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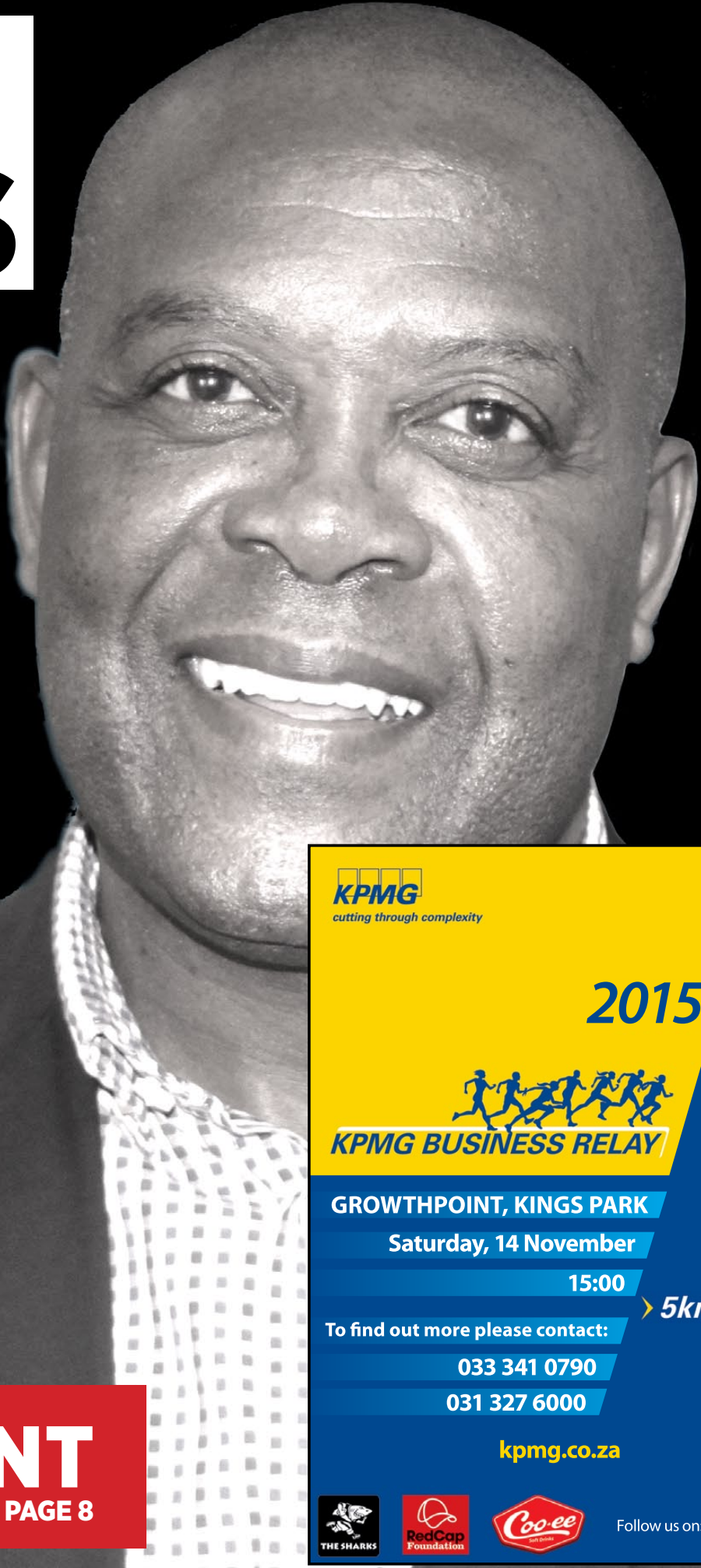
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Cover Photo: Zeph Ndlovu, General Manager at Transnet Port Terminals



THE CHAMBER MOVEMENT AND THE PRIVATE SECTOR



By Dumile Cele, Chief Executive Officer of the Durban Chamber of Commerce and Industry

The chamber movement has had a

long history in furthering the interests of business. The first chamber of commerce was founded in 1599 in Marseille, France. Over the centuries each chamber has had its own role in the business world, shaped by location and situation.

Currently, the Durban Chamber of Commerce and Industry, has a unique set of challenges to face in order to ensure that it is an active voice for business in the current economic environment. Of significance, the mission of the Durban Chamber is to

contribute towards creating a conducive economic and business environment in eThekweni and beyond as well as providing services specifically relevant to small and large business in the region.

For the economy of eThekweni to succeed and to obtain meaningful growth all sectors of society need to make a concerted effort. The local, provincial and national government departments have important roles to play as providers of stability, infrastructure and frameworks in which business can operate. However, the private sector is the most essential driving force and its role in providing the impetus for strong economic growth cannot be doubted.

Acknowledging the positive role that the private sector performs in the value chain is often overlooked.

In order for an economy to grow, it is essential that all private business sectors are not only

profit-makers but are productive and add value to the market place.

Moreover, a free market economy system is imperative if growth is to occur. Each business has to ensure that monopolies do not take control of the market place, limiting competition and driving up costs. In addition, each industry prompts activity along the entire value chain, actively provoking enterprise development.

Within a free market economy, besides big business, the role of small, medium and micro business is also essential to ensure that innovative goods and services are on offer. As such all businesses entities may be seen as agents of change in society and at the forefront of the development of new skills and technologies. Increasingly, the private sector is working to address issues such as climate, energy and green technology as well as a number of other related concerns.

Of note, the private sector is a key provider of employment

opportunities that are open to all people in society. Each business plays a role in wealth generation and social upliftment. The well being of this sector is therefore essential to counter the effects of poverty and other social ills allowing greater access not only to education, housing, healthcare, but further commodities that drive society.

Furthermore, not enough attention is given to the millions of rand spent on corporate social investment projects in South Africa. Business helps schools, communities, the environment and numerous other causes through countless projects. Many of these projects do not get the positive publicity they deserve. Private business needs to be acknowledged and applauded for their actions rather than, as often is the case, be seen as a negative force to be contained.

As individual business owners, the ability and time to stand up to the status quo is limited. Consequently, the Chamber has a



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DURBAN CHAMBER COMMERCE & INDUSTRY : CONTACT DETAILS

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vital role to ensure that it does fulfill its function as an apolitical and independent voice of business. Using the collective voice of the private sector, the chamber needs to ensure that it is heard and when required, must act to protect and promote the shared interests of business, at local, provincial and national levels.

In addition, the ongoing support of the private sector through a strong Chamber member base is essential. Working together with the private sector, the Chamber can create positive change for the benefit of positive economic growth and be a champion of the free market economy. ■

AID FOR FOREIGN NATIONALS

Following the wake of the recent xenophobic attacks around our city, the DCCI has been inundated with requests for assistance to aid foreign nationals which have been displaced. Many of these foreign nationals have been temporarily placed in several transit camps around the city, with the largest camps being located in Isipingo, Chatsworth, Phoenix and Greenwood Park.

Numerous private sector entities have come to the party to pledge their assistance. Most notably, at the DCCI Annual Gala Dinner, Pick 'n Pay pledged R 30 000 to the DCCI Xenophobia Disaster Fund. This was then graciously followed by a pledge to match this amount by Vodacom.

The Chamber is thoroughly grateful to those members who have already gone out of their way to donate food parcels and volunteer their time at the various camps. However, there

are several items which have been under-supplied.

The most urgent needs at the camps include:

- Items for mothers and babies (sanitary items, Purity, Cerealac, milk formula, Pronutro for toddlers, baby diapers all sizes; baby blankets, baby wipes, Vaseline, Fissan paste, and baby soap)
- Items for children of school-going age (school shoes, school bags, stationary, lunch box items)
- Hygiene items (hand sanitizer, antibacterial wipes, antiseptics and disinfectant liquids)
- Health care items (protective gloves, latex gloves, masks, cold and flu medications, antibiotics, anti-allergen medications)

The Chamber humbly requests your assistance in order to help these destitute individuals. Should you wish to make a donation, please take

note of the following:

All donations of items related to mothers and babies may be delivered to the DCC Hope Centre Clinic, located at 54 Berea Road (behind the DCC Berea Church). The person to contact is Khosi Nyawo on 031 307 2691 or Khosi Nyawo khosi@dccchopecentre.org.za

Donations of the other items may be delivered to the BAT Centre, 45 Maritime Place, Victoria Embankment, Durban. The person to contact is Yaa Ashantewaa Archer-Ngidi on 078 585 3504 or ashantewaa@gmail.com

Financial donations may be made directly into the DCCI's banking account, please use the reference "XDF"

Account Name: Durban Chamber of Commerce and Industry
Bank: Standard Bank
Branch: 040026
Account Code: 050072358

For assistance with making a financial donation, please contact Sebastian Nkwakhwa on 031 335 1049 or nkwakhwas@durbanchamber.co.za

For any further assistance or clarity, please contact Prudence Shabalala service@durbanchamber.co.za or Justice Matarutse matarutsej@durbanchamber.co.za

OPINION

ON THE one hand government pleads for people to create jobs. But on the other it sends the message that it will fleece small business for every cent it can get.

As a close corporation with high turnover but small gross profit, I have been charged R4000 by the Companies & Intellectual Property Commission (CIPC), for which I receive absolutely nothing other than reading about the problems that faced Astrid Ludin when she tackled the unions.

She should have known Minister Rob Davies would side with them, so as not to upset his masters.

What is extremely puzzling is that for up to R50m turnover the CIPC fee is R100 and over R50m it jumps to R4000. In my case the wildly fluctuating petrol price affects my turnover but not my profit. The inept handling of our economy has an impact on many small businesses.

