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N O L O N D O L O Z O L W E N D A L O



MARITIME SECTOR

presents opportunities
for skills development
and job creation



The fortunes of the Eastern Cape have always been tied to the sea and the time for writing a new chapter in our relationship with the sea could not be more auspicious. The Eastern Cape has 800km of coastline with three ports but is currently not optimising its locational advantage to exploit the economic advantage associated with the maritime sector.

Some 80% of global trade takes place on our oceans with South African accounting for approximately 3% share of that global trade. Some 200 000 ships pass through South African ports annually, but SA has only one registered ship. There is a skills demand for 250 000 seafarers globally, yet the country has only 1000 seafarers and trains less than 200 new intakes per year. It is now accepted that the state must play a more direct role in stimulating and directing private investment, especially into sectors that create more employment.

Our economy is highly monopolised and does not provide sufficient opportunities for the majority of our citizens, especially those who were historically dispossessed to actively contribute to economic development. To transform this situation, National Government has moved decisively and deliberately to transform the growth and jobs trajectory of the country through the National Development Plan and key strategies such as the New Growth Path, the Industrial Policy Action Plan, and the National Infrastructure Plan. Our approach as Provincial Government has been to push hard to ensure our priority projects are included in these plans and budgets.

The challenges of sustainability and the associated regulatory mechanisms will arise and support for this will have significant consequences for the maritime sector. Whilst perfectly positioned to manage the decommissioning of redundant fleet, the new opportunities which accompany this new environment go further than the decommissioning of old ships. They also include

the R+D and design of Green Age vessels, logistics and other services sectors including a whole range of economic sectors and education.

Whilst a sector on its own right, this sector is also a key enabler/driver for a whole range of other opportunities. This also includes the current process of developing new partnerships between the public, private and higher education sector, Nelson Mandela Metropolitan University (NMMU) playing a key role. At the heart of this must be the triple helix of government, universities, and industry working together to realise synergies.

Among some of the key opportunities in ports and maritime sector are:

Shipping and logistics with supply chain management are undoubtedly among the most critical dimensions of regional competitiveness. This includes shipping/cargo operations, forwarding and clearing agents.

Government is currently investing, through the Strategic Integrated Projects (SIP3) of the National Infrastructure Plan, significantly in logistics infrastructure in the Eastern Cape. This includes significant investments in all three ports, working closely with Transnet to develop long term plans for each port that aligns with our local and regional growth strategies. The province will also be benefiting from significant investments in rail infrastructure, including a minerals corridor in the Northern Cape and rail upgrades in Gauteng.

Secondly, the province has very limited ship building and repairing capabilities and with the shipping volumes set to increase, it should expect a significant rise in the market demand for repair work. It is ideally situated to create a ship building, repair and decommissioning value chain, which can also synergise with our plans for steel production facilities and smelters.

On the maritime safety and protection, there is overfishing in provincial waters by international rogue fishers, and have long called for naval capacity in the Eastern Cape to regulate and patrol our fishing grounds, and also provide security for planned strategic assets such as the Mthombo Oil Refinery.

Naval and security related opportunities for the maritime sector are obvious but can also support niche subsectors in leisure and tourism. The PE waterfronts and the untapped Wild Coast tourism are but a few of the many maritime tourism opportunities on offer in the province.

Ports are natural sites for tourism and recreation activities and opportunities. Ports also offer scientific, academic and R+D opportunities such as hydrography and oceanography.

Key to realising these opportunities will be the development of maritime skills and human capacity. Important here would be the development of a maritime school, as well as a niche maritime capability in our universities (maritime law, maritime engineering, maritime logistics etc).

The event was organised by the Department of Economic Development, Environmental Affairs and Tourism (DEDEAT) in partnership with the South African Maritime Safety Authority (SAMSA), Coega Development Corporation (CDC), East London Industrial Development Zone (ELIDZ), Eastern Cape Development Corporation (ECDC), Nelson Mandela Metropolitan University (NMMU), Department of Transport (DoT) and other players involved in organising this important event.

An edited version of MEC Jonas Speech at Eastern Cape Ports and Maritime Conference.

EDITORIAL

Innovation has taken centre stage in most organisations and this is mostly realised when focusing on improving processes, better resource mobilisation and embracing partnerships with the workforce as the primary implementers of the process. It has been agreed on different fronts that organisations that make a concerted effort to entrench innovation as part of their decision making process are better performers in their respective industries. The public sector is no exception in this regard as there is a dire need for change with innovation as its basis.

The performance reported by the Department of Economic Development, Environmental Affairs and Tourism (DEDEAT) in partnership with its public entities continues to showcase the importance of integrating resources towards driving a common agenda for development. Reporting on organisational performance provides a true reflection of the strengths of the organisation and also the operational context which should be taken into consideration before concluding whether the targets have been met. With the current economic conditions, characterised by the shrinking public purse, a need to conduct an analysis of how the organisation can do more with less by using resources at their disposal becomes imperative.

The National Development Plan (NDP) provides an enabling platform for re-looking at the pragmatic strategic thrusts to be explored in the medium to long-term, as it is one of the planning instruments that will be used to inform government priorities. For instance, among the priorities of the DEDEAT is to garner stakeholder interest in the Integrated Wild Coast Development Corridor, an initiative that will see a Special Economic Zone developed in the area.

In addition, the renewable energy sector presents an opportunity to strengthen the provincial economy by tapping into the uniqueness of the province in terms of the vast geographical spread and varying climatic conditions. This therefore provides a better scope for implementing an array of initiatives which are supported by the feasibility studies conducted to spur growth and development in the Province.

The endowment of the Province with an enviable coastal zone presents brighter prospects for the maritime sector, which is yet another jewel to be unleashed by the Province. It is noticed world over that coastal areas make a greater contribution towards economic development. The Province is presently in the trajectory to further understand the value chain process in order to make informed decisions.

The appointment of the new Head of Department proves the importance of ensuring organisational continuity. Furthermore, the importance of developing a model that translates the vision and mission of the organisation remains key as this will yield an organisation that is responsive to its environment.

Enjoy the read until our next edition!

