

20-25 May 2014

AFRICAN RENAISSANCE FESTIVAL REPORT



Gayle McLennan-Smith

EXECUTIVE SUMMARY OF THE AFRICAN RENAISSANCE FESTIVAL 2014

The 16th African Renaissance Festival was held in Durban over the week 20th to 25th June 2014, comprising a one day youth conference , two day African Renaissance Conference and the Africa Day Music Concert.

The African Renaissance Festival

Dr Sibusiso Ndebele, Chair of the African Renaissance, said, “The annual African Renaissance Festival continues to be an exciting and worthwhile opportunity to celebrate Africa’s progress and the renewal of our continent.”

Of significance, in his speech at the 2014 Banquet Dinner, key note speaker, Dr Johan van Zyl, President and CEO of Toyota South Africa said, “The Renaissance cultural movement spanned roughly the period from the 14th ~ 17th century beginning in Florence, Italy in the late Middle Ages. Europe did not experience the changes of the Renaissance uniformly. There are two key points to learn from the short history:

- The European Renaissance took four centuries, so please be patient.
- The Renaissance of Africa will also not be experienced uniformly. So please be patient.”

Theme: Africa in Motion

The theme of this year’s festival was “Africa in Motion”. The theme was chosen as a basis to debate and discuss the current progress, projects and strategies in the aviation, maritime, tourism, communication and business sectors. As stated by Professor Sihawukele Ngubane, Vice Chairperson and Organising Committee Chair for the African Renaissance, “Africa is on the move”. He added, “Africa will continue to witness momentous development. We need to position ourselves to make full use of any opportunity coming our way. In his opening address at the conference, he remarked, “When Africa is in motion there is a loud sound of thunder”, which well reflects the general view that the continent of Africa is dynamic and growing, and a major component of the world economy.

Dr Ndebele commented that this year’s theme, “Africa in Motion”, captures the current, visible state of constant flux, which the continent produces, and is produced by it. While this motion is a permanent feature of modern societies in the global village, our theme, “Africa in Motion”, does not presuppose that the movement of people, goods and services is a recent phenomenon in our continent. The theme only points to the strength of this irreversible tidal wave which, in our times, speaks more to the progress that we, as Africans, consciously elect to be involved in to move our countries, and continent, forward.”

Youth Conference 20 May

The Youth Conference was highly successful and well attended by youth, students and scholars; albeit from a slow start in numbers attending as many delegates arrived later than expected.

Common themes running through the day were in the requests to the youth to find their passion, be true to themselves and live life purposefully. Challenges in life should be seen as opportunities to overcome. The speakers also stressed the importance of working with and having respect for others, including elders or mentors that the youth could learn from in their families and communities. Of note, the importance of education and obtaining qualifications as bases to grow from was stressed by all speakers.

South African Elections

The important of peace, democracy and development for progress in Africa to be sustained was emphasized by a number of speakers. The delegates were welcomed to the city of Durban by Mayor James Nxumalo said ,“The conference comes at a time when South African has successfully completed its fifth general elections, which were assessed as being free, fair and peaceful.“

MEC for the KwaZulu-Natal Department of Economic Development and Tourism, Mike Mabuyakhulu said that the recent elections were significant in that they increased confidence in our country. Good governance, which is transparent and accountable, affects South Africa’s credit rating, which is related to our ability to attract foreign direct investment.

KwaZulu-Natal and South Africa

KwaZulu-Natal is considered a gateway to the world. KwaZulu-Natal has 600km of coastline is home to the Ports of Richards Bay and Durban, which are the busiest in Africa in terms of volume and cargo respectively. However, this status will not remain static as other countries in the region are investing heavily in infrastructure. Kwazulu-Natal had to take a stand and contribute to growing Africa’s economy amid competition from other countries. The sectors of tourism, maritime, aviation and communication are all significant for KwaZulu-Natal.

Of note, South Africa has a monopoly on location as the country has two oceans on its coastline; the Atlantic and Indian. South Africa also shares its borders with seven countries. Its geographic advantage is extremely important for its potential growth trajectory. Trade and regional integration is also important to future growth. It is necessary to develop a robust economy that is sustainable, creates employment and is globally competitive.

Opportunity in Africa

Africa is currently being seen as a burgeoning and attractive investment destination. The growth on the continent grew by 5.4 % and 5, 5 % in 2012 and 2013 respectively. In 2012, seven of the top ten

stable economies globally were in Africa. These countries are Mozambique, Angola, Zambia, Ruanda, Tanzania, Niger and Ghana. The USA and China are competing for these markets as there are new opportunities. The current sentiment is that China is overtaking the United States as the economic powerhouse and is investing in Africa. However, some of the fastest growing economies in the world are in sub Saharan Africa, which can be argued is the new economic frontier.

Africa needs to comprehend the facts and dynamics and capitalise on these opportunities. Countries must place themselves on the global stage in the age of globalisation. Regional integration is part of this process. South Africa and the province of KwaZulu-Natal cannot stand back while other countries are standing up. Currently, new infrastructure and measures are being put in place to ease the cost of doing business in the region. It is necessary to seek out opportunities that increase our role on the world stage. However, it is necessary to ensure that we stimulate the supply side. The economy will grow if all of us seize the opportunities that are present. This message of opportunity in Africa was constant throughout the various presentations.

The theme was further expressed by key note speaker at the banquet dinner, Dr Johan van Zyl, President and CEO of Toyota South Africa. He said “In Africa, I believe, you find tomorrow’s market today. This is a robust market full of potential, with a great future. Africa is however not one market. It is indeed a continent of opportunity and diversity – 54 countries, each with its own set of cultural values, business practices and political systems. He added that Africa is a cosmopolitan continent, brimming with opportunity and potential. It is important that we as Team South Africa all work together in the same direction for the improvement of society. South Africa is a “can do” nation and we need to develop respect for people, property and life.

Progress means that excellent opportunities exist for entrepreneurs, investors and business people, which should not be ignored. Mr Vivian Reddy, Chairman of Edison Power Group, said that we have opportunities in Africa, we as Africans need to start working with each others. Doing business on the continent of Africa is no different from doing business elsewhere. The main issue with doing business in Africa is that you need to have a deep understanding of the region you are in.

However, it is up to the individual to get involved and “wake up to the opportunities”. The government has created opportunities and there are incentives in place. Chris Magagula MD of Bulk Africa Terminal, emphasized that, “Opportunities exist, the environment exists”, and that entrepreneurs, “need to drive the process, if you wait you are not going to go anywhere”.

The African Renaissance Conference 2014 celebrated progress and transformation in Africa. The various sectors are facilitating the involvement of historically disadvantaged people and communities

through providing skills and education opportunities. This is apparent in projects such as those undertaken by Transnet in helicopter pilot training and in the training of women harbour masters.

Maritime Sector

The important role of the maritime sector in Africa was highlighted by Mr Don Mkhwanazi who said that shipping is an enabler of trade and the future of Africa lies in the ability to trade more effectively and efficiently with the rest of the world.

The enormous potential of Africa's Maritime Domain has also been clearly recognized through the establishment Africa's Integrated Maritime Strategy Aim 2050 which clearly lays down policy for the regulation and management of maritime issues and resources.

The ocean's influence is a necessary and non-substitutable input in all economic activities in Africa. The importance of the blue economy is also relevant in terms of:

- The resource availability of land becoming less able to satisfy demand (due to increased population and economic growth),
- International trade growing in importance as a determinant of the welfare of Africans,

In order to benefit we need to take ownership of the maritime domain as it requires stewardship. As expressed by Prof Stephen Hosking, "We know less than we should of this sector".

The "blue economy" has huge potential to create jobs and opportunities including ship building and repair, the building of infrastructure, transport and allied services. Of significance, South Africa needs to build ships that sail under the South African flag.

Andrew Pike, Director Velden Pike Nichols Inc., said that there are issues around labour costs and labour legislation which makes our ship building industry uncompetitive.

Ship financing in South Africa had in the past dried up but investment is now opening up and reform is taking place as was presented by Mr Herman Husselman of the IDC. However, it is necessary for the industry to be subsidized as is the car manufacturing industry. A concerted effort is required to resuscitate our own fleet so that South African can give contracts to the South African ship builders' industry, which will in turn rebuild and regenerate our maritime sector.

Tau Morwe, CEO National Ports Authority, said that we are change agents. We are tasked with the responsibility of the change in relationships within the maritime sector. It is also necessary to change and engage with those who did not historically play in the sector. The starting point of this change is in maritime policies which are required to develop a strong maritime industry, which includes not just owners of ships but allied industries e.g. ship agents, transport companies etc.

Commander Tsietsi Mokhele, CEO: SA Maritime Safety Authority emphasized that the South African government is taking its "Blue Economy" seriously and it:

- Has adopted a study on the blue economy
- Will unveil a South African Maritime strategy later this year

Of note is that KwaZulu-Natal is also developing a maritime strategy.

Transportation infrastructure

Transportation infrastructure including air, ports, road and rail are essential to the African Renaissance. Infrastructure:

- Contributes to economic growth, while simultaneously being a catalytic input to human development
- Road networks provide links to global and local markets
- Africa's infrastructure network is deficient in coverage & prices for services are exceptionally high by global standards

There are a number of challenges which include

- Bringing more black players within the industry
- Finance – industry requires huge capital
- Various Legislations
- Red Tape within the industry:
- Skills & Empowerment

Transnet Freight Rail: Chief Operating Officer Mlamuli Buthelezi said that Transnet Freight Rail participates in the programme for infrastructure development in Africa. Africa is experiencing a railway renaissance and Transnet is part of this process.

The Dube TradePort is the biggest infrastructure project that the government of KwaZulu-Natal has undertaken. It has one goal in mind and that is to move business forward. The Dube TradePort is purpose designed and strategically placed and is planning for 2060. The Dube TradePort is opening up opportunities for the local economy, the KZN economy, the South African economy and for Africa. The TradePort is going to be declared a special economic zone, which has implications for substantial tax reductions.