The rocket scientists in government seem unable to look at the various industries when promulgating new laws. They assume that one size fits all.

This is the result of having inexperienced people parachuted into jobs in which they have no interest. They get the positions purely because they are loyal cadres. ■

Tony Ball, Durban

Business MOVING & SHAKING

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Please send your queries to gayle@durbanbusiness.co.za
We look forward to hearing from you!

SERVING BUSINESS

The new President of the Durban Chamber of Commerce and Industry, Mr Zeph Ndlovu, is enthusiastic about assuming his position to the oldest and biggest business chamber in Africa. Mr Ndlovu has had a long history of involvement in the Durban Chamber and said that his motivation to participate in the organisation is in his, "desire to perform a civic duty to serve business for the economic growth of the Durban Metro."

Currently, the general manager of Transnet Port Terminals, Mr Zeph Ndlovu said that he is, "at the right time and position to contribute to the Chamber." Working within Transnet he has been privileged to play a role in the rich history of mercantile practice in Durban. His current goal is to be part of Durban's legacy by selflessly offering to add value through his service in the Chamber movement. He added, "This chamber has an impeccable track record, having been founded and sustained through visionary leadership of our forebears. The vibrant economic activity we see today, can only be sustained if we are available to take forth this legacy."

An active member of the Chamber for the past 12 years, Mr Ndlovu has served under five presidents. He says that he has learnt a lot from their collective experiences and wisdom. He

intends to use this knowledge going forward on his own chamber journey, which he reports is informed by "discipline, humility and commitment".

Mr Ndlovu has a vision to grow the Durban Chamber's current membership base of 3000 to break into the 4000 mark, bringing in women and youth owned businesses.

He said, "A strong member base consisting of both small and big business is essential in order to play an effective advocacy role to influence policy direction in as far as business development framework is concerned for Durban. The Chamber has developed good relationships with local, provincial and national government, which are critical pillars for constructive engagement on business framework in the medium to long term plans."

He believes that young budding entrepreneurs are the pipeline

to growing the Chamber membership base. Further to this, it is essential to foster an environment conducive to embrace previously marginalised talent to provide space for unrestricted growth in order to ensure that employment in all



Mr Zeph Ndlovu at the African Renaissance Festival launch being interviewed by SABC

avenues is created. The Chamber offers much in terms of support to entrepreneurs and would want to enhance this through networking and linkages with other businesses in the city and further afield. Such support will also assist in combating the social ills of poverty, unemployment and inequality that still hamper many communities' growth.

The role of skills development is paramount in this process, says Mr Ndlovu. By and large many captains of industries participate in nurturing the young as part of their career guidance and succession plan imperative. The crop of budding talent is

not coming through as fast as expected. He asserts that there seems to be a disparity between what industry needs and what academic institutions are producing. Judging by the number of unemployed and unemployable skills in abundance, there certainly needs to be an urgent meeting of minds

between business, institutions of higher learning, local government and civic society. We need to restore confidence to broader society that education is indeed key to success. Once again, the latest competitiveness report by the World Economic Forum rates SA at 56 among 144 countries. One of the areas we are lacking in is in the pillar of efficiency

enhancers, including quality of education. We are trailing Mauritius. As the Durban Chamber, we will take this challenge to get Durban on track.

Durban has much to offer investors and the Chamber is active in ensuring that the City is a robust and safe place to do business. Through sector based forums, including but not limited to Safety and Justice, we play our part working with the municipality to collaborate in making Durban the preferred investment destination. The blue economy holds a special place in his vision for Durban. Mr Ndlovu believes that the development of new harbour facilities will play a big part in the promotion of maritime tourism in Durban. He also emphasizes the importance of the manufacturing sector as being key to economic growth and the need to drive beneficiation of primary products for the export market. He added, "We need to create hope for the current generation and build a foundation for sustainable prosperity for our children".

Zeph concluded by asking, "Can any business person afford to be outside the Chamber?" He added, "We are the ultimate Business Network. Your network should determine your business net worth." ■

ENTREPRENEURIAL SKILLS

The Durban Chamber of Commerce and Industry under the auspices of its Women in Business Forum is continuing to champion development of rural women entrepreneurs. The Faranani Rural Women Training Initiative is a joint project with PricewaterhouseCoopers (PwC) that provides a week long business skills training programme.

Now, in its second year, the initiative's focus is to equip rural women entrepreneurs with essential business skills to assist them in developing and moving their businesses forward. While the focus for 2014 was on business planning, the key focus area this year was financial management.

The two day training was facilitated by Pheneus Thovhakale and Kamugelo Mokoka of Business Skills for South Africa (BSSA). Upon completing the training the women received a

certificate, which was handed to them at cocktail ceremony by PwC's partner in charge of the Durban office, Kishore Kooverjee.

Janette Englund of PwC highlighted the role women play in the economy and how important it is for women to become entrepreneurs.

Many businesses running in rural areas do not have a competitive advantage and cannot survive as people do not have the necessary skills and expertise to develop and sustain their businesses. "You are never too old to learn and it is important to learn so your business will always grow", these were the words of Joyce Ncanana, 2014 winner of the Ilembe Chamber Entrepreneur Competition. Ncanana is the owner of Just Meats a butchery she opened when she was retrenched from her employment in 2009. She encouraged the audience saying that to be in business means sacrifice and having the hunger to succeed. ■

FINDING THE MIDDLE GROUND

Load shedding has become a manner of life in South Africa as Eskom strives to cope with the ever increasing demand for electricity supply. The Durban Chamber of Commerce and Industry held an Electricity Stakeholder Engagement on 4 June 2015.

The main purpose of this engagement was for eThekweni Electricity and Eskom to unpack their load shedding philosophy to big business. The session covered:

- How the load shedding schedule is structured
- What can be done for customers

Stakeholders present were given a platform to have their say and propose solutions to load shedding constraints. The question of load shedding vs load curtailment was raised. The panel was asked if they intended on implementing a programme that recognised businesses that had reduced their energy usage. Suggestions from attending businesses included:

- More transparency needed from the Municipality and Eskom

- Shed first then curtail
- Forming company groups for those willing to participate in curtailment but did not qualify due to the 5MVA demand requirement. This

would be assessed on a case by case basis by the city. The Chamber would help facilitate the above process ■

For enquiries contact Alta Keyter: keytera@durbanchamber.co.za

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AMENDED CODES OF GOOD PRACTICE



Dave Bates, Managing Partner, Mazars

Recent activity by government to provide clarity on the Amended Codes of Good Practice

relating to Broad-Based Black Economic Empowerment has caused much consternation among businesses and potential investors into South Africa.

The controversy began when, after months of 'deafening' silence and speculation the Department of Trade and Industry (the dti), issued a clarification, by way of a belated gazetted notice (5 May 2015), setting out how the B-BBEE Codes of Good Practice can be applied. The notice stated that all B-BBEE verifications conducted using the financial year ending before 30 April 2015 can be verified using the old Codes of Good Practice.

It went on to state that all B-BBEE verifications conducted using the financial year ending after 1 May 2015 must be verified using the Amended Codes of Good Practice, with the exception of the Sector Codes. The transition period for the alignment of the Sector Codes was extended to 31 October 2015. If Sector Codes are not aligned by 1 November 2015 then "a consideration shall be made for them to be repealed".

For the first year of the Amended Codes of Good Practice, all valid B-BBEE certificates issued under the old Codes, as well as the relevant Sector Codes, remain valid and should be treated as empowering suppliers.

Exempted Micro Enterprises and Start-Ups are automatically recognised as Empowering Suppliers.

A further devastating aspect to this notice was the controversial and retrospective notice which states that Black participants in Broad-Based Ownership Schemes and Employee Share Ownership Programmes (ESOP) holding rights of Ownership in a Measured Entity must only score the three (3) points under paragraph 2.2.3 under the Ownership scorecard.

On 6 May 2015 the government gazetted the following amendments to the Amended Codes (sic), and on the same day the Minister gazetted certain Codes of Good Practice:

Amendments to the Amended Codes (Gazette 38765)

The following was addressed in this amendment:

- Added a fifth criterion for the empowering supplier – at least 85% of labour costs should be paid to South African employees by service industry entities.
- Eligibility as an Exempted Micro Enterprise (EME) to include a certificate issued annually by the Companies

and Intellectual Property Commission (CIPC).

- Discounting principle effect needs to appear on the face of a B-BBEE certificate.
- Complex formulas have been introduced for the measurement of senior management, middle management and junior management indicators and the measurement of skills development indicators.

Codes of Good Practice (Gazette 38766)

The following was addressed in these Codes:

- Statement 003: Amended guidelines for developing and gazetted of sector codes.
- Statement 004: Scorecards for specialised enterprises.
- Statement 102: Recognition of the sale of assets, equity instruments, and other businesses.
- Statement 103: The recognition of equity equivalents for multinationals where they refer to a "Technical Assistance Guide of the B-BBEE Codes".
- Code series 600: Measurement framework for Qualifying Small Enterprises (QSEs).

These amendments can be described as disastrous, particularly in relation to QSEs. Entities with an annual Total Revenue of between R10 million and R50 million qualify as a Qualifying Small Enterprise. In essence statement Code 600 replaces the previous Code 800 series.

Subsequently, sanity has prevailed in relation to government's stance on the treatment of Broad-Based Ownership Schemes and Employee Share Ownership Programmes (ESOP); where government had previously restricted the number of Ownership elements to just three (3) points under the Ownership scorecard.