JOBS FUND FACTSHEET

THINGS TO CONSIDER BEFORE APPLYING FOR FUNDING:

1. WHO CAN APPLY?

- Any business operating within the Eastern Cape;
- Companies with South African and/or non-South African shareholders;
- Undertakes to maintain each job for at least 12 months;
- Tax and legislative compliant;

2. WHAT CRITERIA WILL BE USED TO SCORE APPLICANTS?

- Strategic impact of jobs created 20 points
- Sector prioritisation 20 points
- Spatial orientation / location 10 points
- Skills development 5 points

3. WHAT ARE THE PRIORITY SECTORS?

- Agro-processing
- Green Economy
- Tourism
- Manufacturing
- Petrochemicals
- Capital Goods
- ICT & electronics and BPO&O services

4. WHAT IS THE MAXIMUM FUNDING LEVEL?

R 10,000

5. HOW DOES ONE APPLY?

Applicants need to complete the Industrial Job Stimulus Programme application form [www.ecdc.co.za] with the following documents:

- Latest audited financial statements – in the case of company;
- Latest financial statements together with its accountants report – Close Corporation;
- Copy of latest Income Tax Assessment;
- Latest management account (at least 2 months before date of application);
- Tax clearance certificate;
- BBBEE rating certificate;
- Most recent UIF UI-19 form;
- Most recent payroll listing; and
- Confirmation of banking details.

SOUTH AFRICA & EASTERN CAPE

continue to navigate the world and local economic turbulence

The context described in the previous financial year has not changed. If anything, things are worse with the fallout from the economic crisis continuing to define global economic relations and realities. The European Union is still working to avoid the collapse of a number of Eurozone economies and the United States continues to battle with debt ceilings and fiscal cliffs. Global growth estimates are pessimistic. While the knock-on effects are evident in the local economy, it is noteworthy that the country and the province have weathered the economic storm much more convincingly than many established economies.

In addition to this inherent strength, the country is able to draw confidence from the growing significance of emerging economies such as India, Malaysia and Brazil, and from the potential for trade growth with Sub-Saharan Africa.

On the environmental front, where the world's thought leaders continue their stop-start-deny-accept dance with climate change. The world has witnessed a plethora of unmet climate-management commitments. In the meantime, the consequences of climate change are evident in extreme weather events like hurricane Sandy in the Caribbean and Eastern United States during late October; the extraordinary flooding and hailstorms



across South Africa that devastated parts of Ndlambe; and the recent floods that decimated parts of the Limpopo Province and Mozambique. These extreme weather events have exposed the vulnerability of the local coastal communities, particularly the rural settlements along the Transkei coast. More than other manifestations, these extreme weather events attest to the rising risks of climate change.

In a nutshell, the challenges and realities faced by the Eastern Cape Province and South Africa during the previous years remain relevant.

Economic Policy Implications

The policy directions identified by DEDEAT since 2009-10 are affirmed, as are the focus areas put forward in 2012-13. During the 2013-14 financial years, DEDEAT will focus on five dimensions:

1. Establishing trade and logistics gateways

The Department intends to further exploit the inherent advantages of being a coastal province by strengthening linkages with the national, continental and global economies. In this regard, it will continue to engage proactively with state owned entities such as Transnet, Eskom, SANRAL, and Broadband Infraco to leverage their infrastructure spend in support of strategic provincial projects. DEDEAT will continue to take steps to ensure that industries in the province are able to respond to new opportunities by effectively implementing the provincial Jobs Strategy; providing industry support; attracting domestic and foreign investment; enhancing enterprise competitiveness; promoting regional and local economic activity; and supporting SMMEs and co-operatives.

2. Building a greener economy

The strong growth of the renewable energy sector in the province will be supported as attention will be paid to the establishment of complete sector-wide value chains. This will involve significant work with municipalities regarding enterprise development and renewable energy distribution.

3. Addressing spatial disparities in the economy

In partnership with a host of municipalities, national and provincial departments, DEDEAT will continue to structure interventions to address rampant poverty and under-development. The keystone intervention in this regard is the Integrated Wild Coast Development Programme, aimed at crowding-in public and private sector investment around transport and bulk infrastructure; addressing land administration bottlenecks; promoting urban nodal development; and creating jobs through agricultural and tourism development.

4. Sustaining the environment

DEDEAT will continue to drive a sustainable development agenda which seeks to facilitate well-informed development decisions, while protecting and managing biodiversity; combatting environmental crime; and mitigating and managing the impact of climate change.

5. Supporting innovation

In 2013-14, the Department will pursue three inter-connected innovation channels that support improved public sector delivery. Interventions will be nurtured at the East London Industrial Development Zone's (ELIDZ) Science and Technology Park and underpinned by strengthened partnerships with the higher education sector and innovation entrepreneurs. DEDEAT seeks to build an innovation ecosystem by supporting the entire innovation value chain, from Research and Development (R&D), to technology development and access, through to production and commercialisation.

DEDEAT MILESTONES

BUSINESS MODEL

Right People

The organisational restructuring process embarked on in 2010-11 is nearing completion, with the matching of the new structure to the fiscal envelope underway.

The Department achieved its first unqualified audit in 2011-12, and is committed to ensuring that this is a stepping stone for further improvement.

The Special Investigation Unit known as "Green Scorpions", a unit of dedicated men and women who have successfully driven environmental criminals from the protected areas of the Eastern Cape are worth mentioning. The unit was fully equipped in 2012 to facilitate professional investigations, thus enhancing our crime combatting efforts. Last year, while the country lost nearly two rhinos a day, not a single rhino was lost on any Eastern Cape provincial reserve and losses on private reserves were minimal. However, one rhino lost is one too many.

Right Structure

A key objective of the streamlining and restructuring of the DEDEAT Group is to ensure that services are more accessible and better distributed. The foremost success in this regard is the promulgation of the Eastern Cape Parks and Tourism Act in 2010, which amalgamated the provincial Tourism and Parks Boards over a two year transitional process into the Eastern Cape Parks and Tourism Agency (ECPTA). By July 2012, the herculean efforts of the team at ECPTA had produced a new organisational structure and improved audit outcomes to findings. The successfully repositioned Agency has a permanent Board and Chief Executive Officer.

Right Partners

In real terms, the fiscal allocation has been declining. The Department has thus been challenged to source off-budget solutions to delivering on its mandate. Consequently, it has established a strong network of regional, national and international partners including government departments; state owned enterprises; multi-national corporations; donors like GIZ; the United Nations Development Programme (UNDP); and municipalities.