Communication

We live in an era of change and communications has an important role to play on the continent of Africa. Media platforms and the way that we communicate are changing through the variety of

channels that are available. Digitalisation and mobile technology has shrunk the continent; we get news easier and faster. However, it is important that all people's voices are heard including women, elderly and rural communities.

While newspapers are still important, current development such as the immigration from analogue to digital broadcasting will enable greater connectivity. Phil Molefe, Executive Chair of the Africa Media Institute, stated that digital migration from analogue transmission is the biggest change that the African broadcast media is currently facing. Digital transmission offers many opportunities in the increased number of broadcasting channels available. These allow for investment opportunities in new programmes and will provide the space to communicate more effectively to niche audiences.

Paula Fray, MD Fraymedia, commented that we also need to ensure that more people including women and people in rural economies have a voice and tell the African story. Journalists need to be trained to write about Africa as well as be taught how to market their stories effectively. She concluded that "We have the opportunity to redefine how we talk about Africa."

There are currently new opportunities in the communication and media sectors. The challenges of development is apparent in that new skills and increased capacity is required to match the new environment. In addition, it is important that the African story is told by Africans and not by foreign journalists who generalise or over simplify issues.

Tim Cohen, Editor Financial Mail said, "*We live in extraordinary times and change brings about fabulous opportunity*".

Tourism

Growth and development on the African continent is underpinned by the tourism sector, which is considered one of the most important sectors of the economy of this continent. Africa cannot afford to drag its feet in respect of growing this sector. Africa must spearhead the progress of renewal in view of its resources including: natural, minerals, flora and fauna and marine resources.

Africa has exhibited strong tourism growth but we need to have policies in place to ensure its survival. Africa continues to attract such a low proportion of international tourism because of the lack of real investment by African governments in developing and marketing their countries as tourism destinations.

Tourism in Africa should also be intra Africa and this aspect needs to be promoted and ease of access to African countries by Africans facilitated.

Marine Tourism

According to the African Union, marine and coastal tourism is one of the biggest opportunities for tourism growth. Cruise tourism has the potential to create 100 000 additional jobs by 2025.....not by default but through proper interventions. In order to promote this sector the following is required:

- Planning to enable forward momentum
- Unpacking the opportunities
- Packaging and marketing the experiences
- Identifying what will make us different
- Have a vision and mission
- Proper objectives
- Infrastructure in place
- Develop products
- Build human capacity
- Monitor success
- Have institutional frameworks in place

We have a great story to tell in Africa and there is need for a coordinated communication strategy. There is a recognition that we need to align tourism messages that promote South Africa. A KwaZulu-Natal data base of tourist attractions and suppliers is being developed and it is important that this is comprehensive and maintained.

The following were identified as key issues to promote tourism:

- Air connectivity –growing tourism
- Univisa
- Entrepreneurship and the role of the value chain
- Growing cruise tourism
- Regional tourism
- Emerging destinations in Africa
- Blue economy integrated into tourism strategy
- How do we start packaging “non-violent” culture and ubuntu – need to use it a tourist strategy to sell, package and attract tourists

Aviation

Aviation connectivity is essential on the continent of Africa. Africa is the powerhouse of the world and air transport will be the dominant mode of transport into the future.

This is apparent as aviation facilitates:

- Tourism development;

- Gets products to market
- Moves business people,
- Reduces production costs,
- Increases productivity,
- Attracts foreign direct investment and stimulates international trade

Airports Company South Africa will, together with our partners and stakeholders, continue its journey towards managing and developing world class airports with its focus on:

- Service and operational excellence
- Increasing air connectivity
- Developing its people
- Transforming and building the economy
- Ensuring sustainability
- Increasing its international and African footprint

Emirates' daily flight out of the King Shaka International Airport (KSIA) in Durban is the only international year-long flight from Durban and is performing well and providing a wealth of connectivity options through the airline's Dubai hub.

Aviation is especially necessary to connect tourist with remote destinations due the distances that are required to reach them. This is especially apparent in the case of many of the Transfrontier Conservation Area (TFCA). However, there are limitations such as cost of flights, which require greater consideration.

The Way Forward

A number of points were highlighted by both speakers and delegates during the conference presentations and question and answer sessions as being important in taking the African Renaissance movement forward. These include the need for:

1. Government led intervention where required to stimulate sectors
2. Government policies to control and direct sectors such tourism/ maritime /communication
3. A knowledge economy
4. Skills and education, the standards thereof and access to
5. Greater awareness of opportunities by all people including those in rural areas
6. Greater involvement of women in the economy
7. Entrepreneurs to take advantage of opportunities
8. Better communication

Youth Conference

The Youth Conference was held on Tuesday 20th May at the Southern Sun Elangeni & Maharani Hotel in Durban. This year the event was organised by Lyle Krause and was bought under the umbrella of the African Renaissance Festival, rather than being handled separately by Ignite SA. This change of management adds value to the Youth Conference as it is may be perceived as a bridge to the more formal conference proceedings. The delegates at the Youth Conference should be considered as potential delegates to the African Renaissance Conference.

The Youth Conference was highly successful and well attended by youth, students and scholars albeit from a slow start in numbers attending as many delegates arrived later than expected. The aim of the conference is to assist and motivate young people to overcome the challenges that they face in their daily lives. Krause said, "Our dynamic, influential, and inspirational young speakers will leave everyone on the day inspired and motivated to believe in the possibilities that exist for young South Africans." As such it is of significance that "hopeful", "amazed", "liberated" and "excited" were words used by the youth in their response to the Youth Conference.

The master of ceremonies was Lynette Ntuli, who is passionate about youth development. The range of outstanding speakers comprised:

Vuyisa Qabaka - Abaphumelele Business Consultants

Eleanor Potter - Management Consultant Telecommunications Industry

Jessica Nhleko - African Insignia Hotels

Shantan Reddy - Edison Power

Ryan McFadyen – Have You Heard

Dawn Dunn – Red Dawn Events

Cedric Mkhize - Sun International Sibaya Casino

Professor Ngubane welcomed the youth, the "young lions", to the conference and emphasized that this was an opportunity for the youth to learn so that mistakes from the past are not repeated. He said that the conference is a place to have fun, to network, to learn from others' successes and to build towards their own futures.

Lynette Ntuli continued with this theme in her introduction asking the youth to consider the following during the course of the day:

- How do we create opportunities and solutions
- How do we apply opportunities to our selves\need to learn stretch yourself, explore new ideas
- How to use education as a platform for the future

Common themes running through the day were in the requests to the youth to find their passion, be true to themselves and live life purposefully.

Jessica Nhleko has much personal business experience in the tourist industry to draw from. She said that you should, "Allow your passion to become your purpose and it will become your profession." She added, "We are Africans, we need to be proud of Africa, we are part of being in motion" Part of being proud is having "warrior pride" which entails:

1. Being present and prepared
2. Respect
3. Integrity
4. Determination
5. Etiquette

Dawn Dunn's exuberant personality added fire to the day's proceeding. She emphasized the importance of being true to oneself, not to fit in a box but to be unique. Your quirks make you a happy person. She lives her life by the personal motto of "nothing is impossible" but adds that she "never does anything unless it feels good." The following are her life's lessons:

1. Keep your word
2. It is not always about you
3. Do not allow other people to define your beliefs
4. Believe in yourself
5. Maintain integrity
6. Love the skin you are in
7. Don't close yourself off to knowledge
8. Change what you can
9. Journey can change –embrace it
10. Nothing is impossible

The speakers also stressed the importance of working with and having respect for others, including elders or mentors that the youth could learn from in their families and communities. Eleanor Potter said that we require other people to be successful and that without the participation of others we would be walking this journey alone. The question to ask was, "What differences were we making in other people's lives?"

Jessica Nhleko said that teamwork is part of success and that learning was essential. Success is an ongoing journey and that is important to have a key mentor that one can learn from. It is important to always be ready to listen. It is important to have a sound moral compass so that people cannot judge

you. Your reputation is more valuable than money. Great leadership flows from great challenges, however it is necessary to be innovative and push the boundaries.

Eleanor Potter also mentioned that leadership is not a title but a state of mind and learning to listen was an essential part of fulfilling this role effectively. Leaders also require courage to follow one's own path and wisdom. If you wish to be a leader of tomorrow you need to be accountable and communicate effectively. Leadership also requires that you connect with others in a real tangible way.

All speakers mentioned that the youth had plenty of opportunities available to them and it was up to them to make use of them as well as to face up to any challenges that they may encounter along the way as these could be overcome. Vuyisa Qabaka drew attention to the fact that the youth have great opportunities and that success in life is a choice. He said that it is necessary to find one's passion and that through this you can overcome any adversity. He mentioned a number of points to consider in creating one's future success:

1. Talk about the future
2. Failure is not an option – success is a choice which requires action and not day dreaming
3. Find your passion
4. Take pride in serving others
5. Take care of work and the money will take care of itself
6. Don't fear reinventing yourself
7. Work well with others
8. Tell your story
9. Keep calm

The necessity of overcoming challenges was well exemplified by Cedric Mkhize who inspired the youth with his personal story, which was tragically altered by a car accident. From being a rising star rugby player with an exciting career ahead, he is now a paraplegic in a wheelchair. He said, "Life is full of challenges and we need to find a way to rise above them. Challenges are opportunities to succeed." He said we can choose our states of being. He added that he gets out of bed each day believing that it is going to be a good day and that he can make a difference in someone else's life. He added, "We should not ask why me? I am here because I am meant to be here. If not me then who else? The question is not, "why me?" but, "try me?"

