment promotion, export development and promotion, as well as business retention and expansion.

Trade & Investment KwaZulu-Natal, Your Knowledge Partner in Business.

BUSINESS OF INVESTMENT ILU-NATAL

ou are going to get there. That is why, if you want to drive your ives trade and investment in the Province, like these companies did.

ering Allimor Footwear Amanda May Apollo Tyres Astel Systems ATB ering Burcap Plastics Call Insight Cappeny Estates Cathexis Africa Code ntres Elangeni Oils Eureka Capital EVA Industries Free Flow Design Gedore ar **Heatwave** Imvusa Shoes **In Genius** Iglaas Foods **J Strickland** Kaytech uch Leigh Schubert Leigh Schubert Leo Garments Lloyds TSB Magnum azwana & Mabaso Plantations Minnies Foods Miracle Communications orx Contact Centre Oxygen Manufacturers Pakco Port Durnford Beach utchery Rhino Ridge Safari Lodge Rock Solid Industries Royal Thonga uette Furniture Talk International Tones Platinum TPT Workwear Tyco iva Contact Centre Woodstreet Furniture Yiting Africa Distinctive Choice





HEAD OFFICE (DURBAN)

Trade and Investment House 1 Arundel Close, Kingsmead Office Park Durban, 4001, South Africa

Physical Address: | Postal Address: PO Box 4245, Durban, 4000 South Africa Tel: +27 (0) 31 368 9600 Fax: +27 (0) 31 368 6379 Email: info@tikzn.co.za

GAUTENG OFFICE Financial Place 99 George Storrar Avenue Groenkloof Pretoria 0181 Tel: +27 (0) 12 346 4386



The African continent has the second largest population in the world, at about one billion people. Well over one thousand languages are spoken by the people of Africa.

PROMOTING KZN TOURISM THROUGH CONNECTING AFRICA 2017

For the sixth consecutive year, radio was used as a platform from which to create awareness in new African markets of KwaZulu-Natal as a tourist destination. East Coast Radio, together with Tourism KZN and Trade & Investment KwaZulu-Natal hosted four radio stations from various parts of Africa in a bid to promote inbound tourism and establish trade and investment links across the continent.

The annual Connecting Africa initiative saw representatives from 99FM (Mozambique), Star FM (Zimbabwe), Yarona FM (Botswana) and Jacaranda FM (Gauteng) tour Durban between 1- 4 June. The stations then broadcast to their respective countries live from East Coast Radio House between 5-7 June. East Coast Radio's General Manager, Boni Mchunu, said it was a privilege playing host to the radio stations. "Now in its sixth year running, Connecting Africa is something we're proud to have introduced. It is the ideal medium through which to create awareness of Destination KZN in the respective African markets."

"Through the power of radio, the project strategically positions KwaZulu-Natal as a premier investment, trade and tourism destination." To provide a taste of both the fun and formal sides of KZN, their itinerary included visits to sights such as Ushaka Marine World and radio station guests also visited some KZN businesses as guests of TIKZN. Amongst the businesses visited was Siyakha Imperial Printing, a printing company based in Mount Edgecombe that was established in 2000 as a result of a merger.

The company which produces high quality labeling has branches in Durban, Johannesburg, Bloemfontein and Cape Town. Miracle Communication, a world-class telecommunications infrastructure company facilitated by TIKZN, was also visited by the African radio stations representatives. A visit was also paid to PrimeTalk which is fast becoming one of South Africa's preferred International Outsource Contact Centre Providers.

As an investment promotion agency, the aim of TIKZN's involvement in the Connecting Africa campaign is to expand trade linkages between the province of KwaZulu-Natal and other African countries, while marketing the province of KwaZulu-Natal as a competitive business destination nationally and internationally, which in turn will attract foreign and domestic direct investment into the province.

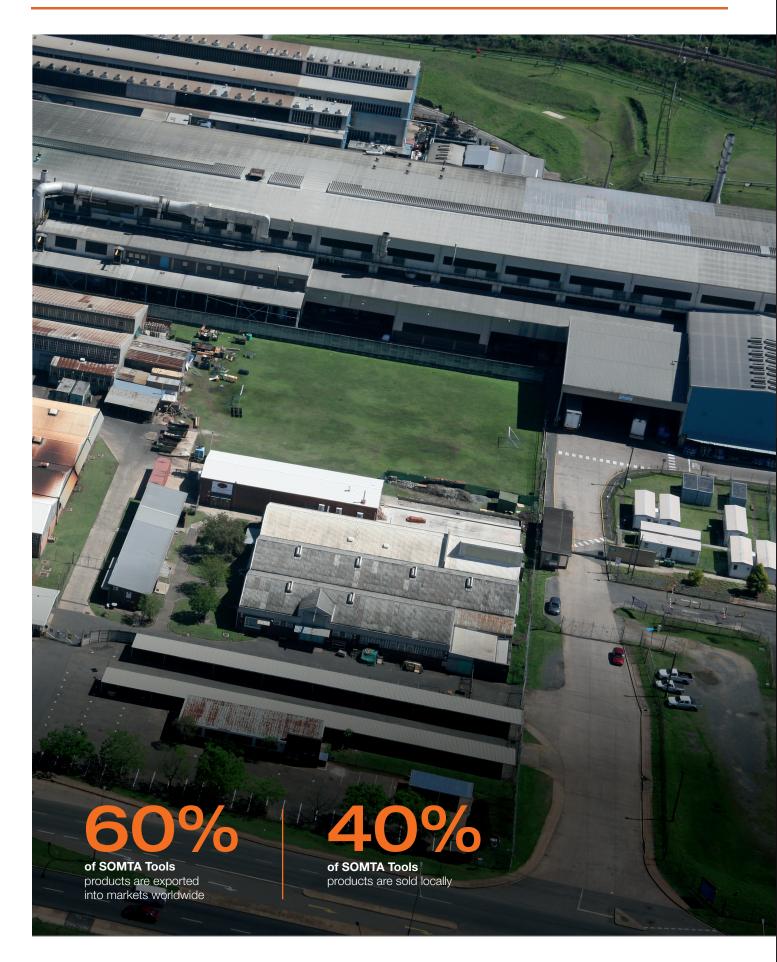
Through the power of radio, the project strategically positions KwaZulu-Natal as a premier investment, trade and tourism destination.





www.ukznextendedlearning.com







TIKZN HELPS TO RETOOL SOMTA

Somta Tools specialises in the design and manufacture of standard and custom tools for the industrial and "do it yourself" markets. Product categories can be summarised as drills, cutters, reamers, threading tools and toolbits, which are made in a wide range of sizes, using various materials (HSS and Solid Carbide) and Balzers PVD surface coatings to extend wear life.

The factory in Pietermaritzburg manufactures 7 000 standard items and a further 3 000 made-to-order items to serve local markets and export markets in over 70 countries worldwide. From humble beginnings in 1954 with 20 employees, Somta has grown into one of the largest cutting tool manufacturers in the southern hemisphere, operating from offices and modern manufacturing facilities laid out over 3 hectares with a complement of over 400 employees. In 2002, one of the local commercial banks bought shares at Somta which were subsequently sold to the Somta Management in 2009, after the economic downturn. Operations continued seamlessly but financial challenges started to emerge since the business was self funded.