In response to the groundswell of criticism, the dti has withdrawn the clarification notice of 5 May 2015 in its entirety, and issued a Revised Notice of Clarification on 15 May 2015 (Gazette 38799) omitting all reference to Broad-Based Ownership Schemes and Employee Share Ownership Programmes (ESOP). So it is business as usual in so far as it relates to these ownership structures.

It seems, from media statements, that current and future broad-based ownership and ESOPs will receive full Ownership scorecard recognition.

In many ways the horse has bolted in relation to the perceptions of confidence and trust by both the local and international business community. The furore surrounding the retrospective nature of the gazetted notice, the failure to follow due process and the attempt to change legislation through the back-door to favour a few 'individuals' was widely reported in local leading and international media. In addition,

the recognition of equity equivalents for multinationals has such onerous targets and short investment periods that the majority of multinationals, that we so desperately need to attract and retain, are not considering the Ownership scorecard element.

It is sad that government has failed to recognise and respond to the outcry of business in relation to the Amended Codes as a whole. The effects of which will be hugely detrimental and damaging to doing business in South Africa and, one assumes that government has not considered the unintended consequences. The dti director-general Lionel October is quoted in Business Day on 21 May 2015 as saying "...it was put into the notice but the effect of it was not understood".

Many businesses, including multi-nationals, will walk away from complying voluntarily with the draconian Amended Codes. Compliance with the 'old' Codes was largely driven by the largess of business in South Africa; this will not be the case with the Amended Codes. Goodwill in relation to the B-BBEE scorecards and Amended Codes is waning rapidly with many businesses losing patience and confidence in the scheme. ■

Contact Mazars KZN:
197 Peter Mokaba Road, Morningside,
Durban
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FUEL PRICE BONANZA BENEFITS KWAZULU-NATAL BAROMETER

KZN Department of the Treasury, KZN Department of Economic Development, Tourism and Environmental Affairs, Trade and Investment KwaZulu-Natal.

The drop in the fuel price, after the cost of Brent crude oil fell to the lowest in almost six years, drove down inflation and boosted consumer confidence, helping the KwaZulu-Natal barometer to increase for the first time in 11 months. While the latest barometer, as compiled

by Mike Schüssler of Economists.co.za, only grew by 0.9% year-on-year, the increase showed some hope in the provincial economy. Month-on-month the barometer was down by 0.3% and quarter-on-quarter it was up by 4.2%

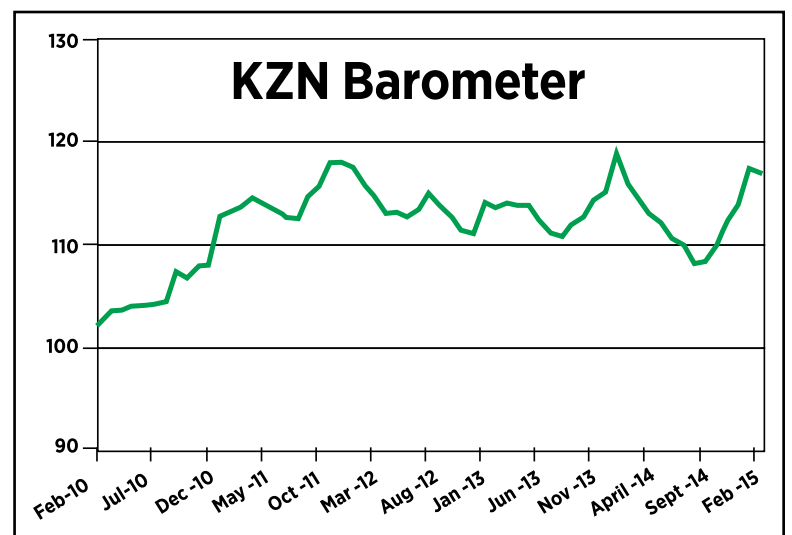
Cheaper Fuel Decreases Economic Stress

The main reason for the increase in the barometer was a decrease in inflation due to cheaper fuel, which meant less economic stress.

Strong growth in government expenditure also boosted the barometer. The economic stress index, which measures factors like inflation, interest rates and unemployment, rose 4.4%, the smallest growth in six months and decreased on a month-on-month and quarter-on-quarter basis. Inflation slowed for the whole of South Africa and in KwaZulu-Natal the rate dropped to 3.7% in February, well below the midpoint of the Reserve Bank's 3% to 6% target range.

Growth Positive Short-Term

The lower fuel price also put a lot of money back into the pockets of consumers. That meant some sectors, which are largely consumer-driven and very dependent on confidence levels, like retail and property, contributed to support the overall barometer while traditional heavy-



hauling sectors in the barometer, like mining and manufacturing, shrank. The KwaZulu-Natal growth index was up 5.3% year-on-year. However, since February the fuel price has started to rebound and the positive effect in the lower prices will, to a large extent, be reversed in coming months, the

negative effect will also eventually flow through to the consumer, and this will in turn have an adverse effect on the provincial economy and the barometer. ■

Compiled by Mike Schüssler of Economists.co.za

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KING SHAKA INTERNATIONAL AIRPORT IS FIVE YEARS OLD

On 1st May 2015 King Shaka International Airport turned five years old. Can you imagine that this new airport has achieved so much in such a short time? Certainly the move from the old airport to the new site was historical but King Shaka International Airport has created its own history on the new site. It has become a major catalyst for economic growth especially in the north of Durban and is part of the Dube TradePort IDZ precinct as the development of the aerotropolis starts taking shape.

The airport has garnered many accolades to mention and the

most recent is the ACI (Airports Council International) where we were voted the 2nd Best Regional Airport in Africa while the Skytrax voted us the Best Regional Airport in Africa for 2014! Now that is something to brag about but we want to be the best in the world and that is what the team at King Shaka International are busy with.

To ensure we work towards being the best in the world, King Shaka International Airport has embarked on another exciting programme that has really placed King Shaka International as a destination airport. This is the launch of the Arts, Music and Ambiance Experience. Every

week we have various artists and singers serenading airport users at different parts of the airport. The busker programme has taken off and we have seen very positive feedback from people in the social media space. King Shaka International is rapidly becoming a destination airport where people can come just for the experience and to shop. Our shopping experience is unique in that most of our facilities, post office, banking, pharmacy, shops, are open from 05:00 to 22:00 seven days a week.

To add to the music experience we have placed two Baby Grand pianos, one in the general arrivals hall and the other in the departure gates area, to encourage the public to play at their will. This feature has really caught on and we have seen some positive feedback on Youtube and other social media platforms.

To ensure we showcase our beautiful region of KZN, the airport has embarked on a major terminal ambiance project that features the colours, essences and textures of the region. This R9m project was done in collaboration with tourism partners Tourism Durban and Tourism KZN and we believe that this will go a long way to improve our scores on ambiance to ensure we maintain a top position globally during the ACI and Skytrax surveys going



forward. We have created stories in strategic areas of the airport with mosaics (bush, buzz, beaches and battlefields) and in the arrivals hall there is a massive sculpture of the "greatest shoal on earth" the world famous Sardine Run, which is synonymous with KZN. In the international departure area we have showcased our world renowned beaches with colourful surf boards. The map of KZN and faces of people of KZN takes precedence in the general departure area.

It may be true that to say those five years is a short period but King Shaka International Airport has not allowed that to hamper the way we want to succeed.

Increasing flights to the region will be a challenge for the airport's sustainability; we will continue to work with our partners to increase flight frequencies to the region. It has been announced that from mid December 2015, Qatar Airways will commence with a four day a week schedule with a B787 Dreamliner to King Shaka International. This will complement the international flights of Emirates, Mauritius, Harare, Lusaka and Maputo that are currently operating out of King Shaka International Airport. ■

Aiports Company South Africa
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Communications and Brand Manager:
Colin Naidoo



AIRPORT CARES FOR COMMUNITIES

King Shaka International Airport has become well known in the areas around the airport for bring business to the region but more than that we are known as the airport that cares. We have tried over the past five years to spread our small budget for SED (Socio Economic Development) to all areas that we can. This is done through our staff that form part of the SED committee and through projects that come to Airports Company South Africa and we look at colouration between other businesses and organisations. Over the years we have supported SED projects with BA Operated by Comair, ATNS, Dube Tradeport and SAPS.

Recently we embarked on a project that was initiated by the "Men for Change" airport policemen. They wanted to work with Everest Height Primary

School in Verulam and asked ACSA to join. The school is made up of about 90% of its children who are from the informal settlements in the area. Together we visited the school to donate some much needed sports equipment for the 1050 learners and asked the SAPS Band and Dog Unit to deliver a performance for the learners. The principal Mr. Surjoo and his team were on hand to assist us with the programme and ensured every child was there to enjoy the event. The children were overjoyed with the sporting equipment but thoroughly enjoyed the delicious hot dogs and juice we provided. The "Men For Change" is encouraging all male SAPS member and airport staff to join them and work towards uplifting communities around the airport. ■

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HOST FOR THE WORLD ROUTES 2015

In September 2015 King Shaka International Airport will become the prime focus for about 3000 airline and airport executives as they make their way to the region for the World Routes 2015. As the host airport we will be at the forefront of promoting our airport and its services and certainly the region so that it becomes the destination of choice. During the conference, being held for the first time on African soil, there will opportunities for us to be part of the KZN delegation that will meet with airlines, airports, service providers and industry players to show what our region has to offer in terms of business and tourism opportunities. We want to make their experience positively memorable so that in time we are able to get more flights to the region.

As King Shaka International we are part of the KZN delegation with the lead department being the Department of Economic Development Tourism Environmental Affairs and also include TKZN, eThekweni, Trade and Investment KZN and

Dube TradePort. As the KZN hosts we will collectively position the airport, Dube TradePort, the region and the city so that delegates and decision makers will choose KZN as their business and tourism destination of choice.