PROVINCIAL ECONOMY

Since 2009-10, the Department has pursued the diversification of the provincial economy and the creation of jobs. These efforts have begun to bear fruit.

Economic Infrastructure

The province has worked tirelessly to unlock the investment potential of the national state owned enterprises, Transnet and Eskom. As such, commitments have been secured from both that will see the province's economic infrastructure, boosted by billions in investment over the next three decades.

The Presidential Infrastructure Co-ordinating Commission's (PICC) second Infrastructure Implementation Plan includes 18 Strategic Infrastructure Projects (SIPs) across all three spheres of government. SIP-3 comprises projects designed to bolster the Eastern Cape's industrial and agricultural development and export capacity. Progress on the SIP-3 initiatives mentioned last year, including logistics linkages with the Northern Cape and KwaZulu Natal; construction of a dam on the Umzimvubu River; and a new manganese export channel through the Port of Ngqura, has been steady.

The Eastern Cape Premier handed over the Mthatha Airport last year for refurbishment as part of the Mthatha Revitalisation Project. The project is underway.

Transnet confirmed plans to upgrade the East London Port over the next five years.



The first shipment of coal from eMalahleni Mine left the East London Harbour for Brazil in January 2013.

Feasibility studies for the Ngqura manganese terminal have been completed and there are expectations that a Terminal Operator will be appointed by the end of 2013.

Provision of Industry Support

A key mechanism deployed by the Department in supporting industry is the two Industrial Development Zones (IDZ). The East London Industrial Development Zone (ELIDZ) recently announced that a fifth component manufacturer has confirmed an investment of R180 million in support of the Mercedes-Benz W205 expansion. This brings the total investment of component manufacturers in the ELIDZ to just over R636 million, and the total value of automotive investment to just over R1.2 billion.

Employment opportunities in direct manufacturing and related services in the ELIDZ grew from 856 at the end of 2009-10 to 2 042 direct jobs in 2012-13.

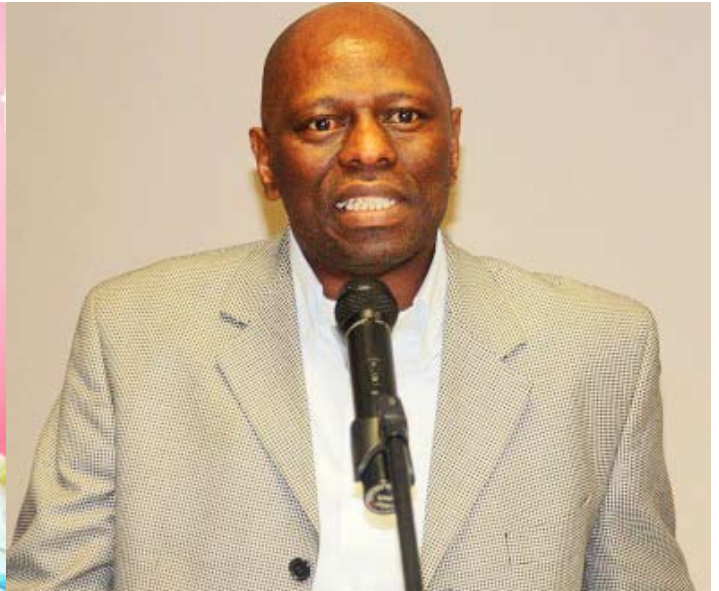
Despite the economic challenges of 2012-13, Coega Development Corporation (CDC) secured eight investors worth R1.3 billion; and has recently requested bids for the construction of a wind tower factory worth R300 million.

Automotive Manufacturing remains a dominant sector for the provincial economy. In 2011-12, DEDEAT established the Automotive Manufacturing Cluster, intended to address such issues as logistics, skills development and R&D.

Last year the province welcomed the investment of R600 million by First Automobile Works (FAW), a Chinese Original Equipment Manufacturer (OEM). Construction of the factory is underway at Coega.

The non-automotive manufacturing sector remains weak. The Department recently appointed a team of specialists to combat the contraction of non-automotive manufacturing. The team is rolling out plans and frameworks that have been under development during the past four years. As part of the Buy Eastern Cape Campaign, a local procurement directive that stipulates textiles, clothing, leather and footwear as a designated sector for local production and content is to be submitted to cabinet. The approval of the directive will further boost the sector.

Under the Provincial Industrial Development Strategy (PIDS) and Provincial Industrial Jobs Stimulus Programme, the provincial economy is diversifying.



Ensuring that we have skilled labour to power our economy has been an important aspect of our interventions to date. In this regard, CDC has been able to access grant funding through the Development Bank of Southern Africa's (DBSA) Jobs Fund. An amount of R68 million was secured to ensure that over 11 000 candidates received technical training in bricklaying, plumbing, electrical, painting and carpentry.

A renewable energy training and R&D laboratory is also under construction at the ELIDZ in partnership with the National Tooling Initiative and the Master Artisan Academy.

Local and Regional Economic Development

During the 2012-13 financial years, the Department consolidated the Buy Eastern Cape Campaign as a mechanism to catalyse economic activity in support of localised production, manufacturing, procurement and consumption. In 2012-13, ECDC fully committed R36 million in support of 18 local and regional economic development projects. Of this amount, R19 million was disbursed to 13 companies, creating 311 permanent and 202 short term jobs.

The provincial response to the jobs crisis included the Jobs Strategy and the Jobs Stimulus Fund. ECDC has been responsible for administering the Jobs Stimulus Fund since its launch in October 2011. Through three funding windows, 64 local companies have since been incentivised to create or protect 4 619 jobs across all sectors of the economy. To date R46 million has been committed.

Through the Imvaba Fund, a vehicle of the Provincial Co-operative Strategy, ECDC has committed R39 million to 63 co-operatives thereby creating 3 556 jobs. Of the committed amount, R25 million has been drawn down. The Imvaba Fund also provides an array of non-financial support, ranging from business planning, technical and general training, to farm management. The Fort Cox Agricultural College and the South African Bureau of Standards (SABS) are key partners in delivering this non-financial support.

One co-operative that has benefited from the full range of services is XCM Dry Cleaners (XCM). They are a youth-led co-operative based in King William's Town but are currently expanding across the province. Their R829 000 Imvaba grant was used to purchase industrial laundry machines. With additional assistance from ECDC, XCM has secured a two year contract with the South African Police Services (SAPS) worth R3.5 million.