On the journey to implement the new restructured model, Somta approached OSG, a Japanese based company that is a global leader in the cutting tool industry and is listed on the Tokyo Stock Exchange. This began a series of discussions which lead to OSG investing in Somta, on condition that it kept its high speed steel factory open, with the commitment to help Somta address its core issues to return it to profitability. The end result is that OSG have acquired a majority ownership stake of Somta Tools with effect from November 2016.

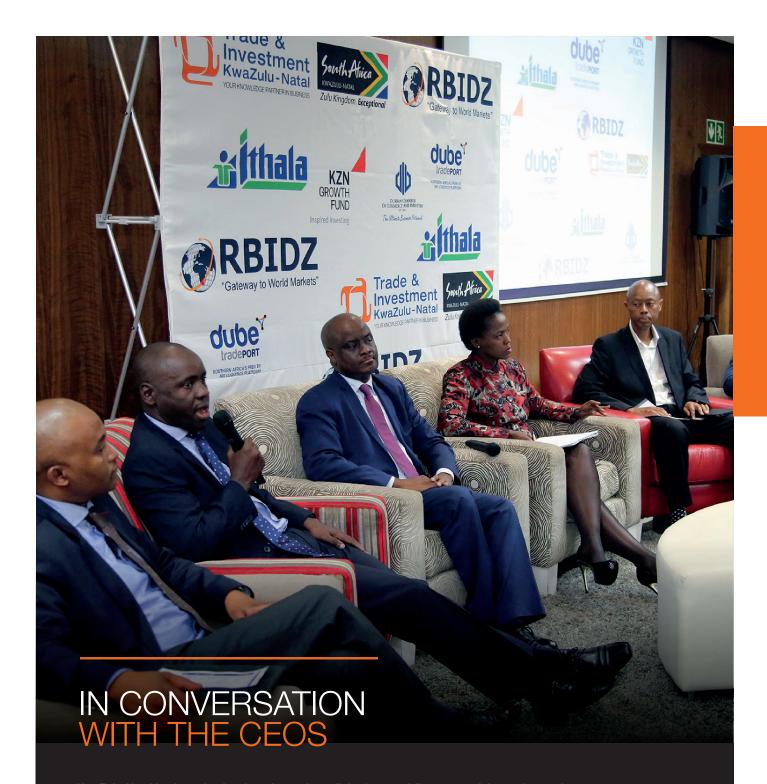
Trade & Investment KwaZulu-Natal came in to support in 2016, through the Business Retention and Expansion programme, which assists businesses in distress to avoid disinvestment from the province. Trade & Investment KwaZulu-Natal supported Somta with the assistance to the value of R650 000 through

the LEAN Programme/productivity improvement initiatives. The support included assistance for international marketing initiatives, technical skills development as well as implementation of the LEAN program. The business retention programme, TIKZN provides a range of support to companies including facilitating business backward linkage opportunities access to finance, identification of sector incentives, the acquisition of business permits and various company and municipality interventions. SOMTA Tools exports 60% of their products and 40% is sold locally. At the moment Germany and Europe are the main markets, followed by USA and Asia.

The company has put in place various programmes that supports a Broad Based Black Economic Empowerment initiative eg the establishment of the of the Somta Employees' Trust which gave the company's employees a collective 7.5% ownership in the company. In an exclusive interview with the Managing Director - Allan Conolly said that, "This initiative was aimed at making the companies employees feel like they're part of the business by creating a sense of ownership. We believe that empowerment should happen on a broad spectrum". The employee's Trust share in the company gains dividends on an annual basis. This is the first time in the company history that part of the business is owned by the people of Somta.

Retaining and expanding existing businesses is a surer economic development bet than recruiting new ones from other towns. Extension helps communities understand local business needs and respond – so that businesses stay, grow, and become more committed to the community. Our BR&E Strategies program gets the broader community involved in comprehensive business retention and expansion planning. "The BBBEE initiative truly makes the employees part of something great. By ensuring that employees' have a stake in the company, it creates a sense of ownership. "This is the first time in the company's history that it is owned by its people."





KwaZulu-Natal business leaders have been given all the facts and figures pertaining to the province as a preferred destination.

At an "In Conversation" business briefing hosted by Trade & Investment KwaZulu-Natal in collaboration with its strategic development partners, i.e. Richards Bay Industrial Development Zone, Durban Chamber of Commerce and Industry, KwaZulu Natal Growth Fund, Dube TradePort and Ithala Development Finance Corporation Limited, information was shared to promote KZN as an investment destination. The breakfast session explored the various initiatives that the development partners have embarked on which continue to contribute towards growth and development within KZN. This includes key infrastructural projects and services that facilitate the ease of doing business in the province, the funding institutions set up by the provincial government that provides opportunities to local business as well as a discussion on the joint responsibility of government and business in reigniting the economic growth of KwaZulu-Natal.

The breakfast event originated in 2012 when TIKZN CEO Zamo Gwala hosted an "In Conversation with the CEO" breakfast session in Cape Town to promote the agency and to tell the KZN story to the small business delegates from the Western Cape that he hosted. This was intended to test the appetite for Western Cape businesses to invest in KZN and to do business with KZN business. Emanating from that, a collaborative approach was required. Hence a larger delegation consisting of sister agencies joined forces and went to Cape Town to promote KZN as an investment destination through highlighting the value chain with the other Economic Development, Tourism and Environmental Affairs agencies. The latter event was called "In Conversation with KwaZulu-Natal".



Dube TradePort is the country's premier air logistics platform and significant portal into the rest of Africa and the world.

Another advantage of membership is that the Chamber helps to link small and mediumsized businesses to large businesses and foreign missions in Durban and other countries," Cele said.

At the latest breakfast briefing session, Gwala highlighted the challenges faced by investors when setting up businesses in KwaZulu-Natal. He alluded to the issue of bureaucracy from public and private sectors, obtaining funding and BEE status. "TIKZN is entrusted to promote the province of KwaZulu-Natal as a premier investment destination and to facilitate trade by assisting local companies to access international markets. "The organisation identifies, develops and packages investment opportunities in KwaZulu-Natal, provides a professional investment promotion, brands and markets KwaZulu-Natal as an investment destination, retains and expands trade activities and links opportunities to the developmental needs of the KwaZulu-Natal community," said Gwala.

Speaking on behalf of Richards Bay Industrial Development Zone (RBIDZ), CEO Phumelele Motsoahae said RBIDZ was established in 2002, under the Industrial Development Zone programme to promote foreign direct investments. RBIDZ is tasked with acquiring land, be it from government, municipalities and or even the private sector, to zone it accordingly, develop infrastructure for that particular land and market the land to potential investors.

The entity currently has 216 hectors of land which have been zoned for medium and heavy industry, with an aspiration of expanding the land to 3 000 hectors. The sectors of focus for RBIDZ emanates from a 50-year master plan, which is then programmed into 10 intervals in terms of implementation, which has resulted in the organisation developing a marketing strategy that identifies opportunities and sectors that are comparative for the area of Richards Bay.