King Shaka International is putting their plans in place to ensure the delegates are given a truly warm welcome when they arrive at the airport as for most of the them in will be the 1st time that they will be arriving in Africa let alone South Africa. We are currently working with TKZN and Durban Tourism to pull out all stops and roll out the red carpet for the delegates.

While King Shaka International will be part of the KZN delegation, the broader brand of Airports Company South Africa will also be well positioned during the event. It will be the best opportunity for Airports Company South Africa to showcase their success in South Africa, India, Brazil and soon in Ghana. As a global player Airports Company South Africa has a wealth of experience and expertise to compete with the major airports authorities in the world and World Routes 2015 will be a fantastic platform. ■

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Say the name Greyville Convention Centre and the automatic association is with that of the Durban July races. Flashes of old-world glamour, infused with the new and more avant-garde edge, these are just a few of the mental pictures that spring to mind. It is clear that the image, adrenaline and excitement usually associated with the races has merged and become part of the Greyville Convention Centre's identity and charm.

Great as this impression is, The Greyville Convention Centre has an identity that is not to be confused or entirely infused with that of the Durban July races. What has become very clear is that a new identity needed to be carved, one that would make it apparent to the South African public that

the Greyville Convention Centre stands on its own as a diverse and multi-purpose arena with a number of upmarket and exciting venues for event hire.

eLan Property Group and the Greyville Convention Centre Join Forces.

eLan Property Group saw a need in the South African events market and took the opportunity to adopt The Greyville Convention Centre as its very own development project. The idea was and still is to raise the bar on the Convention Centre offerings available not just to the South African public, but also to host corporate clients, prominent figures and dignitaries on the local and international scene.

Since the adoption, millions of rands worth of refurbishments, adjustments and renovations have taken place and continue to do so. All of which has now resulted in the Convention

Centre being ready for business sitting firmly and proudly under eLan Property group's hospitality banner.

Moving forward there are many more intended aspects for upgrade and development at the Greyville Convention Centre, sound, lighting, décor, catering are among the various aspects that are receiving ongoing attention from those at the cutting edge of their industry. New caterers, interior decorators, sound and lighting specialists along with a number of other service providers have all joined forces to bring you the ultimate event experience. The Greyville Convention Centre has been designed around the premise of having a number of multi-faceted, multi-purpose and dynamic venues under one broad banner, that communicate to a potential client that we really do have a venue to suit any and every event requirement. Weddings, conferences, corporate events, product launches, fashion shows, press announcements, luncheons, we have the capacity to do it all.

Carving A Footprint in the Corporate Sector

The eLan Property Group has plugged a lot of time, effort and money into the Greyville



Convention Centre, to spruce up the selection of 13 venues on offer, not just to cater to public weddings, functions and events, but also to provide a world class setting for the corporate sector. With flexible pricing structures and adaptable venues, the right amount of attention will be paid to creating the right tone and pitch for your corporate event. From vibrant to hip, classy and elegant, to understated or sophisticated, we have the props, lighting, décor and in-house caterers to meet every requirement. When it comes to corporate events, The Greyville Convention Centre aims to understand the heart of your company's ethos and communicate it through distinctive and meticulous attention to detail in all aspects of your event.

At Greyville Convention Centre we look forward to turning your event vision into reality, by offering tasteful, exciting, yet dignified settings and service providers to suit all event requirements. Members of the public and corporate sector are welcome to contact us for a guided tour of our venues and for any queries related to our facilities. ■

If you would like to keep in touch and up to date on the happenings at the Greyville Convention Centre: Visit our website www.greyville.durban Phone us on 031 309 1430. Address: 150 Avondale Road, Durban Follow us on Twitter: @GreyvilleCC Like our Facebook Page: www.facebook.com/greyvillecc



MEET IT'S 'IT' GUY

Simone Samuels

An ardent understanding of business paired with a commitment to providing relevant and

practical technological solutions that meet the needs of a changing market is core to the work ethos that has propelled KPMG's Information Technology Advisory Director Shamit Govind to the top of the IT domain. At 36, Govind is regarded as an expert in

the advisory IT Technology services space, just two years after being made partner at

KPMG, and Head of the Information technology division in KwaZulu-Natal. The key to Govind's success is providing futuristic innovative IT solutions that add business value to clients while considering the associated risks, he says. "What sets me apart in the IT space is that I have served my articles. Those three years honed in me the importance of understanding the business, so when I made the transition into the IT space it was a natural progression because I was aware of the risks associated with each business as well as costs, budgets and rewards," explains Govind.

Govind's extensive experience includes IT internal audit, Enterprise Resource Planning, System Implementation Management (project management and quality assurance) and IT governance both in the public and private sector.

Despite pursuing a career in auditing whilst serving his articles at KPMG, Govind says he was drawn to the IT industry by its pervasiveness across all spheres of business and the fast pace global reliance on IT platforms, which is constantly evolving. "I'm the type of person who welcomes change, is technologically savvy and thrives on being

current, so the move into IT systems provided an avenue to explore those elements as well as improve businesses with the use of technology and even enhance existing processes," he says.

Outside the office, Govind maintains the rapid pace that he is accustomed to in the IT domain. The adrenalin enthusiast, who is an avid surfer and is fanatical about adventure sports, summited Kilimanjaro in 2005 and completed the Cape Argus Cycle Tour as well as multiple triathlons.

Govind, who has more than 10 years local and international experience in the IT field, said managing his first IT project - an International Financial Reporting Standards (IFRS) implementation for accounting software, SAP, the first of its kind globally - not only enticed him to further pursue IT but provided him with a solid grounding in his career.

Much of Govind's success is the result of the dedicated workforce at KPMG, which provides continued support, as well as instant access to a global network of information made available through the company, he says.

Govind, with the support of his strong team, has developed the KPMG Information Technology Advisory division in KwaZulu-Natal to become the largest in the province, which services some of the leading businesses in KwaZulu-Natal

and provides advice to clients nationally and across Africa.

Govind has observed that some of the foremost challenges that face businesses include:-

- Information overload
- The need to be innovative
- Finding and recruiting the highest calibre of talent
- Avoiding data security issues
- Evolving onto mobile and social platforms

According to Govind, it is important for businesses to optimise their usage of technology platforms as well as capitalise on IT to ensure that they have a competitive edge and train users to maximize their efficiencies in their job performance to achieve their business mandate. "As a country we cannot underestimate the value that utilising IT platforms appropriately can have on reducing the cost of doing business in South Africa and yielding economic growth."

Govind has delivered a host of IT presentations at national conferences including the National Gambling Conference, The National Higher Education Conference and the Institute of Risk Management South Africa (IRMSA) and is set to represent KPMG at the Web Summit in Dublin later this year. ■

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Simone Samuels
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STRIKING THE BALANCE

The KwaZulu-Natal Economic Council, which consists of four social partners namely: government, civil society, organised labour and organised business recently held its first public roundtable discussion. The purpose of this roundtable discussion was to deliberate on issues that affect the economic growth of KwaZulu-Natal. The topic was "Striking the balance between industrial relations and investments"

Participating in the panel were Dr Steven Friedman - thought leader; Mr Chris Gina - organised labour; MEC for Economic Development, Tourism and Environmental Affairs - Mr Michael Mabuyakhulu; Mr Moses Tembe - organised business,

Mr Sithembiso Madlala - civil society and Ms Bronwyn Nielsen - moderator from CNBC Africa.

MEC Mike Mabuyakhulu opened the discussion by stating, "KwaZulu-Natal needs to emphasize an agenda where all social players can work together". He added, "It is important that all players work to improve relationships from an adversarial to a cooperative relationship in order to create an environment that is attractive for investment. KwaZulu-Natal has shown robust growth in comparison to the South African growth and has the potential to have, "a better story to tell".

Mr Sithembiso Madlala emphasized that a pragmatic approach was required. He said, "Civil society is a critical

partner in growth in KwaZulu-Natal and should be part of any decision making of note". He added that we need to empower people and close the gap for SMMEs, especially in the so called informal sector, to enter the mainstream economy as they were essential in growing the economy.

Moses Tembe emphasized that, "Unless we begin to foster a genuine relationship we would lose the plot." He added that we need to address the 'game plan' which is to attract foreign investment. In addition of necessity, he said, "Partnerships must be aligned with the economic policy strategies that the country has put in place".

Mr Chris Gina emphasized that all stakeholders have a task

to deliver on their mandate. It is imperative that we lay a foundation for investors and that we exploit the opportunities that are available. However a strong focus on job creation, skills development and productivity is required with an emphasis on ensuring that wages paid to employees overcome issues faced by the 'working poor'.

Dr Steven Friedman commented, "If we did not have collective bargaining and labour relations our situation would be worse." He added that it is important to question how the issue of poverty and inequality can be addressed while preserving the economy. He said, "It is important that tough negotiation takes place and we need to go beyond social

partnerships in order to make any progress." The question to ask is, "What am I prepared to give and what do I expect to get in return?"

MEC Mike Mabuyakhulu concluded that the provincial government intended to make it easier to do business by reducing red tape and by creating a platform for negotiation. However, each partner had roles and responsibilities in order to create balance and build the economy.

Twitter was abuzz with commentary on the discussion, which was reported as "A sound debate on how labour and employers can compromise for the sake of the country's economy" by attendee Sihle Mavuso. ■

SEIFSA INTRODUCES SMALL BUSINESS HUB

The SEIFSA Small Business Hub (SBH) is a department of the Steel and Engineering Industries Federation of Southern Africa (SEIFSA), created specifically to address the needs of small and micro-enterprises (SMEs) in Southern Africa to contribute to the growth of the economy and the creation of jobs.