Greening the Economy

The Department has enhanced its economic planning and research capacity, and has successfully used this to promote the Eastern Cape as a hub for innovation and renewable energy, a rapidly growing green economy. New industries have recently made their home in the province, notably catalytic converters and alternate energy. In response to the challenge of greening, a tenant in the ELIDZ invested R120 million in manufacturing photovoltaic panels, which will create about 150 green jobs.

The Department of Energy requires that 26% of the provincial energy mix must consist of renewable energy by 2030. In response, the Department is positioning the province as the renewable energy capital of South Africa. The national allocation of 36% (or 876 megawatts) under the National Integrated Resources Plan has been made to the Eastern Cape for 11 wind farms and a solar photovoltaic farm. This constitutes 67% of the national allocation for wind energy.

Regulation of Commerce and Consumer Protection

During 2012-13, the Eastern Cape Liquor Board (ECLB) commissioned research on the social and economic impact of alcohol abuse in the Eastern Cape. The findings emphasise a need for an intervention to address issues of underage drinking, road accidents, drunken driving, and foetal alcohol syndrome.

Major investments in the Hemmingway and Boardwalk Hotels and Casinos have flowed from the renewed gambling licence awarded to these operators.

ENVIRONMENTAL SUSTAINABILITY

Combatting Environmental Crimes

The appointment of Honorary Nature and Environmental Conservators (Green Reservists) has strengthened the provincial efforts in dealing with the environmental organised crime syndicates within and outside the province. Because of the combined efforts of the enforcement agencies, the province had only two rhino poaching incidents, both on private reserves, in 2012.

The successful bust of illegal cycad smuggling resulted in the confiscation of equipment, jail sentence and the payment of a fine.

2012-13

FINANCIAL YEAR

PLANS

Policy frameworks and implementation plans previously developed are in various stages of being rolled out. The 2012-13 financial year will be used to embed these frameworks and plans in the operational DNA of the Department and entities. Below is an indicative selection of catalytic projects.

ESTABLISHING TRADE AND LOGISTICS GATEWAYS

Economic Infrastructure

In 2013-14, the Presidential Infrastructure Co-ordinating Commission (PICC) work streams will focus on bringing new projects on board; up-scaling projects and engineering capacity; resolving funding mechanisms and cost issues; and implementing industrialisation and skills management. The province will work to refine the alignment between our own strategic projects and the SIP-3 projects of the PICC. This will ensure rationalisation of effort and resources, and maximise impact.

The upgrading of the manganese export corridor rail line between the Northern Cape and Ngqura will take place over two phases. Construction of the first phase between Kimberley and De Aar will be underway by the end of this year. The consequent rail export capacity of manganese ore will increase from 5.5mtpa to 8mtpa by 2016; providing a basis for major investments in mineral processing in the Coega IDZ. The planning for two Ferro-manganese Smelters has begun.

Other transformational projects underway or planned for the Coega IDZ include the oil refinery (Project Mthombo), the ship repair yard, the transshipment hub, the gas terminal, the combined cycle gas turbine (CCGT) plant, the seawater intake plant, and the return effluent plant (pre-feasibility study funded by DEDEAT). The investment pipeline for 2013-14 includes eight investors at a value of R2.9 billion.

The PIDS implementation plan published in 2012-13 will continue to gain momentum, and will be supported by the roll-out of Transnet's revised branch line operations concessioning model.

Industry Support

To ensure the sustainability of the provincial IDZs, DEDEAT will prepare the passage for the Special Economic Zones Bill.

Following on the successful launch of the EC auto industry cluster last year, DEDEAT has begun development of an Agro-Industry Manufacturing (AIM) Cluster and a Non-Automotive Manufacturing (NAM) Cluster, as mechanisms to support distressed industries. Baseline studies, combined with lessons from the successful intervention with Foodcorp in Molteno, will inform the content of the cluster platforms which will be launched mid-year.

The 2013-14 financial year will see significant advances in strengthening the automotive manufacturing sector, especially with the launch of a multi-model OEM at the ELIDZ. In partnership with the industry and with funding from the DBSA, ELIDZ will also establish an Auto Academy. These initiatives will promote the utilisation of SMMEs within the sector and create economies of scale, which in turn will produce additional manufacturing capacity.

The Department plans to intensify work on the Buy Eastern Cape campaign; undertaking research to assess, understand and influence the geographical spread of the overall provincial government spend.

The industry market research undertaken by ECLB will inform efforts to develop liquor traders. Focus areas will include business skills; access

to finance; institutional capacity building; business linkages; market opportunities; and co-operative business development.

The Eastern Cape Gambling and Betting Board (ECGBB) will enhance its social responsibility programmes and ensure that the communities within areas of operations have access to the socio-economic benefits emanating from controlled activities.

The continued roll-out of the Gambling Consumer Protection Strategy will create awareness of the negative social impact of gambling in general and excessive gambling in particular, as well as assist gamblers to mitigate these.

ADDRESSING THE SPATIAL DISPARITIES IN THE ECONOMY

In order to address the anomaly of rampant poverty, high latent development potential, and to facilitate channelling resources into the rural economy, DEDEAT, Department of Trade and Industry (DTI), and Eastern Cape Socio Economic Consultative Council (ECSECC) will commence with a feasibility study for the Special Economic Zone (SEZ) on the Wild Coast. Ideally, all initiatives currently underway in the region will amalgamate under the SEZ to maximise the potential development impact.

The Integrated Wild Coast Development Programme will investigate the development of new urban nodes on the Wild Coast in line with DEDEAT's Environmental Management Framework for the Wild Coast. It will also facilitate supportive inter-governmental linkages and private sector investments. Other key projects include the Wild Coast N2 highway; the Wild Coast Meander linking Port St Johns, Coffee Bay and Kei Mouth; bulk infrastructure provisioning for new urban nodes and existing towns; and agricultural and tourism initiatives.

The focus on agro-processing will gain momentum in 2013-14. Through strong links with established local and international agro-industrial firms, DEDEAT will facilitate increased investment in processing facilities, and create secure market opportunities for small-scale primary producers across the grain, livestock, fruit, biofuel, and timber value chains. The departmental partnership with the Department of Rural Development and Agrarian Reform and the newly established Rural Development Agency will assist in packaging projects and leveraging investments. DEDEAT further intends to scale up successful projects such as the Trading Posts project (supported by the DBSA Jobs Fund), and the community-based forestry initiative.