Facebook: [Mmie Bafo](#) I was there yesterday. And Guest speakers really inspired me. more specially Mr C mkhize

Of note, the importance of education and obtaining qualifications as a base to grow from was stressed by all speakers. Shantan Reddy said, "Education is a stepping stone to success, which can never be

taken away from you.” He added that it is necessary to acquire qualifications and that you need to work yourself along your career path. In so doing, you may have to work for others to obtain experience.

Shantan Reddy stated that it is time to create South African solutions for South African companies. He added that we do not need permission from America or Europe nor do we need “copy and paste” solutions to our challenges. He said that if you work hard enough you will succeed but you need guts and tenacity. It is important to stick to the basics and not get greedy. However vision is required to succeed. He quoted, Nelson Mandela “There is no passion to be found playing small - in settling for a life that is less than the one you are capable of living.”

Ryan McFadyen, word of mouth marketing expert, gave the youth three key points to achieve success– be patient, work harder than you ever thought you would, create something remarkable and share your story. He added that in order to be successful a business should address:

- An unmet consumer need - have a unique positioning - be different
- Have conservational currency
- Deliver on its promise.

The role of technology via telecommunications as well as use of internet social media in marketing oneself and ones products or services was also explored. Eleanor Potter said that the role of technology in connecting people cannot be ignored- people connect with other people and technology enables these connections. However, technology should be used responsibly, especially as it may overtake real human interaction and communication.

African Renaissance Conference

The 16th African Renaissance Conference was held on the 22nd and 23rd May 2014 at the Durban ICC. The conference was attended by almost 550 people.

Topics and Speakers

Programme Director: Prof Sihawu Ngubane

Plenary

Cllr James Nxumalo, Mayor of eThekweni Municipality -Welcome

Mr Michael Mabuyakhulu, MEC Economic Development & Tourism, KZN: Government's foresight and vision for world-class gateway into Africa

Dr Sibusiso Ndebele, Chair: African Renaissance: The role of African Renaissance in enhancing the social economic agenda on the African Continent

Africa's Maritime Integration

Commander Tsietsi Mokhele, CEO: SA Maritime Safety Authority: Implications of the African Maritime Charter and AIM 2050

Mr Andrew Pike, Director: Velden Pike Nichols Inc.: A case for an African fleet and Pan-African Cabotage Legislation (lessons from the Nigerian Cabotage Regime implementation)

Prof Stephen Hosking, Economics Department, Nelson Mandela Metropolitan University: A perspective on the economic contribution of the ocean sector to African economies

Mr Tau Morwe, CEO: National Ports Authority: Creating opportunities for emerging shipping companies to develop in the maritime industry

Infrastructure Development in the Maritime Industry

Mr Dinesh Chaithoo, Associate: Infrastructure, Highways and Bridges, Arup: The Gateway to Africa concept: logistics challenges in optimizing intraregional, intermodal freight traffic in Limpopo, South Africa

Mr Chris Magagula, MD: Bulk Africa Terminal (Pty) Ltd: The need for entrepreneurs to drive opportunities in infrastructure development

Mr Herman Husselmann, Snr Account Manager Industrial Dev Corp: Funding packages that financially support the maritime industry

Connectivity on the African Continent through Communications

Mr Phil Molefe, Executive Chair: Africa Media Institute: The role of the African broadcast media in the digital age

Ms Paula Fray, MD: Frayintermedia: Communicating our story: Facing the Challenges

Mr Tim Cohen, Editor: Financial Mail: Role of the media in the implementation of the Growth and Development Plan

The Platform to do Business in Africa

Mr Vivian Reddy, Chairman: Edison Power Group: Critical success factors to doing business in Africa

Ms Saxon van Coller, Chief Executive Officer, Dube TradePort Corporation: Developing the smartest, world-class air logistics platform. How this platform is set to unlock Africa's potential.

Mr Fouad Caunhye, Regional Manager, Southern Africa, Emirates Global perspective: Operating from Africa. The challenges and successes of the first international airline to operate from Dube TradePort

Connectivity on the African Continent through Tourism

Mr Craig Drysdale – Head: Global Sales, Thompsons Africa: Tour Operators: marketing agents for a destination

Ndabe Khoza, CEO, KwaZulu-Natal Tourism: Opportunities in Cruise Tourism

Mr Cuthbert Ncube, Regional Vice-President Africa, UNWTO: Africa in the eyes of the tourism world

Ms Sindiswa Nhlumayo, Executive Head, Centre for Maritime Excellence, SAMSA:

A case for developing an integrated marine tourism and leisure in South Africa

Promoting Connectivity through Aviation and Tourism

Mr David Frost, CEO: SA Tourism Services Association (SATSA): Product diversity for Africa's tourism growth

Mr Terence Delomoney, GM: Airports Company of South Africa: Airports Company South Africa's progress in developing aviation on the Continent

Ms Tebello Mokhema, Airports Council International (ACI): Africa Airlines and airports working for greater air connectivity

Mr Roland Vorwerk, Marketing Manager: Boundless Southern Africa, Department of Environmental Affairs: Facilitating people-to-people movement in Southern Africa

SESSION ONE: Programme Director: Prof Sihawu Ngubane

PLENARY

Professor Sihawukele Ngubane, Vice Chairperson and Organising Committee Chair for the African Renaissance welcomed the delegates to the conference and set the theme, “Africa is on the move, the Africa is on the move and the primary focus of this year’s celebration is on the maritime, air transport, tourism, and media and communication sectors. By continuing to develop connectivity, a platform for doing business in Africa is created.”

In his welcoming address Mayor James Nxumalo said that the African Renaissance aims at giving particular focus to the broader issues relating to redefining and rebuilding the continent through accessing its own rich social, political and economic issues. He added that as much as the African continent is part of global community the African continent on its own has enough capacity to resolve its own challenges.

Dr Sibusiso Ndebele, Chair: African Renaissance: The role of African Renaissance in enhancing the social economic agenda on the African Continent

Dr Sbu Ndebele said, “The African Renaissance is both a concept and story. Its primary object is to drive Africa and its people, on the continent and the African Diaspora, to find value, and continuously add value, in themselves. It is a story that calls for Africa to continuously work towards finding, and connecting with, each other - in the generation of new knowledge, in the management of information systems, in business and intra-African trade, in tourism, in the arts, culture and common heritage. The African Renaissance movement is raising a pan African consciousness of its people. This gathering continues to be an exciting, and worthwhile, opportunity to celebrate Africa’s progress and the renewal of our continent.”

Dr Sbu Ndebele further provided an overview of the history of the African Renaissance Festival held in Durban.

In 1999, the African Renaissance Conference was held under the theme: “Beyond Conflict”. Following years of conflict in South Africa, and in the Province of KwaZulu-Natal in particular, the moment had arrived for this Region to move on and put peace, democracy and development at the head of its agenda. In re-discovering itself, South Africa had re-invigorated its relations with the continent and the African Diaspora.

Beyond Conflict was further developed in the year 2000, when it was contextualized within the dawn of the new Millennium namely “Beyond conflict in the New Millennium”. Enhancement of the theme of peace was crucial to taking, especially, this province forward.

In 2000 Guest of Honour, then Deputy President and now President of the Republic of South Africa His Excellency Mr. Jacob Zuma, defined the African Renaissance as a moment where the continent of Africa needed to be taken to the better place in the world of nations.

In 2001, the two crucial issues of poverty, and underdevelopment, were raised by President Thabo Mbeki as critical to the affirmation of the African Renaissance if properly addressed by citizens and effective states.

In 2002, the theme, “IBUYA-Our Time Has Come”, was adopted to mark Africa’s return to the conglomeration of world nations.

The African Renaissance 2003 was held under the theme, “Nepad: Quest for an African Renaissance”.

In 2004, President Mbeki returned as keynote speaker and focused on Haiti with the problems of poverty and underdevelopment.

The year 2005 marked the 50th celebration of the Freedom Charter, and the theme “Reflecting on the Human Right Triumph” was adopted. To expand the horizons, the African Renaissance programme had been introduced, and incorporated, into the work of the Martin Luther King Junior Committee whose voice was the late Rev. James Orange.

In 2006, under the theme “African Renaissance and African Intellectuality”, the time had come for this forum to identify the role that intellectuals in Africa can play in the development, and advancement, of African scholarships.

In 2007, the theme “Peace and Security through Partnerships” was adopted, as peace is a pre-requisite for democracy and development.

Peace and security were further explored in 2008 with “Uniting the African Diaspora” being the theme, and “Uniting the African World” being the theme for 2009.

In 2010, the focus was on the FIFA World Cup with the theme “Take charge Africa – the future is in your hands”.

In 2011, the theme was “Connecting Africa”. Emphasis was placed on the fact that in 2011 it should not be easier for a foreigner in Europe to move with ease from London to Paris by rail or road, but much more difficult to move from South Africa, across Swaziland to Mozambique or from South Africa to Zambia, because of physical restrictions at our borders as well as the condition of our road/rail network.

The African Renaissance Conference 2012 offered further opportunities for ideas advocating a coordinated approach to knowledge generation and leadership development.

Last year (2013), whilst continuing with the theme of connecting Africa, we not only focused on physical infrastructure but also dealt with human development.

Mr Michael Mabuyakhulu, MEC Economic Development & Tourism, KZN: Government’s foresight and vision for world-class gateway into Africa

KwaZulu-Natal is considered a gateway to the world. Of note, South Africa has monopoly on location as the country has two oceans on its coastline; the Atlantic and Indian. South Africa also shares its borders with seven countries.

KwaZulu-Natal has 600km of coastline is home to the Ports of Richards Bay and Durban, which are the busiest in Africa in terms of volume and cargo respectively. However this status will not remain static as other countries in the region are investing heavily in infrastructure. Kwazulu-Natal had to take a stand and contribute to growing Africa’s economy amid competition from other countries.