Various studies in South Africa and abroad have repeatedly stressed the importance of SMEs in any economy. According to the Department of Trade and Industry, an estimated 2.8 million small businesses that made up the sector in 2012 contributed between 52% and 57% to South Africa's Gross Domestic Product. During that period, small businesses also provided about 61% of the country's employment.

However, these figures are still far less than the average in developed countries where SMEs play a far bigger role in the economy. This can be attributed to various factors, including access to finance and red tape that continue to hamper the growth of small businesses in South Africa.

In addition to being an enabling engine designed to assist SMEs to reach their full growth potential through tailor-made products, services and solutions, the SBH will also:

- Provide cost effective products and services addressing the overall needs of SMEs;
- Create alliances with outside partners to strengthen the SEIFSA small business proposition;
- Offer cost-effective support services that are sector-focused and related to SME categories (micro and small);
- Identify sector- and company-specific challenges, monitor trends and develop specific interventions to improve SME performance;
- Identify, simplify and facilitate opportunities and linkages to business development and financial services in order for SMEs to improve productivity and profits, support job creation and achieve economic growth;
- Ensure a reduced rate of failure of SMEs through proper coordination of accessible and cost-effective support services;
- Lobbying for and representation of SMEs' interests on various issues.

ASBH website with useful information for SMEs went live on 8 May 2015, the day on which the SBH was launched at a function in Johannesburg.

SEIFSA SBH Head and Commercial Manager Mashirane Matheba said that with 'hand holding' being paramount to its provision of services, the SBH will be a one-stop shop for SMEs, by providing the following solutions:

1. Accounting and Advisory Services

- Monthly management accounts (including detailed reports on performance)
- Annual financial statements
- Budget preparation (including capital expenditure funding opportunities)
- Structuring of reporting systems for optimum decision making
- Implementation and advice on appropriate accounting packages
- Structuring of accounting/administration units
- Tailor-made financial courses to suit business requirements

2. Statutory Compliance

- Monthly filing with SARS (PAYE,SDL,UIF & VAT)

- Provisional and annual tax submission
- Tax clearance certificates
- General tax advice
- Annual CIPC returns
- Department of Labour Returns Company registrations (CIPC)

3. Information Technology (IT) Solutions for SMEs

- Website development
- Website hosting
- Essential IT products for start-ups
- Business connectivity
- Innovative IT solutions for SMEs
 - » IT convergence
 - » IT auditing
 - » IT budgeting

4. Procurement of Funding

- Drafting of comprehensive business plans (including financial model, location analysis, marketing strategy, etc)
- Submission of applications for finance to relevant financiers
- Liaison with relevant financiers

5. B-BBEE Services

- Broad-based Black Economic Empowerment (B-BBEE)

exemption certificates (for entities below the R10 million annual turnover threshold)

- B-BBEE consulting services (for entities above the R10 million annual turnover threshold)
 - » Strategies on how to improve B-BBEE rating
 - » Assistance with preparation for verification (document review and collection)

6. Cost-effective services from the existing SEIFSA Divisions:

Industrial Relations; Economics and Commercial; Safety, Health, Environment and Quality (SHEQ); Legal, as well as Human Capital and Skills Development. Commenting on the SBH team, Mr Matheba said that in addition to the internal expertise, the SEIFSA SBH will be entering into strategic partnerships with a number of development finance agencies, public small business development organisations as well as private sector institutions for the benefit of SMEs. ■

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ARE YOU ATTRACTING THE RIGHT TALENT?



Sponsored column
Blanche Pinto Coelho,
multiSEARCH
HR Consulting

How does your employer branding measure up in

today's competitive race for talent? Is your Employer Value Proposition (EVP) relevant to current career-seekers? Do you know what differentiates your company in terms of what you are offering potential employees? These are questions you need to ask yourself if you wish to attract the right talent to your organisation.

Gone are the days of companies sitting on their laurels expecting high calibre candidates to come knocking at their doors. These days companies have to earn the attention of top talent; they are the ones shopping for an

employment opportunity and they're looking for the best deal.

As recruitment consultants our team meets new career seekers daily. Some are mediocre and some highly talented. The highly skilled and talented candidates are selective about which companies they want to work for. They have done their homework and identified where they want to work and why. The companies they are attracted to have a higher employer branding footprint than others. It's safe to say that these companies have understood that in order to attract the best talent they must market their company as a great place to work at.

So, where to start in order to increase your employer branding status?

Firstly, answer these important questions:

- What do your employees think about your company?
- How do potential candidates perceive the company as an employer?

- Is your external and internal employer image aligned, or misaligned?
- Do you meet the expectations that new employees have of you as an employer?

Your answers will help you understand how current and prospective employees perceive your company, and give you insights into what potential candidates value in an employer. From this you can draw up your Employer Value Proposition (EVP). In today's intense talent market, your company's EVP will help clarify what you are offering to the employee and it is a critical tool in talent attraction.

As recruiters, we have to be able to market the strengths of your employer brand and develop compelling communications that will reach the candidates you are targeting, while also ensuring that you stand out from the competition. Recruitment blogger and editor Matt Charney puts it succinctly by saying: "Ultimately, better employer

branding means higher quality applicants in less time for less money, which is a business case that's pretty hard to argue with."

Our recommendations for your employer-branding journey:

- Define your unique employer offerings (EVP)
- Develop a retention programme to retain, not only attract, top talent
- Put communication and employee engagement policies in place
- Develop employee wellness programmes
- Get your target audience to engage with your communications to ascertain

their perception of your employer brand.

- Ensure employees are behaving and engaging within the strengths of your EVP, therefore acting as great brand ambassadors
- Measure results and adjust activities to ensure continued success. ■

Should you require consultation on defining your employer brand or general HR, recruitment, training and team building solutions, please call Blanche Pinto Coelho or Michelle Munn on 031 566 1960 or email blanche@multisearch.co.za
Visit www.multisearch.co.za for more information.



A PREMIER EVENT

On 16 April the Durban Chamber of Commerce and industry hosted its 159th Annual Gala Dinner at the prestigious ICC venue. The event was attended by more than a 1000 of KZN's finest businessmen and women.

Every year since its establishment, the Chamber has hosted its annual gala dinner during the first quarter of the calendar year. The gala dinner has grown into a premier event on the business calendar.

This year saw the inauguration of the new president to the Durban Chamber, Mr Zeph Ndlovu. Zeph is a General Manager of Transnet Port Terminals. He has actively been involved in the Chamber movement for the past twelve years, previously being part of the Chamber in different roles ranging from Durban Port Forum, Chamber Council, and in the last four years member of

the Board in his capacity as Vice President. Zeph will serve as Chamber President for the next two years, along with the five new board members announced during the gala dinner.

The Officers:

1. President: Zeph Ndlovu
2. Deputy President: Mike Jackson
3. Vice-President [finance]: Muhammad Seedat
4. Vice-President: Claudette Sigamoney
5. Vice-President: Vani Moodley
6. Immediate Past President: Akash Singh

Elected Members:

1. Susan Abro
2. Deven Naidoo
3. Sanam Shree
4. Linda Bukhosini
5. Musa Makhunga
6. Laura Moodley
7. Altaaf Suleman

8. Pravin Thakur
9. Advocate Khaya Thango
10. Binesh Rajkaran
11. Darlene Menzies

Area Forum Representatives:

1. Central Area: Carl Heinz Uys
2. North Area: Iqbal Sheik
3. South Area: Gladwin Malishe
4. West Area: Craig Schmahl

Standing Forum Chairpersons:

1. Durban Port: Peter Besnard
2. Economic Affairs: Paul Jones
3. Environmental: Sandra Redelinghuys
4. Human Resources: Jacquie Bhana
5. Infrastructure: Nkopodi Nkopodi
6. Safety and Justice: Peter Feuilherade
7. SMME: Sharon Van Den Heever
8. Tourism: Markus Fritz
9. Trade and Investment: Bashni Maistry
10. Women in Business: Vani Moodley

11. Health Professionals: Dr Basil Dhaniram

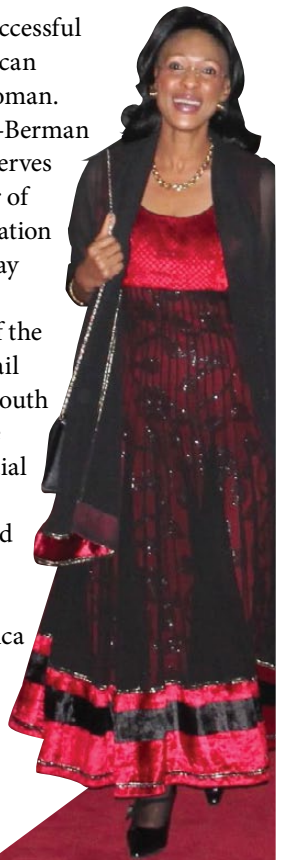
Customary to the annual gala dinner is the announcement of the Alec Rogoff awards in the category of B-BBEE. Now in its eight year, this award category celebrates organisations with enterprise development programmes that encourage and contribute to economic empowerment and to the development of small black enterprises.