ENVIRONMENTAL SUSTAINABILITY

Biodiversity Management

The UNDP administered funding from the Global Environment Facility for the Wild Coast Project matures in 2013. ECPTA, DEDEAT and other government partners are actively seeking mechanisms to replace the funding, to ensure on-going support for the community managed protected areas and sustainable natural resource use and management. The Management and Zonation Plans for the Kwelera National Botanical Garden will be complete in the 2013-14 financial year.

In a clear demonstration of biodiversity management with economic benefits, the DTI has identified the ELIDZ as a lead agency in implementing the Aqua-culture Development and Enhancement Programme (AEDP). In 2013-14, the AEDP will continue as the mainstay of the aqua-culture cluster at the ELIDZ, which will contribute to the protection of endangered fish species in the wild by farming them for commercial use instead.

Combatting Environmental Crime

The SIU and Green Reservists will continue their vital work, and will strengthen co-ordination and co-operation with private game owners. The Eastern Cape Environmental Crime Working Group, which has received national recognition, remains an important vehicle for strategic partnerships with other law enforcement agencies and the private sector.

Climate Change Impact Management

The Department is in partnership with DAFF, DTI and the Department of Water Affairs. This partnership will expedite environmental impact assessment applications in relation to community afforestation projects. The Provincial Air Quality Management Plan, currently under development, will guide industrial activity towards improving air quality and reducing the carbon footprint of the province.

ECDC

TAKES LONG-TERM APPROACH TO GROW ACCESS TO CHINESE GLOBAL TRADE



Development financier, the Eastern Cape Development Corporation (ECDC) is positioned to secure a greater share of the national export market to the east after it secured seven local companies in a 30 month permanent trade fair in Ningbo, China, last month.

As the first South African company to exhibit at the International Ningbo Exhibition, ECDC hopes to open opportunities for Eastern Cape companies to access the large Chinese consumer market. Between January and July 2012, a total of \$500 million worth of imported agro-processed products went through the harbour of Ningbo alone. The product ranges included wine, milk, fruit and seafood. Ningbo citizens alone consumed 5, 415 tons of imported foods during this period.

Located north-east of the Zhejiang Province of China, Ningbo has the largest seaport in China and the second largest in the world. It forms a major part of China's import and export market. The United States Food Industry Association predicts that Chinese imported and exported food sales will grow at a speed of 15% year-on-year. By 2018, China will become the world's largest consumer of imported and exported food. The Chinese domestic market will import food to the value of up to \$480 billion.

"Ningbo therefore presents immense opportunities for the Eastern Cape as it could serve as a channel for Eastern Cape products to reach larger markets within China and the rest of the world. Our long-term view is to attract investment from China and boost employment creation in the Province by acquiring long-term contracts and new investment. The

R2 million investment by ECDC should ensure an exhibition platform for the seven Eastern Cape businesses drawn from East London, Port Elizabeth and Grahamstown, at the Ningbo International Conference and Exhibition Centre. These companies operate in the agriculture, agro-processing and manufacturing sectors," said ECDC's market access unit's, Zodwa Kepeyi.

The seven companies participating in the exhibition are East London-based Oceanwise (cob fish), Gaehercorr Industries (abalone) and Superfecta Berries (blueberries). Two Port Elizabeth companies, Momentos of Africa (mohair products) and Mendabath (bath resurfacing kit) as well as Carara (cherry peppers) from Grahamstown and Makana Meadery (honey beer) will also participate.

The investment by ECDC is aimed at increasing the value of trade and the number of exporters in the Province by facilitating access for local entrepreneurs to new markets. ECDC is seeing growth in this area considering that the value of exports facilitated by the financier has grown from R900 million in 2010/11 to R1.7 billion in the past financial year. This figure is expected to grow in 2012/13.

"ECDC's responsibility to increase the value of trade means that it is bound to explore new opportunities made possible by various trade policies. Subsequently, the ECDC has identified the city of Ningbo as a suitable location after several trade missions were executed in partnership with the Department of Trade and Industry (DTI) to Chinese cities such as Beijing, Hong Kong and Xaimen," added Kepeyi.

New opportunities in emerging markets presented by the BRICS (Brazil, Russia, India, China and South Africa) collaboration are a major focus for ECDC.

"Missions to China and India provided us with invaluable insight into new industry opportunities such as the bamboo industry. These countries are at an advanced stage of exploiting the socio-economic value of bamboo," said Kepeyi.

There has also been growth in the number of DTI incentives accessed by local traders. Traders have begun to tap into incentives and partnerships with the Nelson Mandela Bay Metropole's Tradeport which helps to create awareness of the export business. The finalisation of the provincial trade promotion strategy has clarified the roles of the various arms of government in boosting trade and increasing competitiveness.

Tradeport SA Nelson Mandela Bay is a non-profit organisation supported by ECDC and the Nelson Mandela Bay Municipality. Specifically targeting the export sector, it is aimed at assisting and expanding small and medium enterprise participation in global trade.

"During the period August 2012 to January 2013, Tradeport has assisted several Nelson Mandela Bay-based businesses to participate in trade missions to Brazil, China, UK, France, Germany, Turkey, USA and Saudi Arabia. Township fine art valued at R1 million was exported to the United States in September 2012, and export orders from Hong Kong and Egypt worth R 1 million each have been secured. Tradeport has also hosted inbound trade missions from China, USA and Romania," explained Kepeyi.

Kepeyi said that while the automotive sector remains the leading exporter from the Province, there has been steady growth in sectors such as agro-processing, energy, and general manufacturing. The automotive sector continues to boost the value of exports largely due to international contracts for the resident original equipment manufacturers.

Figures from the previous financial year indicate that exports remain largely in the auto sector (40%) but there are encouraging exports for agro-processing (29%). Sectors sitting at the lower end of the export spectrum are clothing and textiles (9%), energy (9%), general manufacturing (6%), medical (3%) and security (1%).

ECDC leads the development of South Africa's first "green" hotel on the Wild Coast

As the development's financier, the Eastern Cape Development Corporation (ECDC) has invested R1 million of its funds towards the construction of South Africa's first ever "green" hotel at Elliotdale on the Wild Coast.

Costing over R50 million, the Nkanya Lodge with 100 rooms will be the first of its kind. All of the hotel's energy will be generated from green sources such as wind and solar. The hotel will offer guests a Wild Coast experience as it is surrounded by rivers, different bird species, beautiful views and hiking trails.