The CEO of the Durban Chamber of Commerce and Industry, Ms Dumile Cele, delved deep on the journey of one of the largest and oldest chambers in the country, currently made up of more than 4000 businesses both in the private and public sectors. She said the chamber consists of businesses in the Durban area and has very strong influence within the province of KwaZulu-Natal. Their most influential areas include hospitality, and tourism and property development.

When asked about the importance of joining the chamber, she said that one cannot afford to operate in isolation due to dynamic and pressing challenges in the business environment. Thus the chamber offers a wide variety of networking opportunities for businesses across various sectors.

"The Chamber is an advocacy voice of its members, taking into cognisance some of the legislative frameworks that are introduced

which affect the business fraternity."

"Another advantage of membership is that the Chamber helps to link small and medium-sized businesses to large businesses and foreign missions in Durban and other countries," Cele said. Speaking on behalf of Dube TradePort, CEO Hamish Erskine gave a brief history of the special economic zone. He said the organisation is mandated to reposition KwaZulu-Natal in the global supply chain through the enablement of new air services and provision of state-of-the-art facilities, an IT platform providing value-added services, leading edge spatial planning and facilitating the supply of products to export markets.

He further unpacked the core business units for Dube TradePort. These include the cargo terminal operated by Dube TradePort and the property business unit. The Agri-Zone is another business unit which is host to the largest climate-controlled glass-covered growing area in Africa. It aims to stimulate the growth of KwaZulu-Natal's perishables sector and affords the opportunity to achieve improved agricultural yields, consistent quality.

Dube TradePort has a 50-year development master plan which is now being integrated into a wider aerotropolis in partnership with the government. KwaZulu-Natal Growth Fund Chief Investment Officer, Aubrey Shabane gave a meaningful insight on the KZN Growth Fund. This is an initiative of the provincial Department of Economic Development Tourism and Environmental Affairs established in 2008. It was the first of its kind in the country in terms of public-private partnership and later became a public entity in 2014. From April 2015 the fund expanded the product offering from senior and mezzanine debts to equity products.

They are now able to invest anywhere in South Africa as opposed to previously operating only in KZN. The KZN Growth Fund finances a broad range of sectors such as education, health and safety. In terms of its mandate when granting finance, the KZN Growth Fund requires three elements: job creation (both direct and indirect), Black Economic Empowerment where the company has to have at least 30 percent black representation of shareholders, and development of employee trusts where people around the area who operate the project must have a share in the project.

Nkosinathi Nhlangulela, Ithala Development Corporation's Property Executive, highlighted Ithala's mandate to promote economic growth through three divisions - Ithala Bank, Ithala Properties and the Business Finance. He said the property division owns 1,2million square metres of industrial space as well as three large industrial sites located in Mandeni known as Isithebe, Ezakheni based in Ladysmith and the Madadeni industrial site at Newcastle.



TIKZN CEO Mr Zamo Gwala during an interview with SABC Radio.



South Africa is the second largest economy, contributing 16% to the national GDP and is deemed to be one of the country's leading economic and business hubs.

KZN IS ROLLING OUT A RED CARPET NOT A RED TAPE FOR INVESTORS

Trade & Investment KwaZulu-Natal through its Gauteng office held a successful gala dinner for the diplomatic corps and international stakeholders based in the Gauteng province. This annual meeting was aimed at strengthening the KwaZulu-Natal's image and presence in the respective countries as well as to present trade and investment opportunities in the province to an audience of high commissioners, ambassadors and members of the diplomatic corps.

TIKZN's primary objectives by hosting such an event are to effectively showcase the Province of KwaZulu-Natal as a world-class and viable trade and investment destination; to market trade and investment projects and opportunities to members of the diplomatic corps and high net worth individuals and business organisations.

The province of KwaZulu-Natal has long acknowledged that its contribution to national and regional development hinges on the creation of stability and good relations with the rest of the trading world. It is for this reason that such platforms of having constant liaison with diplomatic corps representing different nationalities since there are a lot of development areas for the province in terms of developmental strategies and cultural relations. KwaZulu-Natal team was led by the MEC for Economic Development, Tourism and Environmental Affairs, Mr Sihle Zikalala, who is also the KZN government business leader. This annual event, was held in Pretoria, at the Royal Elephant and Conferencing Centre on Thursday, 14 September 2017. The MEC for Economic Development, Tourism and Environmental Affairs alluded on the competitive advantages of the province as a trade, investment and tourism destination.

"However, these competitive advantages, including our proximity to the coastline, could pale into insignificance if we lack diplomatic linkages with regional and global trade partners. This function therefore symbolises our ingrained desire to facilitate and strengthen our liaison with offices of all diplomatic missions situated in this province. It further gives us the chance to showcase many of the

opportunities created by the Provincial Government of KwaZulu-Natal in collaboration with its social partners in the private sector. We are part of the African region which, in recent years has recorded significant economic advancements with some of the fastest growing economies located in this continent. KwaZulu-Natal therefore shares exciting ambitions of becoming the region's economic miracle which is instigated by our belief that we could be an active agent in fulfilling the long held view of Africa as the new frontier for economic growth,"said Zikalala.

Speaking on behalf of Trade & Investment KwaZulu-Natal, its Chief Executive Officer highlighted the manufacturing and logistics sector as one of the main contributors in the provincial GDP.

"KwaZulu-Natal has a strong role in South Africa's manufacturing and agriculture, and has its largest port and main North-South freight corridor. Its manufacturing industry has been diverse, combining strong light and heavy industries" said Gwala.

Mr Frikkie Brooks - the Deputy Director General for the strategic management at the Office of the Premier emphasized on the pivotal role played by the KZN Provincial Public Commission. It seeks to compliment the National Planning Commission (NPC) and advises to make recommendations on matters related to a long-term strategic development perspective and vision of the Province, ensuring coherence in policy development and planning across the Provincial Government and strengthening performance monitoring and evaluation to assess the pace required to deliver on the desired outcomes.

Amongst the dignitaries present were the ambassadors of Algeria, Georgia, Agentina, Niger and High Commissioners of Jamaica, Mauritius, Singapore, Namibia and the Consule General of India. In total the gala dinner had a representation from 77 countries worldwide.



From Left to right: Zamo Gwala- CEO of TIKZN, Ms Ina Cronjé- Chairperson of the Board at TIKZN, Mr Sihle Zikalala- MEC for Economic Development, Tourism and Environmental Affairs, Ms Dudu Mazibuko- Board Member at TIKZN, Mr Massimo De Luca – Head of Trade and Economics at the European Union of South Africa, Ms Pumla Ncapayi- Head of Department for Economic Development, Tourism and Environmental Affairs in KZN, Mr Pumi Motsahae – CEO of Richards Bay Industrial Development Zone and Prof W. Viviers- TIKZN Board Member.



JOZINI TIGER ESTATE OFFERS ONLY LUXURY RESIDENTIAL SITES AT JOZINI DAM

Jozini Tiger Estate, the first and only freehold purchase opportunity on Jozini Dam, has officially been launched by New Order Developments in conjunction with the Ntsinde Royal Jozini Holdings Trust.