The volumes of cargo are currently growing and Durban needs to keep up to market demands by building a Dig Out port to alleviate pressure and meet increasing capacity demands. However, it is necessary to ensure that we stimulate the supply side. The economy will grow if all of us seize the opportunities that are there

Trade and regional integration is important to future growth. It is necessary to develop robust economies which are sustainable, create employment and are globally competitive.

The sectors of tourism, maritime, aviation and communication are all significant for KwaZulu-Natal.

SESSION TWO (Facilitator: Mr Don Mkhwanazi)

AFRICA'S MARITIME INTEGRATION

Mr Don Mkhwanazi highlighted the importance of the maritime sector by quoting from a recent address, "To the Green Economy, we must add the Blue Economy, namely maritime resources and the all economy around the maritime industry," a sine qua non condition to Africa's true and meaningful renaissance that guarantees, protects and advances the socio-economic interests of African populations. (The Chairperson of the AU Commission Dr Zuma, Mo Ibrahim Foundation Forum November 10, 2013)

The comment well reveals the prominent role that the "blue economy" has in Africa. However, in order to fully benefit from its potential opportunities, all Africans need to take ownership of maritime domain, as it requires stewardship. As expressed by Prof Stephen Hosking, "We know less than we should of this sector".

South African maritime sector

Stretches 3 924 km along the coast from the Orange River mouth in the West to the Mozambique border in the East and a distance of 370 kilometers from a defined coastal baseline (a line connecting mean low water marks) out into the Southern Atlantic Ocean in the West and Western Indian ocean in the East, and includes the islands of Prince Edward and Marion. The size of South Africa's Exclusive Economic Zone is 1 553 000 square kilometers, greater than the land area of the country (which is 1 219 090 square kilometers). It is governed in terms of South Africa's Maritime Zones Act of 1994.

Importance of the Sector

The ocean's influence is a necessary and non-substitutable input in all economic activities

The importance of the blue economy is also relevant in terms of:

- The resource availability of land becoming less able to satisfy demand (due to increased population and economic growth),
- International trade growing in importance as a determinant of the welfare of Africans,

The South African Government has taken the maritime sector seriously and it:

- Has adopted a study on the blue economy for
- Will unveil a South African Maritime strategy

Definition of the Maritime Industry

- All direct shipping related operations such as shipping lines, cargo owners, terminal operators, bunkering, stevedoring, ship chandlers, and shipbuilding and repair, etc

- All indirect shipping related services such as administration, legal and financial services, skills development and training, etc
- All direct port related transport and logistics such as clearing and forwarding, warehousing, security and customs, harbour carriers, etc
- Marine related activities such boating, yachting, sailing, cruising, fishing, aquaculture & mariculture, diving, swimming, etc
- Marine related operations such as oil and gas exploration and extraction

Commander Tsietsi Mokhele, CEO: SA Maritime Safety Authority

The enormous potential of Africa's Maritime Domain has also been clearly recognized through the establishment Africa's Integrated Maritime Strategy Aim 2050 which clearly lays down policy for the regulation and management of maritime issues and resources.

Implications of the African Maritime Charter and AIM 2050

Commander Tsietsi Mokhele well elaborated on the key issues pertaining to the sector:

Maritime Trade – About 90% of Africa's extra – territorial and intra – Africa trade is seaborne

Maritime Economic Benefits –Although Africa`s maritime economy is estimated to be \$1 trillion annually, it only retains less than a 1% of this amount for its own benefit.

Maritime Job Opportunities –The maritime sector can be a significant employer - Africa's portion of seaborne cargo carried on the international fleet is significant, yet Africa has not been staking out for even a matching number of jobs related to that cargo (Africa accounts for only 1% of global Seafarer jobs)

Marine Resources – Africa has extensive living and non living marine resources for which its people depend upon fishing for daily sustenance as well as offshore energy and mineral resources for economic development

Maritime Zones - Territorial waters, Contiguous zone, Marine cultural zone, Exclusive Economic Zones, Continental Shelf Claim and freedoms of the International Waters

Maritime Safety - Illegal, unregulated and unreported fishing is estimated to cost sub-Saharan Africa approximately US\$1 billion a year. Billions worth of maritime oil is stolen.

Marine Environment - Thousands of litres of hazardous waste material is illegally dumped in African oceans and seas annually polluting and degrading Africa's marine eco-system

Maritime Security - Somalia-based piracy at its height came at an annual price of between US\$6,6 and US\$6,9 billion (even though direct cost of payments to the pirates was \$50m through out the period); this is more than 110% of the Somali annual GDP

The Way Forward is in Africa's Maritime Development Agenda:

- Support the formation of the African Ship Owners Association

- Support the Integration of the Association of African Maritime Administrations into member states.
- Request the African Development Bank to set up a seed fund for the African Maritime Development Bank
- Establish and/or enhance the Maritime Administrations in African countries
- Promote cabotage and private sector operators at national, regional and continental levels. There should be alignment on INCOTERMS
- Policy recognition (Maritime Charter) and developing of the regional African coastal shipping as part of the 'domestic' transport network planned complete with:
 - Appropriate cargo consolidation hubs [hub and spokes]
 - Intermodal maritime corridors linked to inland regions
- Establish a Establishment of a continental short-sea-shipping strategy, enforceable through:
 - Regional cabotage network (exclusive to African tonnage)
 - Coastal trade policy to integrate the continent's coastal economies
 - Serving to strengthen the state's capacity and capability to enforce safety, security and territorial integrity
- Promote the maritime industrialisation programme:
 - Provide adequate ship repair infrastructure facilities on the continent
 - Establish regional maritime industrial hubs for ship building, boat building and component manufacturing
- Provide world class 'soft infrastructure' development programmes
- Introduce maritime awareness and education in the populace
- Provide high tech training and research centres
- Improve participation of females in maritime

Mr Andrew Pike, Director: Velden Pike Nichols Inc” A case for an African fleet and Pan-African Cabotage Legislation (lessons from the Nigerian Cabotage Regime implementation}

Andrew Pike discussed the issue of cabotage which is the restriction of the operation of sea, air, or other transport services within or into a particular country to that country's own transport services. The principle is that cargo with a country e.g. Port of Durban to Cape Town should be carried by a South African ship.

Drivers for Cabotage

- African Maritime Transport Charter and AIM 2050
- Development of own shipping fleet
- Lower transport costs
- Saving on road transport, maintenance

- Prevent outflow of foreign currency (FOB / CIF problem)
- Create employment (services/shipbuilding)
- Stimulate economy through ancillary services

Challenges

- Insufficient cargoes
- Double handling of cargoes
- Uncompetitive taxation laws
- High start-up and running costs
- Ship finance
- Bunkers
- Management and operations
- Taxes
- Mainly outward bound bulk cargoes – own ships must compete internationally
- Restrictive labour laws
- Insufficient trained seafarers

Cabotage is not a panacea to all ills. However, the way forward consists of:

- Comprehensive economic study of intra-African trade and justification for cabotage
- Significant aligned incentives for African ship owners – legislation, taxes, pilot exemption, preferential berthing... (all countries have to work together)
- Ensure that we have properly trained seafarers and that their wages compete internationally
- Ensure labour legislation for seafarers not a disincentive
- Reduce red tape – user-friendly legislation and easy registration subject to internationally accepted standards
- Reduce waiting times and ensure infrastructure adequacy
- Keep costs down!
- Co-ordinated Pan-African response

Prof Stephen Hosking, Economics Department, Nelson Mandela Metropolitan University A perspective on the economic contribution of the ocean sector to African economies

Prof Stephen Hosking emphasized that the AU Maritime Charter arose from the desire to simultaneously:

- Exploit the resources and opportunities and optimize the long-term yield of the resources
- Fulfill the role of a steward of the ocean resources and environment.

These desires translate into needs to manage the resources within its countries exclusive economic zones and the continental shelf zone (a limited economic jurisdiction) and also beyond this.

Satisfying these needs requires a range of facilitation efforts, like:

- Damage prevention, assessment and restoration (stewardship)
- Providing infrastructure that facilitates and sustains coastal tourism and recreational activity and port activity
- Trade policy that enhances the coastal economy
- Managing fishing and other marine life extraction
- Encouraging and managing the mining of minerals in the seabed
- Stimulating freshwater and energy production using the ocean
- Managing the tradeoffs related to all of the above pursuits

An important question is, “How well have African countries done in satisfying these needs?” Along with the responsibility of marine stewardship have come additional opportunities. This is especially significant as:

- Resource availability on land becomes less able to satisfy demand (due to increased population and economic growth),
- International trade grows in importance as a determinant of the welfare of Africans

Mr Tau Morwe, CEO National Ports Authority: Creating opportunities for emerging shipping companies to develop in the maritime industry

In his presentation, Tau Morwe said that we are change agents. We are tasked with the responsibility of the change in relationships within the maritime sector. It is also necessary to change and engage with those who did not historically play in the sector. The starting point of this change is in maritime policies. Various economic communities have been put various regulations in the place but these charters are not been implemented. The African Union is currently pushing the Maritime Agenda.

The Port Authority realising that signatory countries are not paying attention to what they have signed, has implemented a number of measures in order to bring historical disadvantaged entities into the sector, namely:

- Licensing of providers of ports services in South Africa e.g. Ships agents
- Ship repairers must be licensed.
- Guidelines will be gazetted to ensure that HDIs get into the sector
- MSC will be given discounts if they employ South Africans

The Port Authority will be publishing guidelines on how we are to assist shipping lines especially those in the region e.g. If you are ship out to anchorage ship bearing a South African flag , it will have preferential treatment in terms of access to berths before other vessels.