Nkanya Lodge is the vision of four Nkanya villagers who approached ECDC with the idea of establishing a hotel in the area. The financier conducted a feasibility study which indicated the investment would be feasible.

"ECDC has already spent R1 million in conducting a feasibility study, an environmental impact assessment as well as a site development plan for the establishment of the hotel. Lion Roars has already been appointed as the operator of the hotel. The four community members have also enlisted Phambili Property Developers as a development partner. The National Empowerment Fund (NEF) has committed R25 million towards the project. Other partners such as the Industrial Development Corporation (IDC) have been approached to invest an additional R25 million," said ECDC's development projects manager, Phakamisa George.

George went on to say that an access road to the site is already under construction. The plan for the site includes the hotel, a one kilometre landing strip, four wind turbines to generate electricity and solar panels on all 23 buildings.

"The airstrip is meant to cater for business people who want to fly to the area for a Wild Coast experience. The hotel will have a resident

“The airstrip is meant to cater for business people who want to fly to the area for a Wild Coast experience. The hotel will have a resident ski boat for river and sea outings. About 55 jobs will be created during construction; growing to 134 during operation. A company in the village will supply the bricks for the hotel.”

ski boat for river and sea outings. About 55 jobs will be created during construction; growing to 134 during operation. A company in the village will supply the bricks for the hotel," George explained.

George commented that interest in the Wild Coast has increased after Tourism Minister Marthinus Van Schalkwyk urged infrastructure investors in the area to stimulate the local tourism sector. During his visit to Morgan's Bay late last year, Van Schalkwyk looked at challenges affecting tourism on the Wild Coast.

"The Minister discovered that the area had poor infrastructure therefore marketing the Wild Coast would require first improving roads, water, electricity, sanitation as well as communication networks. He called on all entities to make this area a priority and to mobilise resources," said George.

George added that ECDC has also moved to improve its two hotels Oceanview and Coffee Bay on the Wild Coast. From April last year, Crawford Cabins was appointed as the new operator of Oceanview Hotel which resulted in operational improvements and a facelift for the hotel.

"In the past the hotel achieved a turnaround of about R250 000 a month, but this figure increased to R5 million in December which saw an increase in occupancy rates. The government has resurfaced the tarred road from the N2 in Mthatha to Coffee Bay. This has also increased occupancy rates at the Coffee Bay Hotel. Two major hotel groups have been shortlisted to operate the hotel," George added.



SADC

infrastructure puts region in strong position

Research by the Southern African Development Community (SADC) has seen major improvements in its infrastructure, which places it in a stronger economic position than the rest of Africa.

The report also shows that despite these improvements there the region still has needs which need to be met. The report also states that maintaining SADC's infrastructure will require \$2.1 billion a year.

"The region's infrastructure indicators are high compared to other regions in Africa and the road and rail networks are relatively well developed and cheap," said Ayanda Vilakazi, Coega Development Corporation's (CDC) head of marketing and communications.

SADC road network

While transporting goods via road in Africa remains slow and expensive compared to other developing regions, SADC has performed better over the years as the volume of goods carried on the Southern corridors per kilometre is significantly higher than the rest of Africa.

SADC rail network

According to a CDC report, the SADC region has a far higher level of regional rail interconnectivity compared to other regions in Africa. Of the total 55 000km² of track in Sub-Saharan Africa, about 40 percent of the operating network and about 70% of the traffic is captured in South Africa. The SADC region carries around 74% of Sub-Saharan's freight traffic and 70% of the total passenger kilometres.

SADC ports network

Ports in the SADC region have registered a substantial increase in container and general traffic spurred by the rapid economic growth in

Sub-Saharan African in the 2000s. SADC's regional ports also perform better than those found in the rest of Africa.

SADC air transport network

The SADC region has one of the most advanced air transport markets in Africa with South Africa leading the way, thanks to its role as an intercontinental gateway. South Africa, Tanzania and Mozambique also contribute to SADC being the largest domestic air transport market on the continent. Air connectivity in SADC has grown steadily from eight million seats per annum in 2001 to 12 million in 2007. Most of the flights to and from SADC countries are increasing in convenience and efficiency.

SADC power network

The power transmission network in SADC is relatively well advanced and the region has the highest generation capacity in the whole of Africa. Historically the region has produced the lowest-cost power in Africa (\$0.14) but this has risen significantly in the past years. As a result of this the SADC region is considered to have a competitive advantage over other regions when it comes to energy intensive industries.

"There is little doubt that the SADC region continues to be the most viable option for foreign and direct investment in Africa," said Vilakazi. "The advanced transport and power infrastructure means minimum outlay for industry. At the CDC this has enabled us to attract foreign direct investment (FDI) from across industries including steel manufacturer AgniSteels SA, which recently began the recruitment process for the newly completed processing plant," concluded Vilakazi.

Post Policy Speech Stakeholder Engagement



Ports & Maritime Conference Launch



EASTERN CAPE ENERGY CONFERENCE

Reveals Regions Hunger to Lead the Way

The second Eastern Cape Energy Efficiency Conference took place at the fascinating Nelson Mandela Bay Science and Technology Centre on Thursday, 16 May 2013. This sold out event, hosted by The Southern African Association for Energy Efficiency, attracted delegates from all industry segments from around the country. Themed 'Think Global, Act Local', the wide range of speakers addressed the South African energy crisis, calling for a collective effort to keep the lights on and take the lead with energy efficient policies and technologies.

Dr John Ryan, Founder and Director of Certification Europe, shared the European story and lessons learned through their own trials and research. Following Dr Ryan was Thys Moller, GM of Eskom Eastern Cape, who painted a picture of the reality of current supply and demand and steps needed to avert another crisis. Barry Bredenkamp, SANED showcased opportunities through tax incentives for organisations and Alistair McMaster, DEDEAT EC shared the green policies and projects currently being pioneered respectively. Director of projects at NMBM, Peter Neilson, shared with delegates the challenges the Metro encounters and the opportunities in small renewable energy integration. Lance Schultz from the AIDC explained the model used to produce savings for the local motor industry of R26 million over the last three years. Wilderness Foundation's Andrew Muir reminded all that we need to tread more gently with this beautiful region.