The announcement was made at an event hosted on 26 April 2017 in partnership with Trade & Investment KwaZulu-Natal which is aimed at promoting investment in the province. Offering only 49 exclusive freehold stands, as well as a choice of home packages, Jozini Tiger Estate is ideally situated within the same boundaries of the much acclaimed Jozini Tiger Lodge, and enjoys picturesque views of the dam and surrounding mountains.

Inspired by the surrounding African wildlife and nature, Jozini Tiger Estate has created a luxury residential estate that provides a lifestyle residents can indulge in and enjoy. By doing so, estate owners, or those who are renting the homes, have access to the hotel facilities, including the boat mooring, Mangwanani spa, canoeing, walking trails, abseiling, boat cruises, fully equipped gym, sauna, kid's club, restaurant and bar, clubhouse, a pool area, and the soon-to-be released bungee jumping. Furthermore, Jozini Tiger Estate benefits from being situated right on the border of the Pongola Game Reserve and residents will have regular sightings of hippos, crocodiles, elephants and more. An outstanding weekend-getaway home, Jozini Tiger Estate also offers a remarkable investment opportunity.

Being within the same property of the Jozini Tiger Lodge, which enjoys a year-round occupancy rate of between 80% and 100%, the estate provides an opportunity for those who have invested in the Jozini Tiger Estate's home packages to rent out their homes throughout the year. With the overflow of hotel guests, investors

are guaranteed to have a demand for their homes, and in addition generate an excellent opportunity to gain a continuous rental return. The first phase of Jozini Tiger Estate has released 24 stands, sized between 549m² to 1371m²; ranging from R650 000 to R1 850 000 in price. In phase two, 26 stands will be released, while phase 3 will consist of 186 sectional title apartments and timeshare elements. It is evident from the immense interest we have received, that investors see Jozini Tiger Estate as a lifestyle investment of true distinction. Moses Tembe, well-known Durban businessman and Jozini Tiger Estate Ambassador said, "I grew up in Jozini and loved it so much that I had to jump at the opportunity to own a piece of this beautiful land."

"Despite the fact that Jozini brings up nostalgic, fond memories for me, I believe that as an investment and place to live, Jozini Tiger Estate offers the property market something special and unique. It is undeniably beautiful, a rare opportunity and a great investment."

Tembe uses Jozini Tiger Estate as his holiday home, and finds this a convenient escape. It is an ideal retreat for businessmen, especially as it is only a 3-hours' drive away from Durban and a 5-hours' drive away from Johannesburg.

I grew up in Jozini and loved it so much that I had to jump at the opportunity to own a piece of this beautiful land.



2017 EXPORT WEEK ENCOURAGES GLOBAL TRADE



In keeping with the aim of Trade and Investment KwaZulu-Natal's annual Export Week to encourage more businesses to take the first steps towards "going global", this year attendees had access to various experts with a view to building a global marketplace.

For the economy to grow, South Africa needs to concentrate on growing export trade, Sihle Zikalala, KwaZulu-Natal's MEC for Economic Development, Tourism and Environmental Affairs, told delegates at KZN's Export Week at Durban's ICC in October. He said it was ideal for a country to have a positive trade balance.

Export Week, currently in its sixth year, is intended to recognise, promote and assist with growing export opportunities in the province, thereby giving export-ready businesses a platform to enhance their international business development strategies.

KZN is SA's second-largest economy behind Gauteng, contributing on average 16% to the country's gross domestic product (GDP). The province is strategically positioned by being home to two of Africa's busiest and largest ports, Durban and Richards Bay.

Zikalala said Africa's future hinged on intra-African trade and investment, which has expanded by 42% since 2007 and is led primarily by Kenya, Nigeria and South Africa.

"While in the late 1990s only 5% of the country's outbound investment was directed towards Africa, that figure increased to 20% by 2008 and there are at least 80 JSE-listed companies operating in Africa.

"Deepening regional integration is a key platform of South Africa's trade regime as it offers substantial opportunities for the country," said Zikalala.

He said and intra-African trade was between a few economic powerhouses on the continent. "In order for there to be more intra-African trade, a few pre-requisites have to be met. These include the elimination of the non-tariff barriers among African countries, reduction in transport costs, minimal delays at border control posts and the reduction of red tape that heightens the cost of doing business in Africa."

He said that in the past year South Africa shipped \$74.1bn (R1 012.21bn) worth of goods around the globe, a 37.6% increase since 2009.

Not only did KZN Export Week highlight the significance of exporting to the local economy; but the platform also celebrated and promoted some of the exciting successes that many of the KZN exporters have enjoyed since inception of Export Week.

Georgia, Agentina, Nigeria and High Commissioners of Jamaica, Mauritius, Singapore, Namibia and the Consule General of India. In total the gala dinner had a representation from 77 countries worldwide.

While South Africa's formal trade with the rest of the continent has increased steadily over the years, the country is yet to make significant inroads in some of its larger and fast growing economies. This is despite having a substantially more diversified economic base and relatively higher levels of technological advancement.

The African continent has experienced positive fundamental change over the past decade, thus drawing substantial interest from both traditional partners and emerging economic powers. Benefits arising from improvements in macroeconomic management and governance, institutional reforms and reduced incidences of armed conflicts have helped to sustain the economic growth momentum, which has averaged 5% and above.

South Africa also needs to better leverage the existing regional trade arrangements and various bilateral agreements to expand and diversify its export basket destined for the rest of the continent. South Africa is a member of the Southern African Development Community (SADC) and the Southern African Customs Union (SACU). Hence, an imperative of the KZN Provincial Government is to develop and ensure access to the SADC region for exporters.







Durban is significantly a cheaper destination than Johannesburg and Cape Town. Our smaller economy and proximity to the harbour where imports arrive means our markets, rent, goods and even food are cheaper.

LOCAL CALL CENTRE COMPANY MAKES BIG WAVES ON GLOBAL STAGE

The meteoric rise of a Durban-based call centre delivering direct marketing solutions for leading global brands has been a veritable miracle.

Miracle Communications which was born only eight years ago, has grown into a thriving Business-to-Business sales and customer care company that now competes on a global stage. The company was founded by serial entrepreneurs, Bruce and Denton Muil, when an opportunity to work with one of the world's best known brands came completely out of the blue.

"We knew very little about the industry, but we did know that this was an opportunity that we could not pass up without a fight," said Bruce Muil. He said the journey began in Johannesburg in a borrowed call centre with two borrowed people in 2009.

"We were so bad, that within six weeks our client was on the phone to fire us. We begged for three weeks' grace and promised to be up and running again from our own call centre with our own team of people."

"We moved our tiny operation from downtown Johannesburg to Phoenix near Durban, re-started three weeks later with three people and have never looked back. "Roll forward eight years to where we now operate from recently upgraded premises in Mount Edgecombe."

"Equipped with state of the art communications and information technology platforms, fully redundant fibre connectivity and backup power, we are in a position to meet and exceed the high standards our global clients expect from every aspect of our business.

"Last, but not least, we work with an amazing team of 50 highly skilled and committed people who have built our business from scratch," he said.

Miracle Communications is built on the pillars of partnership, cast iron integrity, and excellence in everything it does.

"To us, the concept of partnership starts with a bond of absolute trust and commitment between each of the stakeholders in our business," said Denton Muil.