Issues and challenges

- A key role player is the mining sector and the government control thereof. Because minerals are sold in other countries, the decision of how they are transported is not made in South Africa. This has huge implications for the maritime sector.
- Rate at which the continent industrializes
- Action regarding shipping lines is not a one country approach. We will not be able to make changes from an African perspective unless we are working with other countries.
- The key is how can we speed up regional economic integration, which will improve the flow
- Ships should be owned by Black Africans

Questions

South Africa lost its own ships through political expediency. During the apartheid era owners of ships out flagged their ships. A number of incentives are in place in order to reform the sector:

- As of Jan 2014 all ships registered in South Africa will not pay tax on goods
- No tax of sea farers on SA ships

In order to create a cabotage regime, the registry must be friendlier. There are issues around labour costs and labour legislation which makes our ship building industry uncompetitive. Ship financing in South Africa had dried up but investment is opening up and reform taking place. It is necessary for the industry to be subsidised as is present with car manufacturing. A concerted effort is required to resuscitate our own fleet so that South African can give contracts to South African ship builders industry will in turn rebuild and regenerate our maritime sector.

Policy is required to develop a strong maritime industry which includes not just owners of ships but allied industries e.g. ship agents, transport companies etc

Complimentary infrastructure has to include road/ rail links in order to trade within Africa.

SESSION THREE (Facilitator: Mr Andrew Pike)

INFRASTRUCTURE DEVELOPMENT IN THE MARITIME INDUSTRY

**Mr Dinesh Chaithoo, Associate: Infrastructure, Highways and Bridges, Arup
Infrastructure Development in the Maritime Industry**

Transportation infrastructure:

- Contributes to economic growth, while simultaneously being a catalytic input to human development
- Road networks provide links to global and local markets
- Africa's infrastructure network deficient in coverage & prices for services are exceptionally high by global standards
- Inland transport constitutes an estimated 40% of the total cost from point of origin to port of destination
- Challenges attributed by border post infrastructure capacity constraints, corrupt customs administration, or restrictions on entry to the transport market (or combination of these factors)
- Problem is multinational and should be tackled as a regional or a corridor problem
- 'Gateway to Africa' – alternative approach will allow and provide space to implement concepts for the Musina/Beitbridge border post

Freight transport generally follows well defined trade routes with road and rail infrastructure. The connections to the west – Angola and DRC – are less well established and will require major investments. The North-South/Maputo/Dar es Salaam corridors – most important trade routes on the basis of traffic volumes and their role in supporting intra-regional trade and economic development – will require ongoing investments to improve service levels and increase capacity constraints

Border posts are the single most critical blockages to intra-regional trade and travel – delays are often procedural and efforts to simplify paperwork is ongoing

It is necessary to

- Address regional transport and development mandates in Africa
- Address the infrastructure backlog in Africa and propel economic growth – overcome the region's difficult geography
- Facilitate advanced spatial organisation of economic activities to act as catalysts for faster growth

Africa's regional infrastructure has been identified as nesting gaps that increase the costs of doing business and prevent the realisation of scale economies.

Mr Chris Magagula, MD: Bulk Africa Terminal (Pty) Ltd

The Need for Entrepreneurs to Drive Opportunities in Infrastructure Development

There are currently a number of opportunities in infrastructure development. These are based around

- Dug-Out Port – Old Durban International Airport

- Dry Port (Inland) Container Depot
- City Deep- Gauteng
- Transnet Freight Rail Infrastructure Development

There are a number of challenges which include

- Bringing more black players within the industry
- Finance – industry requires huge capital
- Various Legislations
- Red Tape within the industry:
- Skills & Empowerment

However, it is up to the individual to get involved and “wake up to the opportunities”. The government’s guiding policy is enterprise development. Entrepreneurs need to take chances. The government has created opportunities and there are incentives in place. Chris Magagula remarked, “If you don’t drive the process, no-one is going to drive it for you.”

Mr Herman Husselmann, Snr Account Manager Industrial Dev Corp

Funding packages that financially support the maritime industry

Mr Herman Husselmann said that the IDC had a number of financial instruments in place in the Ship Building and Ship Repair industries. These include:

- Support existing fleet of large ships for Defense / Logistics / Tourism en-route to and from Africa via the Atlantic and Indian Oceans
- Deepen footprint in the global shipping industry
- Develop scarce technical ship repair and ship building skills locally
- Develop local ship repair and ship building facilities to penetrate the international shipping market

Financial instruments include:

- Equity
- Quasi-equity
- (Subordinated Loans & Preference shares)
- Commercial debt
- Export/import finance
- Short-term trade finance
- Bridging finance
- Performance Guarantees
- Venture capital
- Wholesale funding through intermediaries

- IDC is able to provide flexible funding packages to suite the client and industry requirements
- IDC provides loan funding and not “grants”

SESSION FOUR (Facilitator ADV. Robin Sewlal)

CONNECTIVITY ON THE AFRICAN CONTINENT THROUGH COMMUNICATIONS

Mr Phil Molefe, Executive Chair: Africa Media Institute

The role of the African broadcast media in the digital age

We need to communicate and connect with the rest of the continent. Broadcast medium is one tool to enable communication. The biggest change currently is going to be the switch to digital broadcasting. Digital migration is the evolution of the broadcasting signal from analogue to digital, which is to take place in June 2015. The impact in this industry will be felt by viewers, broadcaster and manufacturers. Telecommunication content providers and advertisers will have to deal with audience fragmentation.

The digital signal:

- Takes up less space which implies that more TV channels will be possible,
- Provides improved picture and better sound quality.
- Focused and niche channels
- More local content
- Opens up the African market and air waves.

This change means that there are more opportunities for everyone including:

- Niche advertising
- Family viewing
- More languages

We must be proactive as a multi channel broadcasting environment offers opportunities, we require

- Businessmen to invest
- New programmes to be produce

Ms Paula Fray, MD: Frayintermedia

Communicating our story: Facing the Challenges

There is nothing that defines us better than a good story. We need to meet the challenges of telling a story. We stand on the cusp of great change. However, in Africa print is still a growing medium.

People want to read newspapers. They are considered voices of authority. There is an opportunity to

get traditional media into communities who are marginalized. In addition the role of the digital media is growing. We are talking not only to one another but to greater society.

It is important to identify who has a voice:

- One out of every five people is a woman in traditional media. Women's voices need to be heard
- It is much easier for urban issues to be taken up than rural issues
- Older people are marginalised

Journalism centres of excellence need to be created where journalists can learn entrepreneurship. They need to teach journalists how to write and market stories as well as build capacity and leadership in the media.

Africa is a dangerous place to do journalism – especially for women. However, Africa is exciting. There are great stories that need to be told especially in and from communities.

Mr Tim Cohen, Editor: Financial Mail

Role of the media in the implementation of the Growth and Development Plan

We live in an age of change. The print, digital social media channels affect how we collect and distribute media. However, the responsible media has a role to play on the continent. The move to digitalization is complicated but also makes communication easier. We require more African news. The Financial Mail has two pages dedicated to writing about Africa. We require people skilled in financial writing. It is also important to represent the African story fairly; there are issues with language and with local news dominated by government broadcaster. More involvement by the private sector is required. We need more diversity in Africa news which is dominated by European and America news agencies which providing generic and generalized stories with limited applicability. This is especially evident in South Africa; we need to tell the South African story rather than behaving as if we are not in Africa.

Media in Africa is undercapitalised. However, lots of African countries experience problems in how to expand. Digitalization has shrunk the continent we get news easier and faster but we need to have an African Renaissance in the Media sector.

Where do young people get their news? The effect of cell phone penetration is being felt as is the increasing impact of social media on communication channels.

SESSION FIVE (Facilitator Mr Andrzej Kiepiela)
THE PLATFORM TO DO BUSINESS IN AFRICA

Mr Vivian Reddy, Chairman: Edison Power Group
Critical success factors to doing business in Africa

We have opportunities in Africa, we as Africans need to start working with each others. We are envious of others about doing business in Africa. We are afraid of the unknown and become too cautious. Doing business on the continent of Africa is no different from doing business elsewhere. The main issue with doing business in Africa is that you need to have a deep understanding of the region you are in.

Critical success factors

1. Perspective can be risky
2. Take a risk approach. However, too much focus on risk and not enough action will not enable you to take up opportunities
3. You have got to plan. Be patient and persistent when working in Africa. Careful planning also requires flexibility
4. Seek the right places and partnerships Relationships really matter. You have got to know the communities and local partners
5. People: it is important to nurture talented staff

Many South African's don't appreciate what a wonderful country we have. We need to be loyal we need to be patriotic and not focus on the negativity. We should fly the flag it is our country.

"Don't stress about what you cannot change. I strongly believe that until you can manage your emotions don't expect to manage your money."

Ms Saxen van Coller, Chief Executive Officer, Dube TradePort Corporation
Developing the smartest, world-class air logistics platform. How this platform is set to unlock Africa's potential.

Dube TradePort Corporation is a Schedule 3C Public Entity of the KwaZulu-Natal Provincial Government in South Africa. The organisation is mandated to vigorously drive the growth and development of a master-planned airport city, creating a world-class passenger and air-freight hub and Southern Africa's premier air logistics platform.

Dube TradePort is the KwaZulu-Natal's provincial government's single biggest infrastructure project. Dube TradePort consists of Dube City, a cargo terminal and trade zone, an Agri Zone with a plant tissue lab, and Dube iconnect for IT and communications.

One billion people live in Africa, which is 15% of the world's population. Africa is the richest continent and Africa is the next frontier. We have a young population and growing economy with a world of opportunity.

The Dube Tradeport has a number of attributes which contribute to its success

- 1. A Greenfields development with much possibility.
 - Best of breed infrastructure
 - Expansion opportunities- space for a second runway and twenty fold cargo handling expansion

**BEST-OF-BREED
INNOVATIVE PROCESSES
FIRST IN THE WORLD
SINGLE CARGO HANDLER**

- 2. Long term planning horizon

The Dube TradePort was a result of government planning, leadership and guidance. A lot of the success can be attributed to MEC Mike Mabuyakhulu and the passion he has had for this development. He said that, "Without an international airport this province will never fly".