The success of the event would not have been possible without partners including the Regional Innovation Forum, who gave students access to the conference; DEDEAT, who brought a strong regional theme to the event; Eskom, who showcased excellent savings programmes and opportunities, and the incredible venue sponsored by the UDDI, connecting industry with education at grass roots level.

Complementing the conference was 24 exhibition stands, displaying the latest in technology with Lumotech, Enestar, Combustion Technologies and Electrosense; training through the



Energy Training Foundation and University of Johannesburg; and services through Green Leaf Environmental Standard, National Cleaner Production Centre and Point Green Energy Solutions.

In attendance was the president of the SAEE, Karel Steyn, who wrote:

"I am absolutely blown away with the range of speakers and the topics covered in one day. Andrew from the Wilderness Foundation literally brought some tears as I could actually feel his appreciation, but also his concern and warnings with what people like us are trying to achieve. Similar "nature conservationists" speakers at other conferences, are often arrogant with no consideration for the balance between the needs of people and that of nature, with the major focus only on nature. This was not the case with this individual who was humble, respectful, while making an extremely good case with factual/detailed information which speaks to the heart as much as to the mind, for people to consider.

I often hear and see the same things over and over as I go to EE conferences and lots of meetings, but this was a refreshing change – I actually learned a lot. Even those topics of which I know a lot was more comprehensive. I also met some new people who I intend getting to know better. I also met old "friends" who invited me to participate more in the Region and with them.

The goodwill I saw and felt between stakeholders is impressive. It is abundantly clear that you and the branch members have managed to bring the larger energy efficiency community of the Eastern Cape together, not only for the day, but generally as a group working together for the benefit of the Region – no-one badmouthed anyone, no-one was trying to score points against someone else, but with everyone seriously focussed and trying to contribute to the energy efficiency drive while doing good for the Region and the country."

The next SAEE event takes place on 2 July 2013, focussing on the green building industry. For more information contact the local branch at easterncape@saae.org.za

5TH INFODEV GLOBAL FORUM ON INNOVATION AND TECHNOLOGY ENTREPRENEURSHIP HELD SUCCESSFULLY HELD IN EAST LONDON, SOUTH AFRICA



The 5th infoDev Global Forum on Innovation and Technology Entrepreneurship was held at the East London International Convention Centre in the Eastern Cape, South Africa from 28 – 31 May 2013. InfoDev is a programme of the World Bank in the field of information and communication technologies (ICT) for development. The Global Forum is held every two years to provide entrepreneurs; investors; development practitioners; policy-makers; international aid representatives and innovation enthusiasts a chance to exchange insight and learn from the most innovative businesses in developing countries. It explores how innovation can boost job-led growth and tackle economic and social needs, while using the full power of ICTs and green technologies.

The conference was held in partnership with the South African Department of Science and Technology and the Eastern Cape Provincial Government under the theme "Harnessing innovative entrepreneurship for social and economic growth".

The Forum was attended by the World Bank Vice-President for Financial and Private Sector Development, Janamitra Devan; the South African Minister of Science and Technology, Derek Hanekom; the Premier of the Eastern Cape, Noxolo Kiviet; MEC for Economic Development, Environmental Affairs and Tourism, Mcebisi Jonas; and leading business people with delegates from more than 60 countries across Africa, Asia, Europe and America.

The Eastern Cape MEC for Economic Development, Environmental Affairs and Tourism, Mcebisi Jonas, commented on the significance of the conference saying, "innovation and entrepreneurship are recognised worldwide among the key ingredients for stimulating economic growth and the conference will expose the latest developments. The conference will be a

platform for sharing perspectives on how the current challenges can be converted into opportunities for strengthening the economy".

Mr Devan said that he saw the Global Forum spurring on new businesses and increased job creation, the number one challenge in today's global economy.

"The success of new ideas ... will be crucial in renewing job growth worldwide and in promoting inclusive growth and shared prosperity, which are especially high priorities for countries where inequality is a major concern," said Janamitra.

He said policies were vital, but that they had to be developed correctly if they were to create conditions for entrepreneurship.

Mr Devan explained that the driving force of creativity was innovators themselves, while government was responsible for offering support through effective policy and funding.

"That is what we are aiming to encourage here through the infoDev Top 50 competition, which rewards some of the most promising start-ups from our continent. In my mind, this is at the core of this Global Forum, creating new jobs and providing dramatic new opportunities," said the Vice-President.

In his opening address, Minister Derek Hanekom said that his Department supported research, development and innovation activities to contribute to a more competitive economy through the development of small enterprises. "The Global Forum has given the African continent an opportunity to benefit from global experiences on how to stimulate more technology-based innovation," he said.

He added, "It is good to see Africa embracing its role in advancing the global innovation agenda, at the same time empowering her citizens, creating jobs and growing the economy. African innovators are increasingly receiving global recognition in important technology areas."

The Minister mentioned PriceCheck, a South African mobile shopping application which had received the coveted BlackBerry Application of the Year Award in the US the previous week, fending off stiff competition from 100 000 other applications from around the globe. This application allows users to check prices before making purchases. Another African innovation, the internationally recognised M-Pesa system from Kenya, has given millions of previously sidelined people access to banking services. The mobile application development laboratory, mLab, established in 2011 at the Innovation Hub through a partnership with infoDev, is assisting 11 start-ups with the development or commercialisation of mobile services.

Minister Hanekom informed delegates that the South African Cabinet had recently approved an ICT Research, Development and Innovation Implementation Roadmap for South Africa – a long-term investment and implementation plan to deliver significant socio-economic impact through a coherent portfolio of interventions and programmes aligned with the National Development Plan.

Premier Noxolo Kiviet said the Global Forum would assist in creating a global network of innovation and technology entrepreneurs who, in various ways, would assist in stimulating research and business growth. "South Africa is one of the countries that have increasingly realised the importance of innovation and technology in leveraging socio-economic development. In tandem with that, our Province has also over the recent past increased focus on creating innovation instruments and platforms," the Premier said.

The Forum was instrumental in facilitating learning, business matchmaking and knowledge sharing, with a special focus on the needs of African entrepreneurs and innovators. The conference was held for the first time on African soil.

THE 5TH GLOBAL FORUM ON INNOVATION AND TECHNOLOGY ENTREPRENEURSHIP AWARDS FIVE BEST INNOVATORS

The 5th Global Forum on Innovation and Entrepreneurship ended in East London with an announcement of the five best entrepreneurs with innovative and technology-based solutions.