The 2015 Alec Rogoff Award winners are:

- Qualifying Small Enterprise Category: AQRate KZN
- Large Corporations (Generic Enterprises): WOA Fuels and Oils
- Best Supplier Development Project/Programme: SAPREF

Guest speaker for the night was Suzanne Ackerman-Berman

who is a successful South-African businesswoman. Ackerman-Berman currently serves as Director of Transformation at Pick n Pay Holdings Ltd., one of the biggest retail chains in South Africa. She gave essential business insights and tips using the topic, 'South Africa staying afloat in tough economic times'. ■



Durban Chamber of Commerce and Industry Council members

“Attended by over a 1000 of KZN's finest businessmen and women.”



Akash Singh



Left to Right: Logie Naidoo, Linda Bukhosini and Bongani Tembe



Dante Mashile



Mpume Langa



Chris Magagula



Shabir Tayob



Paul Alvarez

WOMEN IN BUSINESS CONFERENCE AND RECOGNITION AWARDS

On Thursday, 05 March the Durban Chamber of Commerce and Industry's Women in Business Forum, hosted the Women in Business Conference and Recognition Awards which was conceptualised as a tool to celebrate, motivate, educate, and empower women in business. Taking their cue from the African Union's Agenda 2063, the objective of the conference was to chart a course which will contribute to the realisation of women's economic empowerment in the KZN region for the next 50 years.

The Chamber as the "Ultimate Voice of Business" understands the necessity to recognise Women in Business, for the integral role which they play in the private sector and economy at large. The conference also looked at women who were able to succeed in male-dominated industries, as well as those who entered Business under difficult circumstances, but who were able to rise above their tribulations and make a contribution towards women's empowerment.

The keynote speaker was Deputy eThekweni Mayor, Nomvuzo Shabalala who reminded the audience that



From left: Mam May Mkhize, Lindiwe Ngcobo, Zamambo Mkhize, Lindiwe Zuma, Kholeka Mlisana, Thato Tsautse, Pria Hassen

this gathering was not just a feminist approach, but simply women getting up and doing things for themselves, and the contributions made today will change the mindsets of future generations to come. Cllr Nomvuzo further stated that, "the city of eThekweni will assist in the realisation of the 50 year plan". She also reminded the audience that government cannot work in isolation therefore partnerships the city has with the Durban

Chamber are crucial and will assist in the realisation of this vision.

The Conference received a pleasant surprise when the Good Baroness, Patrica Scotland of Asthal, Judith Mac Gregory who is the British High Commissioner and Andrew Henderson, UK Trade Commissioner to South Africa blessed the audience with an unexpected visit. This comes after the Chamber signed a Memorandum of Understanding

with the North East Chamber of Commerce from the United Kingdom, the night before the conference.

The Good Baroness addressed the audience and highlighted issues faced by women globally. "Women need to understand that we are not the minority, we are the majority. We need to understand what this means for us, especially for our daughters". She encouraged gatherings such as these as it gave women a untied voice to speak with.

The conference also saw the launch of the KZN Women in Business Resource Guide which lists all women owned business in the KZN region. Copies are available at the Durban Chamber offices.

The Conference closed with the Durban Chamber Women in Business Recognition Awards, which were an opportunity to recognise women who have made positive contributions to the local economic growth, against all odds, in their respective spheres of influence. Recipients of these awards included:

- Cllr Nomvuzo Shabalala - Women in Government
- Farzana Mall - National Woman Leader
- Pria Hassan - Women in Fuels and Oils
- Mrs Lindiwe Zuma - Women Traders
- Reverend Thato Tsautse - Women in Maritime
- Zamambo Mkhize - Women in Media
- Dr Kholeka Mlisana - Women in Medical
- Ms Lindiwe Ngcobo - Women in Business
- Dr May Mkhize
- Mrs Zee Cele - Women at SAICA ■

SUCCEEDING IN BUSINESS

Thursday, 06 June was a very successful day at the Durban Chamber of Commerce and Industry. Together with Pick n Pay and Boxer, the Chamber brought to the small and medium enterprise business community a Supplier Development Workshop. The workshop aimed to provide accurate information on how to establish, grow and manage a successful business with the Pick n Pay franchise. Content included an overview of Pick n Pay's and ABSA's enterprise and supplier development programmes as well as valuable guidelines on how to pitch products or service proposals to a Pick n Pay buyer.

"To be good in business you must be driven by hunger, have passion for what you believe and in the difference you want to make. Commitment to your

family is an important aspect, you should love and listen to them. Have humanity and integrity". With these words Suzanne Ackerman-Berman told the audience there is no excuse for you not to succeed. She delivered the key note address of the day, captivating the audience as she spoke passionately about the essential principles one must have in order to succeed in business. Often small business people do not understand the difference between turnover and profit. Suzanne mentioned to the audience the four legs of the table that the Pick n Pay had been built on, administration, punctuality, merchandise/ value (broaden your mind) and to know and respect people. Seated on top is the customer whose role you should never forget.

Three individuals shared their success stories about the

Pick n Pay/Boxer brand. They told their stories of success which were underpinned by the desire to earn an income, making a difference in your community through a dream and having the determination to never give up.

Lefentse Ledwaba-Champman, ABSA Bank, gave a step by step guide on how to access their funding opportunities. She highlighted that if you want to get business finance it is vital that you know your credit status and ensure that you are tax compliant.

Dumile Cele, CEO of the Durban Chamber thanked everyone for their participation in the workshop and thanked Pick n Pay and Boxer for bringing knowledge to the businesses that aspire to supply to big retail franchises. ■



Sharon Van Den Heever, Suzanne Ackerman-Berman, Nanana Sabela

ATTRACTING INVESTMENTS IN DURBAN

A key mandate of the Durban Investment Promotion team inside eThekweni Municipality is to attract and facilitate new and expansion investments into Durban, while retaining existing businesses. A pre-requisite for the attraction and retention of fixed investment is a conducive and positively decisive investment environment.

The eThekweni Municipality is in the process of finalizing an 'Investment Dashboard', which lists a number of flagship investment projects across the broader Durban area. The Durban Investment Dashboard (DID) is an information and management tool on catalytic economic development projects prepared by the Economic Development and Investment Promotion Unit. The DID is already, and will continue to assist decision making plus the implementation of catalyst projects that lead to significant investment growth

and job creation. The intended audience for the dashboard includes the city leadership such as the mayor, deputy mayor, city manager, deputy city managers, and the broader executive. It will also serve to inform business, public sector and other stakeholders on key aspects of major projects, often via a Durban investment marketing perspective. This should therefore add to business and investor confidence levels via a more virtuous cycle. The DID comprises an extensive, and often complex, range of project information which will aid in better co-ordinated and integrated municipal planning, infrastructure provision, and decision making on both the projects themselves, plus their catchment areas. It is therefore envisaged that the DID will assist the municipality and business leadership in making informed decisions on prioritisation, resource allocation, and the unblocking

of challenges hindering investment. The information currently contained in the Dashboard, which includes GIS (Geographical Information Systems) data layers, was originally sourced from Durban Investment Promotion's (DIPA's) Flagship Projects Table, and is now significantly enhanced via innumerable engagements with various departments, agencies, and entities. This included investor business plans, engagement with municipal departments, socio-economic impact assessments, as well as developers. Sincere gratitude must be expressed to the external consultant team known as TPI, whose tireless efforts made quantum improvements. The final DID product will be web-based/accessed, and linked to GIS so that the projects can continue to be represented and assessed spatially.

In addition to the above, the eThekweni Municipality's Best Practice City Commission



Proposed Sibaya Node Development

Review [2014] has commissioned a survey amongst Durban's medium and large businesses to measure the municipality's performance against a number of factors that influence the conduciveness of the investment environment. The survey, conducted by Lindon

Corporation, hopes to reveal those factors that provide Durban with a competitive edge and those that require improvement. ■

Companies that wish to participate in the survey may contact Lindon Corporation at 031 904 1050 or info@lindon.co.za.

SUPERTECH DURBAN SCOOPS SEVERAL BMW AWARDS

Supertech Durban has made motoring headlines this year as the dealership picked up several highly coveted awards at the annual BMW Executive Sales Awards held in Johannesburg.

- Top salesman in the country overall (Walid Dinat)
- First, third and fifth placed volume salesmen in the country

(Walid Dinat, Thomas Khoza, Richie Pillay)

- Top volume dealership in KZN
- Top service/parts dealership in South Africa.
- Top parts sales executive in South Africa (Ashraf Ally)
- Top master technician in South Africa (Clinton Chetty)

The annual event is regarded as the pinnacle of BMW Dealership awards and Supertech Durban is thrilled to be acknowledged in several categories including top salesman in the country, top volume dealer in the province, as well as top performing dealership for service and parts in South Africa.

At the glitzy event, Supertech Durban's Walid Dinat was awarded the number one overall salesman in the country. This award is based on the salesman's overall scores from the number of vehicles sold, to customer satisfaction ratings and overall commitment and dedication to building the BMW brand. Mr Dinat was also awarded the number one salesman in the country based on the number of vehicles sold out of 54 BMW dealerships nation-wide.

Supertech Durban's Thomas Khoza was awarded the prize for the third-placed salesman in the country in terms of volume while Richie Pillay was placed fifth overall. Supertech Durban was also awarded the top volume dealership in KwaZulu-Natal and took the second-place position for volume sales in the country.

At the BMW Executive Aftersales Awards, Supertech Durban was awarded the Metro Dealer of the year for aftersales (Service and Parts) in 2014. Ashraf Ally was also placed as the number one parts sales executive nationally and Clinton Chetty was placed as the number one master technician in the country. These individuals as well as the parts managers Adam Buck as and Khalid Adam, together with the service

manager Steven Govender, will be jetting off to Turkey for a fully-paid holiday as part of the award from BMW South Africa.

BMW SA Managing Director Mr Tim Abbott, congratulated Supertech Durban Managing Director Shabir Tayob for the outstanding achievement.