**60-YEAR HORIZON
2 040 HECTARE PRECINCT
CARGO TERMINAL
20-FOLD CAPACITY**

- 2. Government special purpose vehicle
 - This is government owned and government led which has made the mandate development clear

**DUBE TRADEPORT CORPORATION
SOFT LANDING
CATALYST FOR PRIVATE SECTOR DEVELOPMENT
INDUSTRY-LEADING SKILLED PERSONNEL**

The construction process contributed significantly to the Durban economy – From 2007 to 2012 16500 direct jobs were created and total of 64 000 jobs in indirect and direct jobs.

The Dube TradePort has one goal in mind and that is to move your business forward. We are opening up opportunities for the urban economy, KZN economy and South African economy and for Africa.

The Dube TradePort is a catalyst for private sector development. The TradePort is going to be declared a special economic zone, which has implications for substantial tax reductions.

The Dube TradePort is purpose designed and strategically placed and is planning for 2060. Africa is the powerhouse of the world and air transport will be dominant mode of transport.

Mr Fouad Caunhye, Regional Manager, Southern Africa, Emirates: Global perspective: Operating from Africa. The challenges and successes of the first international airline to operate from Dube TradePort.

Emirates is a success story:

In 2013/14 Emirates carried 44.5m passengers, up 13.1% with a seat factor of 79.7%

26 years of consecutive profits; US\$887m on revenues of US\$22.5b in 2013/14

142 destinations in 80 countries

Fleet of 217 wide-body aircraft, average fleet age 74 months

Order book of over 375 Airbus and Boeing aircraft to meet network growth, replace existing fleet

Emirates has had accelerated growth – 25 destinations launched since January 2012 to all continents with a focus on world's new city-pairs, 5 more in 2014

Emirates' daily flight out of the King Shaka International Airport (KSIA) in Durban is the only international year-long flight from Durban and is performing well and providing a wealth of connectivity options through the airline's Dubai hub.

Inbound, Durban is one of South Africa's most popular tourist destinations and the introduction of the new Boeing 777 was a direct response to increasing passenger demand on this route.

Overall, South Africa is one of Emirates' most important markets. During last year, the airline's passenger numbers from all its three gateways surpassed the 65 0000 mark for the first time. This represents an increase of 12 percent over the 2012 financial year.

SAA is a strategic global partner. There is scope to further evolve and enhance the levels of co-operation. The emirate network provides SAA connectivity and reach beyond traditional hubs as well as domestic and intra-Africa reach

Emirates is investing with South African Tourism to grow high-yield inbound tourism. This included tactical campaigns that bring together SAT's dynamic destination marketing with Emirates network reach.

A new long-term agreement was signed in October 2013

SESSION SIX Facilitator: Sadha Naidoo CONNECTIVITY ON THE AFRICAN CONTINENT THROUGH TOURISM

Growth and development on the African continent is underpinned by the tourism sector, which is considered one of the most important sectors of the economy of this continent. Globally tourism contributes 9.1% to the world GDP.

KZN is the leader in domestic tourism in South Africa, having almost 30% of the market share and it is a growing market.

The Province focuses on tourism through:

- Air connectivity- We have direct routes to Dubai, Lusaka and Harare
- East3Route
- Fostering relations with Seychelles and Reunion

Tour operators play a key and influential role in driving inbound tourism

Mr Craig Drysdale – Head: Global Sales, Thompsons Africa Tour Operators: Marketing agents for a destination

Thompsons promotes Africa as a destination through:

1. Identifying Support Infrastructure
 - Air Connectivity – This is key to seizing Africa's tourism potential – we need to get people there
 - Visa Facilitation and Embassy Support
 - Tourism Infrastructure Hotels, Car Rentals, Coach Operators, Emergency Services, Road & Air Connectivity etc

2. Determining Distribution Channels

- Overseas Wholesaler
- Tour Operator
- Consumer

3. Marketing & Sales Activations

- People
- Experienced and Innovative sales team
- Exhibiting Destination & Products at International Trade Shows i.e. WTMs; ITB; EIBTM; INDABA and Road Shows
- International Sales Calls Marketing & Sales Activations

Marketing & Sales Activations

Support:

- Work Closely with International Embassies and Tourism Representation bodies. Form JMAs
- Work with local Tourism bodies and CVBs
- Engage with International, Regional and Domestic Airlines

Marketing & Sales Activations

Training:

- Invite Wholesalers / Travel Agents on Familiarisation trips – inspecting destination and products
- Assist Wholesaler / Travel Agents with on-line product training i.e. constant Webinar's and face to face seminars in their offices

Benefits to the Continent

- Foreign Revenue
- Employment (Cross-Sectorial Activity)
- Growing infrastructure
- Economic Incentive for Preservation of the Environment

“If you ever have an opportunity in your lifetime to visit two continents – ensure you visit Africa twice!”

Mr Cuthbert Ncube, Regional Vice-President Africa, UNWTO:

Africa in the eyes of the Tourism World

Africa has exhibited strong tourism growth but we need to have policies in place. The winds of change are ever blowing not only in Africa but throughout the world. Africa cannot afford to drag its feet Africa must spearhead the progress of renewal in view of its resources:

- Natural resources
- Minerals
- Flora and fauna

We are the dream tourist destination of the world. However, we have challenges:

- Packaging of continent leaves a lot to be desired
- Struggling with issues of greed and gluttony
- We have to take care of our resources

Our Africa has more than enough for our time and for our future generations. The continent is fragmented. We are inhibited by foreign policies which are a legacy of colonialism. Africa must be accessible and affordable to its people. We must embrace a culture of free Africa. We need a new way of packaging tourism in Africa. A brotherhood of African states is the best legacy we can leave behind. Intra continental tourism is a must and no longer an option

The Tourism industry can be categorised by those countries that:

- Have a Tourism industry
- Are developing tourism incentives
- Would like to develop a tourism industry

Challenges:

- Air connectivity
- Tourist sites should be accessible at all times and not seasonal
- Media coverage must be positive
- African countries remain closed to tourists because of visa requirements. This is restrictive, especially to Africans within the continent. The univisa will provide an added opportunity to promote regional integration and connectivity.

“We are one, we are Africans, let’s unite, let’s move together with one objective to make Africa the best tourist destination in the world.”

Ndabe Khoza, CEO KwaZulu-Natal Tourism, Opportunities in Cruise Tourism

We have identified cruise tourism as a niche tourism offering. The question is how do we make it work? The global cruise market is worth 37, 1 billion US dollars. Cruise tourism is controlled by four companies globally controlling 71% of the industry. Africa accounts for only 1% of the world tourism cruise market. Currently Africa does not exist in their minds. The average spend of each tourist is 214 dollars per day and the cruise last 7 to 8 days.

There are a number of economic opportunities:

We need to invest in ship building especially cruise liners.

Tourists should be encouraged to spend time in port city such as Durban to reap benefits of visitors

We should be selling combined safari and cruise trips during the peak season

Cruise tourism forms part of the value chain and it has relationships with the local economy through:

- Air transport
- Transportation of people on land trips – buses and taxis
- Catering
- Cruise operators

Cruise tourism has the potential to create 100 000 additional jobs by 2025.....not by default but through proper interventions.

Ms Sindiswa Nhlumayo, Executive Head, Centre for Maritime Excellence, SAMSA

A case for developing an integrated marine tourism and leisure in South Africa

The development of a Tourism economy is not a short term thing we need to look at the future and think bigger. Up to now there has been silence on maritime issues but it provides major opportunities from which to grow our economy.

We can grow the maritime economy. According to the AU, marine and coastal tourism is one of the biggest opportunities for growth.

As examples:

12 out of 15 top tourist attractions in the USA are water based.

51% of holiday beds are on the coast

Sindiswa Nhlumayo said “How can we diversify our offering – I think it is in our water. We won’t to dream job creation and wealth. The maritime resources present an opportunity to think bigger.”

As stated in the AIM Strategy we can achieve more if we take care of our marine resources. The aim is to foster increased wealth creation from Africa's oceans and seas by developing a sustainable thriving blue economy in a secure and environmentally sustainable manner.

A maritime strategy is part of long term development plan for South Africa, which is commended as development is long term and should not be defined in terms of political terms

Water-based tourism relates to any touristic activity undertaken in or in relation to water resources, such as lakes, dams, canals, creeks, streams, rivers, waterways, marine coastal zones, seas, oceans and ice-associated areas.

Touristic activity refers to any activity, that is, any pursuit, sport, hobby, endeavour, pastime, game, exercise or experience undertaken when a person is "outside his or her usual environment for a specified period of time and whose main purpose of travel is other than exercise of an activity remunerated from the place visited".