The five were chosen among 50 of the world's most inspiring high-growth entrepreneurs who participated in this year's Dragon's Den pitching competition.

An eminent jury consisting of angel investors, top policy makers and international donors judged the pitching firms on the criteria of commercial potential, long-term success and impact on society.

The Dragon's Den was one of the highlights at the Global Forum organised by the World Bank's infoDev, South Africa's Department of Science and Technology (DST), and the Eastern Cape Province.

The top five were awarded cash prizes of a total of US\$ 40,000 (approximately R 400,000).

The first prize went to Greengar from Vietnam for its innovative application that connects different mobile devices to enable real-time communication. The second prize went to Kenya's mPayer for their application that enables users to make mobile and cash transactions. The third prize went to South Africa's Afroes for its mobile applications delivering positive educational messages. Runner ups were Amant Antenna from Egypt for its novel cellular-based antenna technology covering multiple frequency bands, and Armenia's Microforrester for an application that tracks reforestation projects.

infoDev Programme Manager, Valerie D'Costa, congratulated the winners saying they represent the best innovative minds from emerging economies. "The quality and richness of ideas seen at the Global Forum is very encouraging. These are the high-growth entrepreneurs that can create sustainable companies creating jobs, impacting positively on society", she said.

The DST Deputy Director-General for International Cooperation and Resources, Mboneni Muofhe, said the competition was a crucial pillar of the Global Forum and of South Africa's partnership with infoDev as it celebrated innovation, creativity and entrepreneurship. "It is also



encouraging that the competitors are predominantly young people, which is why I believe it is not only the 50 entrepreneurs who are winners but all of us from different corners with the potential to make the world a better place", he said.

Head of Eastern Cape Innovation Hub, Mr Simphiwe Dzungwa, said the Dragon's Den was an opportunity for local entrepreneurs to learn how to present their concepts to potential funders. He committed the Province to keep boosting innovative firms.

Apart from the award competition, the Global Forum was a platform to connect entrepreneurs with mentors, financiers and partners from around the globe, and to exchange ideas of how to create the right 'eco-system' for innovative firms.

DEDEAT APPOINTS NEW HEAD OF DEPARTMENT

"Gxilishé's appointment is a step towards ensuring continuity in fulfilling the mandate of the Department," said Jonas.

Mr Bongani Gxilishé has been appointed as the new Head of Department for the Eastern Cape Department of Economic Development, Environmental Affairs and Tourism (DEDEAT).

Gxilishé was the Head of Department for the Department of Roads and Public Works in the Eastern Cape from April 2010 until the end of his tenure in March 2013. He also worked as the interim Director General for the Eastern Cape Provincial Government in November 2010 until the position was filled.

DEDEAT MEC, Mr Mcebisi Jonas, welcomed Gxilishé's appointment as a step towards ensuring continuity in the process of fulfilling the Department's mandate. "Gxilishé has an impeccable track record and has showcased his leadership skills in the previous positions held in the provincial administration." Jonas further commended Gxilishé as a "seasoned leader who understands the provincial imperatives and will be instrumental in steering the Department towards meeting the targets set in the medium to long term".

"The Eastern Cape has endless opportunities that need to be unlocked, working in harmony with stakeholders in the identified priority sectors. My role will be instrumental in instilling a shared vision for a common understanding of the development agenda of the Province. I am deeply humbled by my appointment as the Head



of Department for DEDEAT and I understand the magnitude of the work ahead of me," said Gxilishé.

Gxilishé joins DEDEAT after the resignation of Mr Bulumko Nelana in December 2012. Mr Albert Mfenyana, General Manager for Environmental Affairs was appointed as the Acting Head of Department in the process of searching for the potential candidate.

MEC Jonas thanked Mfenyana for serving as the Acting Head of Department. "Mfenyana never hesitated to heed the call to act as the Head of Department and this exemplifies the calibre of workforce required to serve the public with dedication and humility," concluded Jonas.



MEC JONAS ENCOURAGES COMMUNITIES TO FORM CONSUMER PROTECTION MOVEMENTS IN THE FIGHT AGAINST BUSINESS MALPRACTICES



In an ongoing crusade of encouraging citizens to play an active role in understanding and defending their rights as consumers, MEC Jonas spoke to a group of more than 1200 community members in Sterkstroom about the importance of consumer rights activism to them as individuals and the well-being of the economy as a whole. The MEC said consumers have to be able to invoke relevant and solid consumer rights facts when in need and contest as groups as the power in numbers in the fight against business malpractices.

“Currently, the cases that our Provincial Office of the Consumer Protector deals with are on the rise and it is pivotal for consumers to organise themselves as some of the illegal practices are increasingly becoming a societal problems spiraling out of control”, said Jonas. “Citizens need to come together and form community consumer movements within society as this will assist in ensuring that a formidable voice in fighting the scourge that plagues the society gets momentum. Illegal micro-lenders continue to deprive people from accessing services as some of them confiscate identity documents and this is a punishable offence by law”, added Jonas.

In attendance were agencies that are mandated to ensure the restoration of consumer rights through their regulatory role, these included the: Financial Services Board, National Credit Regulator, National Debt Mediation Association, Council for Debt Collectors, National Regulator for Compulsory Specifications, and the Council for Medical Schemes.

Mr. Didi Sebothama from NCR emphasized that micro-lenders and ‘oomatshonisa’ should register with the NCR to conduct business legally and change the prescribed interest rates. Mr. Sebothoma stressed that it was unlawful for micro-lenders to retain consumers’ identity documents and bank cards when entering into credit agreements with consumers. “Consumers should ensure that when borrowing money they act responsibly by utilising credit providers accredited with the NCR”, said Sebothoma.

“The process of establishing a consumer tribunal is one of the key milestones that will complement the DEDEAT efforts geared towards the betterment and restoration of the integrity of the human rights which ought to be enjoyed by all citizens”, further added Jonas.

With International Consumer Rights Day celebrated annually on 15 March, the Department of Economic Development, Environmental Affairs and Tourism (DEDEAT) conducted an awareness session on 6th March 2013 in Sterkstroom to encourage citizens to join forces in restoring human dignity through preserving consumer rights.

The theme for this year’s celebrations is “Consumer Justice Now”.

For more information visit:
www.dedea.gov.za



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