"This is an outstanding achievement for you (Mr Tayob) as an individual and your aftersales team. Supertech excelled notwithstanding the tough economic challenges faced not only within our dealer network, but also within the automotive industry," said Mr Abbott.

He wished Supertech Durban all the best for 2015, and looked forward to the dealership sustaining its successful performance.

Mr Tayob said "We are all extremely passionate about the brand, and go beyond the call of duty to ensure that each department excels in terms of quality, customer satisfaction and service." He said, "Supertech Durban is growing at an exceptional rate and the staff work hard to achieve fantastic results." ■



Walid Dinat (centre) received his awards from BMW SA Managing Director Mr Tim Abbott (right) and BMW SA National Sales Manager Michael Houtman.

www.bmw-supertech.co.za

KZN TOP BUSINESS AWARDS PARTNERS WITH THE ELAN PROPERTY GROUP

The Greyville Exhibition and Events Company based at Greyville Racecourse in Durban announced that the KZN Top Business Awards 2015 will be hosted in the impressive 1600 seater Silver Ring Room at Greyville on 21 July 2015.

This news comes after the KZN Top Business announced that a long term partnership agreement with the KZN based eLan Property Group has been signed. This partnership will elevate the KZN Top Business Awards brand and continue to recognise and reflect the quality of businesses in the province.

Mark Taylor, CEO of the eLan Property Group said, "We saw this partnership opportunity as a natural progression for the company, being a proudly KZN based business. In addition, we wanted to show our support to the KZN Top Business Awards as they have rightfully recognised some of the best businesses KZN has to offer. Furthermore, with our vast experience of dealing with business in the province, we want to be aligned to brands that are reputable and respected in our province."

A dynamic new look and feel will be seen in the lead up to the event and at the awards dinner. The awards process will now include an exclusive golf day prior to the event at the Royal Durban Golf Course. The golf day will provide an ideal networking opportunity for the finalists in the Top Business Awards and past winners of the awards will also be recognised in this year's format. A further aim is grow the number of attendees to the prestigious awards gala dinner in 2015.

Grant Adlam, KZN Top Business stated, "We are very excited about the new venture as it brings a substantial partner with strong KZN roots to the awards process and we are very excited about the innovations we are going to make to this year's awards."

The Greyville Exhibitions and Events Company operates all eventing and operations at the newly refurbished Greyville Conference Centre, and recently partnered with renowned caterers Eat Greek who have become their in-house catering company.

The KZN Top Business Awards powered by eLan Property Group have opened for nominations and will be prepared for an influx of nominations as the 2015 awards will set the standard for all business awards in KZN. "The Awards will give us an opportunity to publicly reward companies and people who are doing the right thing in accordance with current government principles," said Lalita Dhasiar-Ventura. The Awards focus on the impact of the organisation/company in the economic, environmental and social spheres in KZN. Factors such as brand and reputation, stakeholder relations and goodwill, environmental sustainability, social responsibility, and quality of governance are all taken into account.

The Top Brand Award is awarded on the basis of line public voting only. ■

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Alan Vels (Greyville Convention Centre), Tyrone Watts (eLan Property Group), Lalita Dhasiar- Ventura and Grant Adlam (KZN Top Business) formally launched the KZN Top Business Awards 2015 powered by eLan Property Group)

PROVIDING COMMUNITY AND ENTERTAINMENT FOR DURBANITES

DUrbanTV is the first online streaming TV Channel that allows online viewers to watch content 24/7 - 365 days a year. DURbanTV has leaped ahead of its traditional 'terrestrial TV' competitors by moving into the realm of online streaming. The channel literally makes use of 'cloud based' technology, enabling DURbanTV to have complete control of the running of the channel and its content...a first for Durban and South Africa. The TV channel works similarly to an online radio channel, except of course, it provides visual rather than just radio media. If preferred specific inserts may be selected to view at leisure.

DUrbanTV viewers have now watched over 1015 viewer hours of original programming. The channel currently reaches over 25,000 viewers per month, which is growing on a daily basis.

DUrbanTV has links to social media sites Facebook, Google+ , Twitter and Instagram

enabling effective marketing and interaction with viewers.

Recent studies reveal that younger viewers are more likely to choose streaming devices and platforms for entertainment than traditional platforms. In May 2015 Richard Lord, associate media director and head of digital at The MediaShop reported that:

- In excess of 20 million South Africans have access to the internet
- Smartphone penetration in South Africa is around 40%
- 12.5 million people are monthly active Facebook users (Seven million access daily).
- In the month of April, News24 had 5.7 million unique views
- The Opera Mini web browser reports eight million SA users on a monthly basis
- Mxit, with their revised stats, have in excess of two million South Africans logging in every month!

Doreen Theys (DURbanTV

Founding Director) said, "The opportunity for regional TV in South Africa to be developed hasn't been fully explored by national broadcasters. By harnessing the power of streaming TV we are pioneering the use of this new technology to benefit the people and businesses of Durban." She added, "Not only can we now reach our own local audience but we can also provide an exciting opportunity to reach national viewers and even international viewers, and, with this in mind DURbanTV aims to portray a positive view of Durban to attract more viewers, visitors and opportunity for business to reach these audiences."

The opportunity for Durban and KZN businesses to partner and support DURbanTV will ensure that local businesses gain vital exposure. Support

will also create an enabling platform for DURbanTV to grow and create even more localised TV programming. In turn, of course, this growth will encourage and create real, long term employment opportunities in the TV and film industry across Durban and the whole of KZN. ■

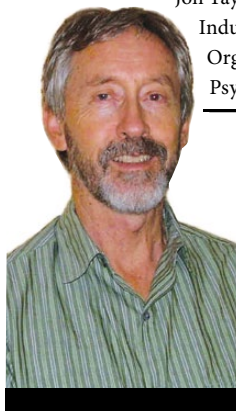
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PLANNING TO INVOLVE OTHERS, THE KEY TO ACHIEVING RESULTS



Jon Taylor
Industrial/
Organisational
Psychologist

On a daily basis we learn through the media about fruitless expenditure wasted on

projects that fail for a variety of reasons, but chiefly because of insufficient thought by managers or leaders on how to engage key stakeholders to take and sustain required actions for achieving results. This is common but not unique to the public sector, and happens across the spectrum of leaders from highly qualified, experienced directors to young newly appointed supervisors.

This is not just a nice business school theory – recent research (Fast et al, Academy of Management Journal 2014) has empirically demonstrated that active engagement of employees is essential to higher employee

motivation, reduced turnover and improved managerial effectiveness.

Each time we encounter a complex new joint problem (i.e. it is not solved by simply following standard procedures, and we cannot resolve it ourselves using our specialist knowledge as it involves multiple others), we need to define the facts of the situation in the objective context in which it occurs, and decide if it is our problem. If we do not have the power or authority to influence the problem we need to refer it to whoever does have the power. If it is our problem, we need to consciously adopt a joint problem solving approach that will aim to involve all key affected stakeholders in finding better answers together and implementing solutions.

So who are the “others” who should be involved in the defined situation, or will need to be involved in the future, in taking and sustaining desired actions? It is just as important to involve and hear those who have the power to destabilise the

situation as it is to involve those who will help solve the problem. Who we involve often makes the difference between success or failure in undertaking complex projects. Sometimes it may just require a phone call to inform someone who has the power to undermine or even sabotage a sound plan.

Joint Problem Solving (JPS) can be defined as “finding better answers with others” (Misselhorn 2012 Amazon). JPS is a comprehensive model designed to assist leaders in clarifying and resolving complex joint problem situations. The first step is to objectively describe the problem situation, providing the facts and evidence to substantiate claims, and eliminating assumptions. Once this is documented so that everyone involved agrees with the factual description of the situation, the next challenge is to choose and apply relevant *analytical* and *people interactive* tools to start the process of resolving the situation. Before jumping to quick solutions, all affected stakeholders are

systematically identified by the leader and rated in terms of how they will cope with the emotional and physical demands of the problem situation. Based on this analysis, plans are tailored to meaningfully engage relevant stakeholders in resolving the problem situation and involving them in implementing solutions. For example, if one member of the team is not committed to put in the extra time required over a weekend because they have a sick child, an alternative contribution like working on another aspect of the plan at home would need to be found for them.

If we are serious about finding sustainable solutions and engaging others in a spirit of rational joint problem solving, the organisational culture and leadership style will need to support values like integrity, fairness and participation. Conflicts of interest would need to be declared since open sharing of information and ideas are essential for rational problem solving. Hidden agendas are not

compatible with rational joint problem solving. People need to be able to engage issues openly, and not fear being victimised or bullied to comply with actions that are unilaterally dictated.

Obviously leaders cannot always please everyone, but they should be prepared to engage openly and honestly with those who have a valid stake in the situation, in order to try to find win-win solutions that are implemented in agreed time periods.

The major task we face as managers or leaders is achieving organisational goals through the sustained contribution of all relevant key stakeholders. This is the essence of leadership, and understanding the tools and process of joint problem solving, with its emphasis on engaging all relevant others, will go a long way to assist leaders in working interdependently with their stakeholders in finding better answers for organisational problems. ■

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BE AWARE OF THIS PITFALL OF GROWTH!