"It means a genuine commitment to each and every person that partners with us to build our business."

"Partnership talks to the way we engage with our clients to create long term value. The value we create is shared with our clients, which in turn means that we can share this value with our people."



We knew very little about the industry, but we did know that this was an opportunity that we could not pass up without a fight, said Bruce Muil.



Bruce & Denton Muil: Founders of Miracle Communications





DENTON MUIL SAID, "THERE IS NOTHING LIKE ADDING VALUE TO THE LIVES OF CUSTOMERS WITH THE RIGHT SOLUTION AT THE RIGHT PRICE, COUPLED WITH A GREAT CUSTOMER EXPERIENCE."

"Cast iron integrity means that we work really hard every day to create and sustain a culture of absolute honesty and integrity in our business.

"Excellence means that we value hard work and a selfless commitment to delivering high quality work for our people and our clients," he said.

For the founders of Miracle Communications, one of the most amazing and satisfying aspects of the business is seeing ordinary South Africans competing on a global stage and outperforming their global peers.

"Our performance is measured against global contact centers, and one of the reasons we are still in business is because we are able to consistently outperform them day in and day out.

It gives us an immense sense of pride seeing people's lives being changed. We experience a growing sense of self-worth, independence and confidence. This often translates into buying our first car, owning our first home and sending our children to better schools," said Bruce Muil.

"It's what gets us out of bed in the morning. Our partnership with our clients has grown to the extent that we are regularly called upon to provide input into product design and pricing."

"In addition we provide vital input into improving the sales process which in turn improves each customer interaction and experience. After all, our team engages in almost two million conversations a year with customers generating significant revenue for our clients."

So what does the future hold for Miracle Communications?

"We have invested a lot of time and effort in building our skills and our infrastructure so that we are in a position to compete confidently on a global stage," said Bruce Muil.

"We also make a significant upfront investment to make sure we fully understand a new client's business. We then make sure we can deliver on our promises by executing a comprehensive pilot project before finally going live with a new client."

"We have a number of exciting opportunities in the pipeline. But one thing we are sure of, is that we will continue to build our business, one new opportunity and one new partnership at a time," he said.



The shortage of healthcare professionals remains one of the most critical challenges facing the healthcare sector, with the doctor to population ratio having declined well below the global average of 15 doctors per 10 000 people to just six doctors per 10 000 people.

HEALTHCARE OPPORTUNITIES FOR INVESTORS

Opportunities for investment in healthcare were showcased when TIKZN, in partnership with investment agency Global New York and the State of Illinois, hosted delegates during Africa Health in Gauteng.

Africa Health is the largest platform in the continent for international and local companies to meet, network and do business with the ever-growing African healthcare market. TIKZN participated in the exhibition from 8 to 10 June 2017 together with KZN companies.

The event hosted by TIKZN was attended by government, private sector, non-profit organisations and international business where an outline of the health and pharmaceutical sector in SA was provided by TIKZN for the benefit of the international delegation.

Delegates heard how more than 80% of SA's population relies on public health facilities, which, for the most part, are under-resourced and over-extended. This sector comprises 240 024 registered healthcare workers serving a population of around 55 million people. Total health expenditure for the financial year 2015/2016 increased to R357.03bn, approximately 8.8% of GDP.

The healthcare sector is confronted by numerous challenges, including what is termed the Quadruple Burden of Disease: infectious diseases, notably HIV and Tuberculosis; maternal and child mortality; non-communicable diseases such as diabetes, cancer and hypertension; and violence, injuries and trauma.

Although the country's HIV treatment programme has improved SA still has the highest number of HIV/AIDS cases in the world, with 6.19 million people living with the disease.

Delegates were told that opportunities exist for:

- the treatment of HIV, tuberculosis and non-communicable diseases;
- products and services for the improvement of maternal and child health practices; and
- skills development and partnerships.

It was pointed out that the pharmaceutical sector is a critical sector which incorporates research and development, manufacture, import, distribution, wholesale and retail of pharmaceutical products. The sector was valued at R39.3bn in 2015. The original drugs sub-sector remains important, contributing 48.2% of industry sales value, but the generics sub-sector is the fastest-growing.

The recently established state-owned pharmaceutical company, Ketlaphela will start manufacturing antiretroviral drugs in 2019, thus challenging the sales of imported generics to a country that has the world's largest government-funded antiretroviral programme.

There are over 90 companies ranging from South Africa's two largest pharmaceutical manufacturers, Aspen Pharmacare and Adcock Ingram, to various smaller companies. Large national retailers with in-house pharmacies like Clicks and Pick 'n Pay have proved to be fierce competition to traditional independent and community pharmacies. Major opportunities identified include the manufacturing of biological intermediates.

New York Global and the State of Illinois identified opportunities for partnerships and investment. Illinois is a leader in the life sciences industry, with more than 440 corporate research and development facilities and more than 200 academic, government, and non-profit research institutions. Overall, Illinois has more than 5% of the

national employment in both the biotechnology and the drugs and pharmaceuticals sectors. Notable US pharmaceutical and medical device companies headquartered in Illinois include Abbott, Baxter, and Hospira while international companies like Astellas Pharma, Takeda Pharmaceutical North America and Lundbeck have chosen Illinois as their North American headquarters. Siemens Healthcare also operates large manufacturing facilities in Illinois including Siemens Healthcare Diagnostics and Siemens Medical Solutions.

Thus Illinois is the breeding ground for innovation in the medical sector and that is why companies worldwide source medical equipment and pharmaceutical products from Illinois. Participants from Illinois included:

American Pioneer - a Chicago based global leader in instrument manufacturing, export and distribution in the medical, beauty, personal care and consumer markets. They export to over 40 countries worldwide.

www.tamsco.biz / www.maya-cosmetics.com

Body Scientific International - specializes in providing or supporting medical education needs. They design medical education materials that are used for patient education, such as medical posters, anatomical models and disease brochures. They also support BioSkills facilities with the procurement of tissue. Body Scientific provides a service to meet the tissue needs of such companies through a legal and ethical process within the USA.

www.bodyscientific.net

Lifetrients - addresses deficiencies in omega-3 consumption. Lifetrients produces a line of research-based, highly purified products for children with special nutritional requirements.

www.lifetrients.com

MedGyn - focuses on better health outcomes for women by offering a full range of high-quality obstetrics and gynaecology products including disposables, instruments and equipment. Their line includes products to treat cervical cancer; obstetrics products and urogynecology products.

www.medgyn.com

Ohio Medical – specialises in medical air and vacuum pumping systems, and medical suction and oxygen therapy devices.

www.ohiomedical.com

Pelstar - designs, manufactures and markets a comprehensive line of weighing instruments for professional health care and medical uses.

www.homscales.com

Major opportunities identified include the manufacturing of biological intermediates.



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Global NY is an initiative that offers one-stop shopping to both foreign businesses looking to invest in New York and to local businesses who want to export globally.

It's the latest innovation from the state that has been offering global trade and investment opportunities for over 400 years, providing a state-wide resource for all international trade and investment issues, services and activities.