South Africa has

- Just over 3000 Km Coastline
- Eight UNESCO World Heritage Sites, of which four are marine related.
 - iSimangaliso Wetlands Park
 - Cape Flora Region
 - Robben Island
 - Vredefort Dome
- South Africa has
- 36 Blue flag beaches
- 80 major rivers that are navigable
- 60 lake/lagoons
- 100 streams
- 20 waterfalls
- 49 light houses

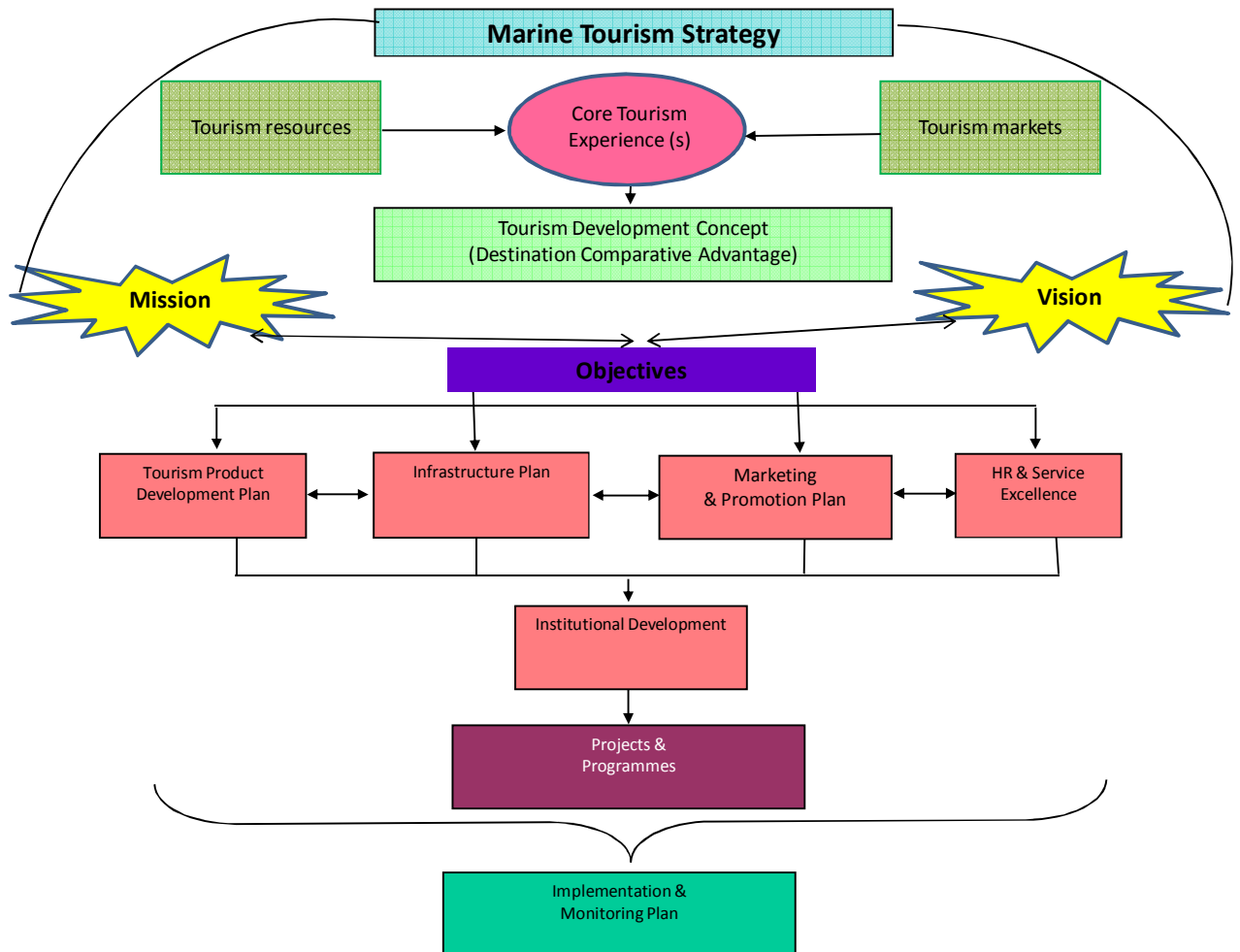
The development of beach resorts is a good example where small enterprises can be included.

In order for growth in this sector to take place we need to have

- Planning to enable forward momentum
- Unpacking the opportunities
- Packaging and marketing the experiences
- Identifying what will make us different

- Have a vision and mission
- Proper objectives
- Infrastructure in place
- Develop products
- Build human capacity
- Monitor success
- Have institutional frameworks in place

National, provincial and regional government need to work together to achieve these aims.



Marine tourism and leisure is the new currency... to make it 'bankable' we need everyone's support.

Conclusion

Ndabe Khoza in response to a question on communication by Phil Molefe responded that we have a great story to tell in Africa and there is need for a coordinated communication strategy. There is a

recognition that we need to align messages that promote South Africa. Since 2007 we have made progress using brand South Africa, which does focus on diversity and ubuntu. This still need to do a lot of work to ensure that all tourism strategies have a similar face and a similar logo. KwaZulu-Natal Tourism has aligned itself with brand South Africa and other tourism brands should do the same. KwaZulu-Natal Tourism has a requirement that all tourist attractions/service providers are registered. A data base of tourist attractions and suppliers is being developed and it is important that this is comprehensive.

One of the most critical things is the education of tourist sales people who should be to selling Africa based on our strengths.

We have a great story to tell around our freedom story and a Freedom Route has been established which requires marketing.

The following were identified as key issues

- Air connectivity –growing tourism
- Univisa
- Entrepreneurship and the role of the value chain
- Growing cruise tourism
- Regional tourism
- Emerging destinations in Africa
- Blue economy integrated into tourism strategy
- How do we start packaging “non-violent” culture and ubuntu – need to use it a tourist strategy to sell, package and attract tourists

SESSION SEVEN (Facilitator: Mr Phillip Sithole)

PROMOTING CONNECTIVITY THROUGH AVIATION AND TOURISM

Mr David Frost, CEO: SA Tourism Services Association (SATSA)

Product diversity for Africa’s tourism growth

Tourism, with its low barriers to entry and ability to create jobs quickly and in rural areas is often touted as a panacea sector. Intuitively, tourism could and should be seized on by governments in Africa as priority sector that can deliver real returns. This is especially true given the natural resource endowments many African countries posses. Indeed, when one examines the overall economic growth strategies of many African countries, tourism is right up there, identified as a priority sector. Why then does Africa continue to attract such a low proportion of international tourism. The answer lies squarely with the lack of real investment by African governments in developing and marketing

their countries as tourism destinations. Moreover, where best practice has been established and realised, this is not widely communicated and learned from. Tourism is not widely recognised as growth sector. Problems include:

- Budgets of national tourism authorities to promote countries is very small in many cases
- Product development is limited

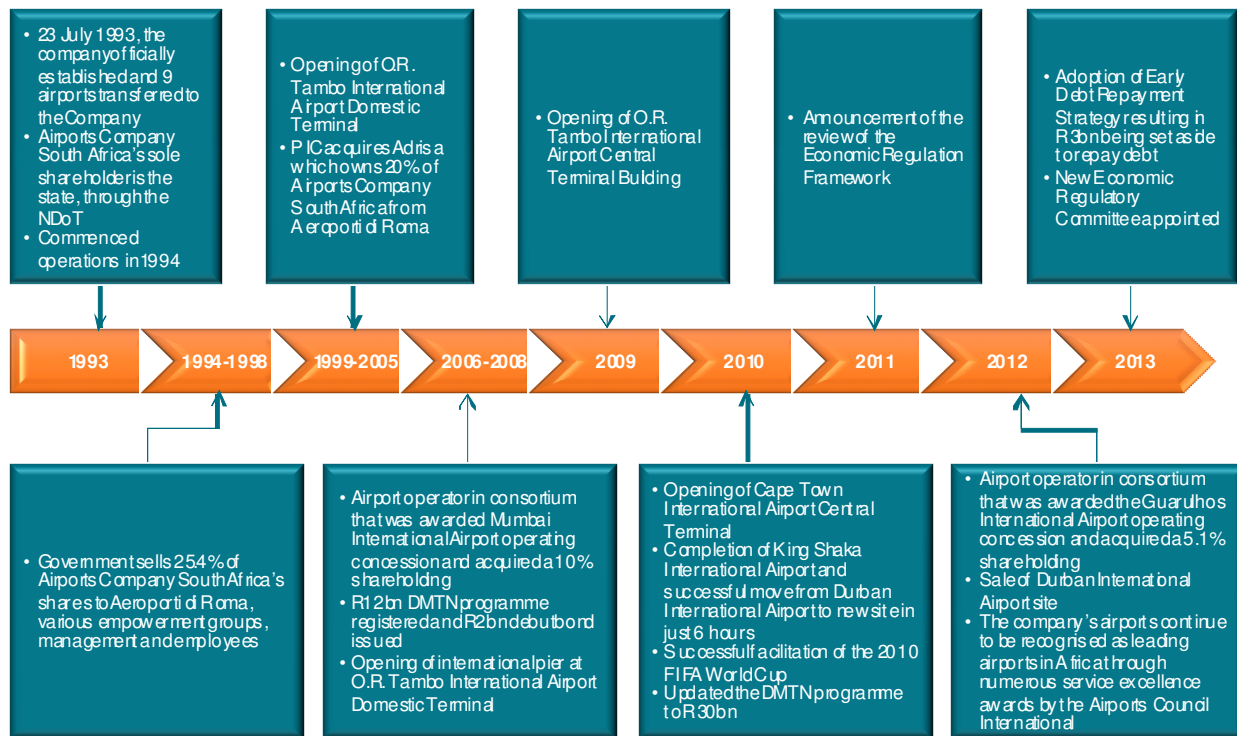
It is necessary

- to deliver and invest in continuous learning
- Integrate the offering from marketing through delivery to aftercare
- Figure out whom we can serve
- Increase desirability
- Improve competitiveness

Mr Terence Delomoney, GM: Airports Company of South Africa

Airports Company South Africa's progress in developing Aviation on the Continent

20 Years of Forward Thinking and Embracing Change



ACSA has 7 Strategic Thrusts

- Deliver shareholder value
- Build win-win partnerships with all stakeholders
- Identify and secure new business (AMS / Propco)
- Strengthen business excellence
- Accelerate sustainability and transformation
- Facilitate economic regulatory legislation and funding framework
- Manage and develop a high performing engaged team

King Shaka International Airport

- Economic catalyst in region
- 1st purpose built greenfield aerotropolis
- Participation in developing more routes to Durban and KZN
- World Routes 2015 – Durban
- Award winning airport – Service Standards
- ACI Africa Conference 2014

Airports Company South Africa will continue its journey towards managing and developing world class airports with its focus on:

- Service and operational excellence
- Increasing Air Connectivity
- Developing its people
- Transforming and building the economy
- Ensuring sustainability
- Increasing its International and African Footprint
- Together with our partners and stakeholders

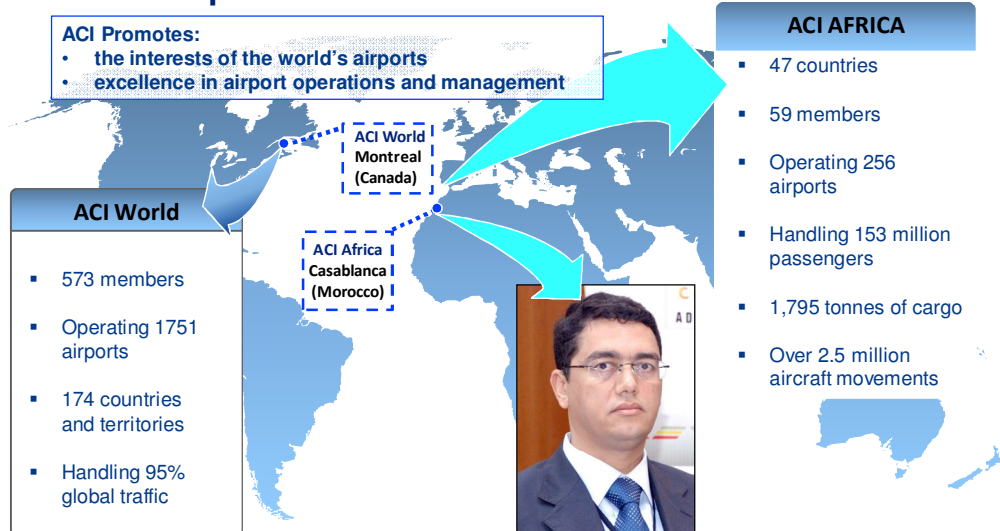
Ms Tebello Mokhema, Airports Council International (ACI) Africa

Airlines and airports working for greater air connectivity



The
voice of
African
airports

About Airports Council International



Key for Africa is that the establishment of economic regulation for our airports will help to bring about significant increases in efficiency and productivity versus our current predominant government ownership model. It is important to:

- Facilitate timely development of infrastructure
- Provide effective regulation to attract investment
- Encourage development of sustainable infrastructure
- Compliance with ICAO
- Refrain from imposing taxes that are not re-invested in aviation
- Cooperation with all stakeholders and partners with a common vision and mission, African airports can continue to support their economies.

Aviation connectivity facilitates

- tourism development;
- gets products to market
- moves business people,
- reduces production costs,
- increases productivity,
- attracts foreign direct investment and stimulates international trade

Mr Roland Vorwerk, Marketing Manager: Boundless Southern Africa, Department of Environmental Affairs

Facilitating people-to-people movement in Southern Africa

A Transfrontier Conservation Area (TFCA) is an area straddling two or more international borders where the natural and cultural resources are collaboratively managed by the governments/authorities involved.

In 2005 SADC Ministers responsible Environment and Tourism endorsed a TFCA development strategy for 2010 and beyond (a.k.a. Boundless Southern Africa Initiative)

Objective: To increase the tourism potential of Southern Africa by consolidating the marketing and investment promotion efforts of existing transfrontier initiatives.

Initial Focus: Seven TFCAs straddling the borders of 9 SADC countries. Boundless Southern Africa unit is currently hosted by the Department of Environmental Affairs, Pretoria on behalf of the participating countries.

People to People Movement

- Air access to TFCAs throughout the region
- New border control points in TFCAs facilitate movement of people with TFCA
- Innovative events within TFCAs to highlight tourism experiences, routes and future possibilities
- Boundless Southern Africa Expeditions with Kingsley Holgate in 2009 and 24 Youth Ambassadors in 2013

Air Access

- TFCAs are located in rural areas of Southern Africa
- Air access is limited, and flights to airports closest to TFCAs are relatively expensive
- Upington airport is still 300 kms from the Kgalagadi Transfrontier Park and 450 kms from the /Ai/Ais-Richtersveld TFCA
- Aviation sector very important in the Kavango Zambezi TFCA with many small operators flying out of Maun, Chobe, Livingstone and Victoria Falls

NEW ACCESS POINTS IN TFCAs

- One stop border control has been developed at Tweerivieren in the Kgalagadi Transfrontier Park
- Pontoon in place over the Orange River at Sendelingsdrift in the /Ai/Ais-Richtersveld Transfrontier Park with border control points between Namibia and South Africa
- Giryondo Border Post in the Greater Limpopo Transfrontier Park between South Africa and Mozambique
- Work being done on pilot univisa between Zimbabwe and Zambia, and then expanding to other participating countries of the KAZA TFCA

Questions

There are a number of integrated programmes in place to address the issue of rhino poaching as this is integral to tourism in Africa.

The wildlife economy is about local communities who are involved in tourism through a number of programmes but there still a lot to be done. Such as: SanParks –Kids in parks which facilitate thousands of learners in visiting Kruger Park.

Bushbuckridge alongside the Kruger National Park is involved in an abattoir where stray cattle are slaughtered and used as meat for human consumption where possible.

Creating markets and market opportunities for communities alongside tourist attractions is important

The transformation of smaller players into the tourism industry is ongoing.

ACSA: We have looked at what hasn't worked and want to broaden participation of all people. ACSA will be making its retail business outlets at the airports available in the near future.

GALA DINNER

Transnet Chief Harbour Master Captain Rufus Lekale

African in motion and the Transport National Ports Authority has a good story to tell. The Transport National Ports Authority has had a twenty year journey of transformation to be one of the most transformed port authorities in the world in 1994 we had 100% white people in the maritime unit, now we have 90% indigenous people. We pride ourselves on recruiting competent and talented individuals from deep rural areas. We also have two women as harbour masters.

Other countries have said that we need to learn from Africans. We are self sufficient using our own indigenous people. Within the transformation process we are going to have to institutionalise and transform our suppliers.

We don't offer discounted rates at our harbours because this will have a detrimental effect on the number of jobs that we can create. MSC employs 350 people aboard their vessels and this is as a consequence of the National Ports Authority.

The National Ports Authority is a change agent an example is that now people are trained in house Recently 24 helicopter pilots have just been trained and eight of these are ladies.

Transnet Freight Rail: Chief Operating Officer, Mlamuli Buthelezi

Transnet Freight Rail participates in the programme for infrastructure development in Africa. Africa is experiencing a railway renaissance and we are part of this process.

The 21st Century is the African Century. It is important to ask how do we render real the Renaissance of the Continent. We work to achieve revival and interconnectivity on the continent Rail should be at the centre of promoting trade. Of note is that we need to move traffic that is on road back on to rail. Transnet Freight Rail needs to drive efficiencies of the system.

Transnet Freight Rail has six customer focused units. It is necessary to be customer centric so that rail solutions may be tailored to suit different needs. These are:

- Container and automotive
- Oil and manganese
- Mineral mining
- Steel
- Coal
- Agriculture/ bulk liquids

Transnet Freight Rail participates in the programme for infrastructure development in Africa. Africa is experiencing a railway renaissance and we are part of this process.

Key Note Speaker: Dr Johan van Zyl (key points)

Building Blocks To Realise The Full Potential Of The Africa Market

i. Economic Growth

Firstly, Economic Growth: The forecasted GDP growth for Africa is higher than the world average – however, the economic growth we require must be qualified. The growth must be felt by the masses of the people in terms of job opportunities and improvement in the quality of life. Jobless growth will not create a sustainable market. We therefore require clear and stable economic policies to attract foreign direct investment. In SA we have the National Development Plan. This plan needs the support of business in SA

ii. To realise economic growth we need to focus on education and skills development.

We need to become absolutely focussed on education and training. Japan's success is based on education and skills development. What is required is the focus on skills development for self-employment and entrepreneurship: It is this mind-set of brave entrepreneurship and self-reliance that is required for success.

iii. Infrastructure

infrastructure is often cited as a crippling challenge for sustainable mobility growth. While this is true and there is certainly a desperate need for development of infrastructure in the Africa region; we view this as a huge opportunity in itself. When the development of infrastructure is taking place it requires mobility solutions and this is where we see the opportunity. The development of infrastructure will be a major stimulus for sustainable growth in South Africa and the rest of the Africa Region. (Roads, harbours, dams and electricity).

iv. Inter-Africa trade and investment.

Promotion and strengthening of inter-Africa Trade and Investment. SADC (14 Nations) removed duties – this, off course, is extremely beneficial for South African vehicle manufacturers and consumers in SADC countries such as Tanzania, Zambia, Mozambique We need to establish FTA or PTA with North Africa. The EU already established FTA with Morocco/Egypt/Algeria and Toyota (SA) exports to all 54 Africa countries; as well as Europe, Russia and South America.

v. “Consumption Continent”.

We cannot just consume – to be a global player Africa needs to produce. We need to add value through manufacturing to the vast resources of the continent. Value addition creates job opportunities which in turn stimulates a sustainable economic growth. There is a Japanese philosophy called Monozukuri – this means to make things is to develop people and this is what Africa must focus on.

vi. Mindset.

The correct mindset – Kaizen, another Japanese philosophy. This refers to the mindset to continually improve, never to be satisfied with what we have achieved. People ask me how is SA doing. My answer is always very good. Why do I say this? Because we have a mindset of nation and teamwork. Working to a common goal. We are a “can do nation” Thus, kaizen or the improvement of society, competitiveness and productivity must always be top of mind for business and government, coupled with respect for people.

Let’s keep Africa moving. It’s time for Africa.

Zinhle Da-Chosen Goba:



We are indeed honoured to have been part
and parcel of such an amazing and informative event.
Indeed Africa is in motion