New York has a major healthcare sector and the following companies participated in the Africa Health event:

Oxair - is a leading manufacturer of high purity oxygen delivery systems, cylinder filling plants, and oxygen and nitrogen generators for medical, industrial and military applications.

www.oxair.com

Aeromed - a manufacturer, distributor and service provider of airborne infectious disease control air purification products such as air purifiers, sputum booths, upper air UV fixtures, room pressure monitors and air filters.

www.aeromed.com

Healthcare hub - produces green medical products for the healthcare industry The company is looking to reduce healthcare waste and environmental pollution by producing biodegradable, eco-friendly alternative medical products for healthcare institutions.

www.healthcaregreenhub.com

East Coast Prosthetics - supplies custom orthotic, prosthetic, durable medical equipment and rehabilitation devices.

www.ec-op.com

Zanderm - manufactures a unique medical cosmetic that offers long term camouflage of the white (depigmented) patches that are caused by Vitiligo

www.zanderm.com

Response Care Inc – supplies wireless nurse call and personal emergency systems for the entire spectrum of elder care and senior living.

www.rcareinc.com

Hard - manufacturer and distributor of high quality paediatric medical cribs and youth beds.

www.hardmfg.com

Zebra Strategies - a marketing research firm whose services include a range of qualitative methods: surveys, focus groups, indepth interviews, online research, ethnography and intercepts.

www.strategies.net

Propper - manufactures sterilizer monitoring tests, in-vitro diagnostic test and medical instruments.

www.proppermfg.com

Datanomy - specialises in data strategy, management and analytics services for healthcare executives, clinicians & patients.

www.datanomygroup.com

TIKZN is currently following up on opportunities and will also be identifying potential KZN companies for introduction. For further enquiries, contact info@tikzn.co.za





KZN COMPANIES FORGE TIES ON V4 TRADE MISSION

Trade and Investment KwaZulu-Natal has strengthened opportunities for two-way investment with four key Central European countries.

The VISEGRAD Group (also known as the "Visegrad Four" or simply "V4") comprises Czech Republic, Hungary, Poland and Slovakia will work with TIKZN in a number of fields of common interest.

The business relations with the VISEGRAD Group resulted in numerous business visits from the respective member countries to KwaZulu-Natal. TIKZN's continued working relations with the respective trade commissioners from the region, incubators, chambers of commerce, trade and investment organisations led to the invitation for KwaZulu-Natal companies to participate in a targeted business mission to these countries.

TIKZN facilitated a programme of exceptional quality for businesses visiting the region through the assistance of the respective Foreign Ministries and the South African Department of International Relations and Co-operation.

The programme included site visits, seminars and business to business meetings in Bratislava (Slovakia), Budapest (Hungary), Prague (Czech Republic) and Warsaw, Poznan and Katowice (Poland).

The major sectors of focus included:

- ICT joint ventures (data centres, technology partners, assembling, investment, billing and revenue systems)
- Power generation (technologies, biomass, power generation, energy efficiency consulting)
- Medical devices/textiles/pharmaceuticals (joint venture investment into KZN companies and supply to new hospitals as well as manufacturing in KZN for export)
- Port and rail and infrastructure (joint ventures, infrastructure opportunities)
- Housing materials (Manufacturing in KZN for export market and ioint ventures)
- Agribusiness (Equipment manufacturing, technology partners, trading)
- Niche import/export (hotel supplies, beverages etc.)
- Defence and aerospace technologies as the Aerospace &

Defence sector is a major contributor to the South African flagship programme signed off by the SA Government, the development and manufacturing of a 24 seater commercial aircraft.

• Safety wear, uniforms etc.

Some of the companies that were represented in the business delegation to the V4 countries were:

- Global Bag and Clothing which manufactures a wide range of custom made bags as well as a range of work wear, promotional clothing and apparel. The company is seeking customers for their range of products.
- Astel Systems which specialises in the design of cloud solutions for electronic billing would like to diversify through R&D and engineering teams using strategic partners in Asia, Europe, USA and South Africa.
- TNI (Pty) Ltd is a 100% black-owned company with its main focus on commodity trading, specialising in agricultural commodity segment. The company is seeking customers and distributors in the V4 countries as well as suppliers from whom will be able to procure their current range of commodity products.
- OLAL covers the design, implementation and project management of projects in general machine shop and fabrication engineering to also include hydraulics, pneumatics and electrical works. The company seeks technology partners within the V4 countries.

Excellent relationships were created with foreign ministries, investment promotion agencies and chambers of commerce; and it is envisaged that further leads will be generated through the relationships.

In addition, several business partnerships were created and it is expected that several projects and trade opportunities will be created following the mission.

TIKZN facilitated a programme of exceptional quality for businesses visiting the region through the assistance of the respective Foreign Ministries and the South African Department of International Relations and Co-operation.





Durban ICC was first a prison, this former location is on the corner of Walnut Rd and Dr AB Xuma St (formerly Commercial Road), and is now one of thirty sites on Durban's Struggle Heritage Route.





THIS ARENA TODAY
SUPPORTS THE SOUTH
AFRICAN FIGURE SKATING
ASSOCIATION, AS WELL AS
ICE HOCKEY CLUBS THAT
ARE GRANTED ACCESS AT
NOMINAL RATES TO USE
THESE FACILITIES.

OLIVE CONVENTION CENTRE

In 2007 a vision was generated from the need to direct our City into a better position, economically as well as socially.

The seed that was then re-planted by Mr Sastri Ramiah, was a painstakingly hard seed, as it was originally planted in 1955. Situated at 81 Somtseu Road, the building was then called "The Ocean City Complex" and housing the Old Durban Ice Rink, was painstakingly refurbished to what is today known as the pride of North beach – "The Durban Ice Arena and the newly founded, Olive Convention Centre."

Supported only by his wife and family, Mr Ramiah, a qualified Chartered Accountant & Strategy Consultant, started developing the idea of the convention centre adjoined to the then Ice Rink. Leading the project from the first plans as approved to firing up up a state of the art Ice making plant, that supports the now International Spec Ice skating rink. The property was acquired by public tender, as the municipality was trying to off-load a dilapidated asset, which was an abandoned cinema and an old ice rink.

Managing to convince a few private investors and with his own capital, Mr. Ramiah, took on the challenge to develop the redundant cinema as well as comply with the conditions of sale; as set by the then role players in developing the rink into a full sized skating arena.

Currently the Ice Arena holds public sessions as well as hosts school excursions and other events on the ice. Further information can be viewed on the Facebook page at: Durban Ice Arena as well as on the website: www.

The newly revamped Olive Convention Centre is now made up of the New Olive Theatre as well as supporting large Halls and meeting Rooms.

With enough space for exhibitions as well as conferences, the Olive Convention Centre is an ideal platform for anyone to host an event of a respectable stature. It is well located, close to the Marine Parade, in Durban, a two-minute walk to the beach/hotels and set on the outskirts of the City, with safe and well provided parking.

The centre operates a free shuttle service, and can deliver fast Wi-Fi connectivity to any delegate. The Olive Convention Centre is also supported by a full kitchen which can produce meals for up to 1900 persons on site per day. It also runs the ICE CAFÉ in the new Ice Arena.



Guangdong Province has the largest population in China and is the biggest contributor to GDP with 12% of the country's national economic output.

KZN COORDINATES SUCCESSFUL TRADE MISSION TO CHINA

Choice rum from sugar cane, grain food supplements, genuine leather belts and organic tea tree oil from KwaZulu-Natal took centre stage at the Maritime Silk Road International Expo 2017 held in Dongguan, China from 21-24 September 2017.

Trade & Investment KwaZulu-Natal (TIKZN) which promotes KZN as an investment destination and assists local companies to access international markets, coordinated the South African pavilion at the Expo with a delegation of 46 exhibitors and 20 buyers. Lester Bouah, TIKZN Executive Manager: Export Development and Promotion, said participation at the Expo in Dongguan has positioned KZN as an investment, trade and tourism destination with unique and diverse opportunities for Chinese Investment.

KZN has concluded several cooperative agreements with provinces in China including, Guangdong Province as well as with Fujian, Guangxi, Jiangsu and Shanghai. On 29 August 2016 during the Guangdong - South Africa Economic and Trade Cooperation Conference in Durban, a Memorandum of Understanding was signed between Zhu Xiaodan, then the Governor of Guangdong, and Willies Mchunu, the Premier of KZN, to promote the partnership and joint collaboration in enhancing socio-economic growth and development in both regions. Prior to this, in July 2016, the Dongguan Commodity South Africa Display Centre set up their flagship store in Durban which showed Guangdong's commitment to driving the collaboration that was started when a draft MOU was signed by the Vice Premier of Guangdong during a visit to KwaZulu-Natal in November 2015.

Early in September 2016, Sihle Zikalala, the KZN MEC for Economic Development, Tourism and Environmental Affairs led a delegation to Guangdong Province to emphasize KwaZulu-Natal's commitment towards this partnership. This visit created a path for mutual trade and investment and led to an understanding of the appetite that the Guangdong and Dongguan regions have for South African products. This was followed by the participation of delegates and products from KwaZulu-Natal, Gauteng and Western Cape at the South African pavilion held at the 2016 21st Century Maritime Silk Road International Expo in Dongguan.

Bouah said, "As China was South Africa's largest trading partner, efforts needed to be created to even out the balance of trade between to two countries which is currently highly in favour of China."

"The Dongguan Commodity South Africa Display Centre, in addition to being a commodity display centre for Chinese products, is also the conduit through which issues related to agriculture, cultural exchange and education between Guangdong and KZN can be pursued." Guangdong Province has the largest population in China and is the biggest contributor to GDP with 12% of the country's national economic output.

The South African delegation was made up of companies from the following industries:

- Food and beverages (energy supplements and condiments)
- Cosmetics (face creams and soaps)
- Essential oils
- Healthcare Products (aloe and moringa)
- Leather and exotic hides (handbags and belts)
- Wines and spirits
- Sea Food products (abalone and fish bladder)
- Fresh Fruit Promotion (Citrus and stone fruits)
- Jewellery
- Building Accessories

The South African Pavilion was officially opened by the Deputy Minister of Tourism, Ms Elizabeth Thabete, and was the largest African presence at the MSR 2017. Bouah said, "Unlike our neighbours, South Africa is a sophisticated market and the middle-class consumers are really interested in good quality products." "An example of this is the electronics and white goods market are products that are offered by Hisense and Huawei."

Initially they entered the market with low-end products and have soon realised the various segmentations in the market and have also heeded to call to the market their brands as well. "Today Huawei are sought after devices in the middle to high-end mobile phone market in South Africa". As part of the Belt and Road Strategy South Africa is also viewed as a source markets for various products not only raw commodities but also processed and manufactured goods.

There has been a recent demand for various types of agricultural produced fruits but also South African beef and various types of fish. South Africa is also known for the delicacies of abalone and fish bladder and its wines which are also proving to be increasingly popular.







over 300 000 unemployed graduates in South Africa and close to 200 000 college and university students seeking workplace training, partnerships such as the one between SACGC and TIKZN will help to bridge the unemployment gap.

ROBUST INTERNSHIP PROGRAMME BORN FROM TIKZN PARTNERSHIP WITH SACGC



Seating in front: TIKZN CEO Zamo Gwala & SACGC CEO Mr. Thamsanga Maqubela & the incoming interns

The tendency for employers to hire candidates with internship and work experience has propelled Trade and Investment KwaZulu-Natal (TIKZN) to stamp its authority in education and youth development. Recognising the importance of internships in setting the foundation of an individual's career, TIKZN has launched an internship programme in partnership with the South African Council for Graduates Cooperatives (SACGC) earlier this month.

SACGC is a co-operatives and graduates council established to grow a high calibre of youth and facilitate advancement of graduate cooperatives as viable economic entities to fast-track job creation, foreign direct investment and skills transfer and grow the economy in municipalities and rural areas.

It is a council established to provide skills development innovation, support, monitoring and evaluation as per the dictates of the Skills Development Act 97 of 1998 and in accordance with the mandate of the National Skills Development Strategy and any subsequent post school education and training policies in South Africa.

TIKZN's vision is to be the leader in developing and promoting export trade in KwaZulu-Natal and to position the province as a premier destination for investment.

In line with TIKZN's mandate to promote, brand and market KwaZulu-Natal as an investment destination and promote trade and export activities, opportunities exist through the programme for graduates to be developed and absorbed into the formal working space

Zamo Gwala, Chief Executive Officer of TIKZN, expressed his gratitude to Thamsanqa Maqubela, Chairperson of the Economic Participation & Transformation Work Stream of the Presidential Youth Working Group, for his contribution towards fulfilling the dream of an African child. The SACGC is a member of the Presidential Youth Working Group.

Gwala emphasized the importance of empowering graduates through the internship programme which will assist in obtaining formal employment and catapulting their careers. "In the light of a dwindling economy, employment opportunities are few and far between. So all organisations have a responsibility to give back to the community and assist graduates to climb the employment ladder.

"It is important for young graduates to build their networks when joining an organisation as this will help them to flourish in their respective careers. Communication is key to increasing one's prominence and visibility in the workplace," said Gwala.

He emphasized the need for company databases to be kept up-todate at all times which is where graduates can play an influential role. He also outlined the services of each business unit of TIKZN and the importance of synergizing and supporting each business unit in the fulfilment of the mandate and vision of the organisation.

In his presentation at the launch of the Internship programme, Mr Thamsanqa Maqubela touched on the importance of grooming young people for the benefit of their future. "SACGC has partnered with TIKZN to accelerate the placement of graduates in the workplace through experiential training and also to obtain funding for the stipend."

"With over 300 000 unemployed graduates in South Africa and close to 200 000 college and university students seeking workplace training, partnerships such as the one between SACGC and TIKZN will help to bridge the unemployment gap."

He emphasized the importance of learning where 85% of internship time must be dedicated to learning and development. It is also equally important to have respect for the environment in which you work and for fellow colleagues.

"Attitude and behaviour is imperative - as interns, punctuality and respect for an organisation's rules will go a long way in determining your overall success as an individual," said Maqubela.

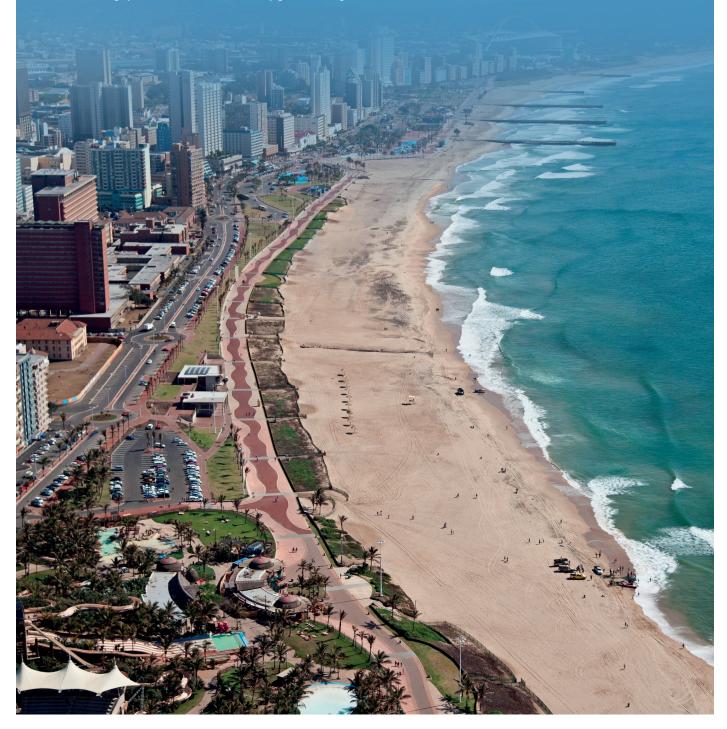


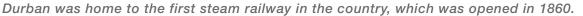
This initiative also complements government's drive to accelerate radical economic transformation and the achievement of the National Development Plan's objective of creating 11 million jobs by 2030.

MXOLISI MIYA
Executive Manager: Corporate Services

DURBAN-MORE THAN JUST SURF AND SUNI

The City of Durban, South Africa's subtropical leading leisure destination has won numerous global accolades and awards; and has been discovered by global travelers looking for new and different cultural experiences combined with the excitement of nature and wildlife. There is a long list of awards, from being one of the New Seven Wonder Cities of the World, to being one of the highly recommended destinations by global media giants such as CNN and the New York Times.







www.tikzn.co.za

Tourism has become a vital part of our regional economy and significant investment and resources are being prioritised into tourism and especially into building a strong global travel brand and identity for our city. Durban is proud to have some of the major international airlines flying direct to the city, Turkish Airlines, Qatar and Ethiopian Airlines and most recently Air Seychelles - boosting more business and leisure tourists. In addition, the city fully embraces new thinking regarding green tourism and an innovative Green Corridor has been developed that runs from the coastline through green areas and township development. It is a route that involves communities and much of the recent tourist development relates to having an all-inclusive footprint for tourism and democratizing tourism opportunities. The city's new infrastructure, from our $\overset{\cdot\cdot}{\text{award-winning airport, to our beaches, our stadium and world class}$ conferencing, offers business growth. This, and our unique cultural mix, along with the proximity of wildlife and the natural beauty of the whole of KwaZulu-Natal, mean that we offer a tourism experience like no other.

Durban is blossoming to take its rightful place amongst the leading cities of the world. We see a wonderful future for Durban, and we are poised to become Africa's most caring and liveable city by 2030. Durban, a global city and world class tourist destination, offers a lot more than beautiful, golden beaches. It is the centre of world-class sports and hosts major international events. It is a shopper's paradise with world class standard shopping malls and precincts, craft markets and street bazaars. Durban is also an entertainment and hospitality centre, offering a wide range of accommodation from beachfront hotels to themed lodges, guesthouses, self-catering apartments and homely B&B's. It is also a bustling commercial and manufacturing centre connected to the business capitals of the world, and is built around one of the busiest ports in Africa.

In recent years, there has been a dramatic shift and Durban, through a highly innovative and forward thinking visitor marketing strategy under the banner of Taking Durban to the World, is rapidly making its presence felt as a global destination player and a must-visit city. Durban has been rapidly changing as a tourist destination. The city you see today is a much-improved city with world class and iconic key projects that have reached fruition, such as the Moses Mahbida Stadium and uShaka Marine World. It all begins when you arrive in Durban, at the world class King Shaka International Airport, that was awarded the title by Skytrax in 2015 as the "Best Airport in the World Handling Under 5 million Passengers". The Moses Mabbida Stadium attracts tourists in numbers and has hosted many major international events long after the World Cup. The Nkosi Albert

Luthuli International Convention Centre has been a key factor in bringing important and often global events and conferences to the city and has been recognized for the 15th time now by the World Travel Awards as Africa's Leading Meetings and Conference Centre. When one thinks of Durban, one has to think of it's Golden Mile – it is the single most iconic strip of the beachfront in South Africa – even though we have over 100 kilometers of beach from the high-end playground of Umhlanga to the relaxing sands of Umgababa. But we haven't rested there, with exciting plans to extend our waterfront into the Point area, which has already seen major residential regeneration and development over the last few years.

The long-awaited Point Waterfront is now breaking new ground with a major development opportunity. It will include a waterfront at the entrance to Africa's busiest port, five-and six-star hotels, a 33-storey skyscraper, residential apartments, office parks and shopping malls and a new Cruise Terminal. This project will enhance the nearby uShaka Marine World, Moses Mabhida Stadium, Inkosi Albert Luthuli International Convention Centre and the beach promenade to ensure that Durban truly remains to be known as Africa's playground.

Durban's exciting new integrated rapid transport system called GO DURBAN! will serve 700 000 daily commuters and contribute towards making the city more accessible and easier to travel for its citizens. World-class cities recognise that infrastructure investment is critical to sustainability and the standard of living of citizens. Go Durban! is identified as one of the key pillars integral to the stimulation of economic growth in the region and will see nine major transport corridors linked by various modes of transport across eThekwini by 2027.

Another substantial private sector investment adding value to the high reputation of Umhlanga, is Oceans, with two residential towers and 460 apartments, a five-star hotel and upmarket shopping mall attracting international labels. Residential sales, totalling a record R1.55 billion in value, were concluded in just four hours after opening, which just illustrates the confidence in Durban as a business and lifestyle destination as well as the strength of the local property market. These are just a few of the key developments that have occurred recently which are placing Durban high on the global desirability map as an investment and lifestyle destination. After many decades in the dark shadows of the global environment prior to the life changing events of 1994 in South Africa, Durban is blossoming to take its rightful place amongst the leading cities of the world.





DATE	EVENT	DESTINATION
27 DEC	THE SOUK TRADE FAIR	SA DURBAN
	EMERGING EXPORTER TRAINING	DCCI
2 MAR	UMGUNGUNDLOVU MUNICIPAL ROAD SHOW	PIETERMARITZBURG
24-25 JAN 27-28 FEB 14-15 MAR	ADVANCED EXPORTER TRAINING	DCCI
2 MAR	DECOREX	DURBAN ICC
28 MAR	EAST COAST RADIO GIBS BUSINESS BREAKFAST	DURBAN ICC