Wayne Jaggard

As a business grows over time the owner faces many diverse situations. Initially there is the frantic activity to get things going, motivation comes from the promise of riches and nervous energy abounds. The owner is involved in everything – from the design of stationery, opening bank accounts to the employing of staff and numerous other activities. The owner

has their finger on the pulse of the business. Each customer is personally romanced. Initial pay backs start to flow and with these rewards the good times roll in. This success drives the desire for more growth – further investments are made; more employees join, systems are installed – the owner cannot touch every aspect of the business any more. Amazingly, despite more employees, more customers, more buzz; the owner begins to feel lonely and

stressed. There are increased responsibilities; suddenly whole families are dependent on the success of the business. The owner is detached from some aspects, from some customers, from suppliers. Can the employees who are now dealing with these stakeholders be relied upon? The owner looks at the bank account – growth means more working capital; and often more capital; expenditure. Bringing a financier on board requires detailed management accounts each month. The owner knows instinctively that these are necessary – but how is his tried and tested bookkeeper who is now swamped going to cope? The owner brings in managers to help – yet this makes the situation worse. The owner is even more removed from the action; even more isolated. The owner is managing managers, not allowing him time to have a role in the activity that resulted in the initial success.

The scenario above is common and many readers will be smiling knowingly to themselves! The FD Centre has two main target markets, one of them being the provision of support, guidance and skills to owners who find

themselves in such situations.

The FD Centre engages Principals who are experienced, business savvy professionals who have had serious roles as a Financial Director (FD) or Managing Director (MD) of their own business ventures. They have walked the walk. These Principals, with the support of the FD Centre network help busy executives and entrepreneurs free up time to focus on growing their businesses. The FD Centre takes care of the financial, commercial and administrative functions. The Principals work with business owners, entrepreneurs and corporate executives on business and financial strategy, operational finance improvements and efficiencies and help provide business support by helping manage key stakeholder relationships inside and outside the organisation.

The FD Centre allows ambitious companies to have access to a high calibre part-time FD working in the business, bringing “big business experience” at a fraction of the cost of a full time resource. In this way the owner and business

benefit tremendously. Not only is there a skilled person with the relevant experience that the owner can turn to; but the FD Centre Principal also brings reassurance and presence of mind to ensure that all opportunities are taken advantage of and that the owner can focus on the key drivers of the business.

The FD Centre’s other target market is the office of the CFO or FD. Here high level capacity is provided and when the need arises. This may be in the form of specialised and focussed projects; or through the provision of interim placements whilst the company addresses resourcing issues. In both cases there is assurance that issues are being dealt with by professionals with proven experience.

The FD Centre operates throughout South Africa and has capabilities in most of Africa. ■

Please contact Wayne Jaggard (wayne.jaggard@fdcentre.co.za or 082 800 2508) should you wish to explore the value that the FD Centre can add to your business.

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6TH DURBAN FILMMART DELEGATE REGISTRATION OPENS

Delegate registration for the Durban FilmMart (DFM), Africa's premier film finance and co-production forum is now open.

Now in its 6th edition, the DFM, which takes place from July 17 to 20, is a joint project of Durban Film Office, the City's industry development unit, and the Durban International Film Festival (DIFF) as an endeavour to raise the visibility of African cinema, stimulate production on the continent, and facilitate project collaboration between African filmmakers.

"The overall objective of the FilmMart is to support, facilitate

and develop the growth of African film content and create viable opportunities for business within the sector to flourish." says Durban Film Office's Toni Monty. "The Mart, promises delegates access to influential experts, broadcasters and financiers in the film industry and creates a space for industry professionals to forge strategic relationships."

DFM is presented in three strategic pillars: the Finance Forum, Master Classes and Africa in Focus – a programme of workshops, and also offers a series of networking and social sessions with like-minded industry representatives.

Delegates have access to Master classes held with leading industry experts in the areas of concept development, project packaging, co-production development, new media, finance, marketing, distribution, and other themes.

This year's Master Class in Film Packaging and Finance, is entitled New Film-Making Strategies; from South Africa to Pan-Africa and towards the Global Market. Sponsored by the National Film and Video Foundation (NFVF) and KwaZulu-Natal Film Commission (KZNFC), the master class will be presented by leading international film and creative industry specialist

and published writer Angus Finney. Finney, comes to the Mart having actively been involved as executive producer on many films including Neil Armfield's Candy with Heath Ledger, Roger Michell's The Mother with Anne Reid and Peter Vaughan and Rose Troche's The Safety of Objects with Glenn Close, and others.

"We are really pleased to be able to offer the delegates an opportunity to interact with and learn from someone of the calibre of Finney," says Vuyo Sokupa, NFVF's Head of production and Development. "Finney comes with years of academic and field experience in film packaging

and finance, the cornerstone of developing a film project, and we believe his session will be incredibly valuable to those attending."

"Having such hands on experience adds real value to the experience of the delegates at the DFM, as they will be able to really come to grips with issues involving financing and packaging their projects for wider distribution," elaborates Jackie Motsepe, Chief Operating Officer of KZNFC. ■

For registration or for more information view the delegate registration process online at the official website: www.durbanfilmmart.com.

KWAZULU-NATAL FILM COMMISSION CALLS FOR NOMINATIONS FOR THE 3RD ANNUAL SIMON "MABHUNU" SABELA AWARDS 2015

The year 2015, marks the 3rd Annual Simon "Mabhunu" Sabela Awards which will be held at the Albert Luthuli International Convention Centre (ICC), Durban on 19 July 2015. KwaZulu-Natal Film Commission, has opened nominations for 14 categories in celebration of the province's talents.

The awards recognise outstanding achievement and excellence within the South African Film industry, with a special focus on the province of KwaZulu-Natal. The awards are an initiative of the Department of Economic Development Tourism and Environmental Affairs and are implemented by the KwaZulu-Natal Film Commission. KwaZulu-Natal Film Commission took ownership of the awards in 2012 in an effort to celebrate diversity and talent in film and acknowledge film makers in South Africa particularly in the province of KwaZulu-Natal.

The categories for awards are as follows:

- Best actor
- Best actress
- Best supporting actor
- Best supporting actress
- Best newcomer actor/actress
- Best screenplay
- Best director
- Best use of KZN as filming location (Best Feature Film)
- Best IsiZulu Film
- Best documentary short
- Best documentary feature length

- Best micro-budget film
- Best student film
- Lifetime achievement x 2

Mr Simon "Mabhunu" Sabela, in whose honour the Film Awards are named, was a legend in both big screen and television. Not only was he South Africa's first Black film director, he also had a long and successful career which saw him feature in over 34 movies, both nationally and internationally and directing six movies including the hilarious "Inyakanyaka" in 1977 and the action packed "Deliwe" in 1975. "The fact that Mr Sabela was from the KZN province and made a successful and sustainable career in film serves as inspiration to the film industry in KZN," says KZNFC CEO, Carol Coetzee.

Nominations close on 11 June 2015.

All information on the Simon Sabela Awards 2015 nominations including nomination process is available on www.kwazulunatalfilm.co.za.

Nominations can be hand delivered to the KZNFC offices or emailed to simonsabela@kwazulunatalfilm.co.za.

To find out more on the Simon "Mabhunu" Sabela Awards 2015 visit www.kwazulunatalfilm.co.za or Email simonsabela@kwazulunatalfilm.co.za. ■

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HIGH DEMAND FOR MARITIME CRANES SALES AND SERVICE

Philipp Helberg

Liebherr Maritime Cranes celebrated the grand opening of the new sales and service centre in Durban, South Africa. The new African maritime hub was opened by a number of guests from the local industry and Liebherr representatives. Mainly as a result of the close cooperation with Transnet over the past few years, Liebherr-Africa (LAF) has decided to extend its activities and to establish a specialized maritime hub in Durban.

Placed in a central position, in Durban, the hub ensures that Liebherr's Africa based clients are getting the same level of service and support as could be expected when dealing directly with the head office in Europe. With this hub, Liebherr Africa covers various requirements as mining companies need adequate

infrastructure and competence to ship mineral resources as well as equipment into and out of adjacent countries.

"The investment in the new African maritime hub is very important for the maritime industry in southern Africa. It ensures fast and high quality customer service in terms of maintenance, spare parts supply and personnel training," comments Liebherr-Africa Maritime Cranes Divisional Manager Henner Rodenwoldt.

The new African maritime hub consists of sales, service and training personnel, who are all factory trained. It also holds a significant spare parts stock, which will service a large part of the African market. A main feature is the training of operators, technicians and service staff as the hub provides two separate classrooms for training on Liebherr crane solutions. The classrooms are utilised for theoretical and/or maintenance training with a



Picture from left to right: Mr. Dieter Schmid – Managing Director Liebherr Africa (Pty) Ltd, Mr. Henner Rodenwoldt – Division Manager Maritime Cranes – Liebherr Africa (Pty) Ltd, Mr. Pat O'Leary – Managing Director – Liebherr Maritime Cranes

corresponding schematic and simulation wall. Moreover, various maritime crane simulators are available for professional training on ship to shore cranes, mobile harbour cranes, rubber tyre gantry

cranes and offshore cranes. Key personnel, such as leading sales managers, technical advisors, service managers are all from the factory itself to not only assist in training local staff but also to drive forward

the maritime industry on the African continent. ■

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DURBAN GEARS UP TO HOST 37TH LOERIES CREATIVE WEEK

The countdown has begun for the Loeries Creative Week which will take place at the Durban ICC and the Durban beachfront from 10 to 16 August 2015. The week-long event will culminate in an awards ceremony to honour creative thinkers in the advertising, media and branding industry.

The Loeries creative week covers a wide spectrum of brand communication, including:

- Television
- Print media
- Radio
- Communication design

(including brand identity, architecture and interior design, package and publication design, motion graphic design)

- Direct marketing
- PR communication
- Architecture and interior design
- Live events
- Sponsorship
- Digital communication
- Integrated campaigns

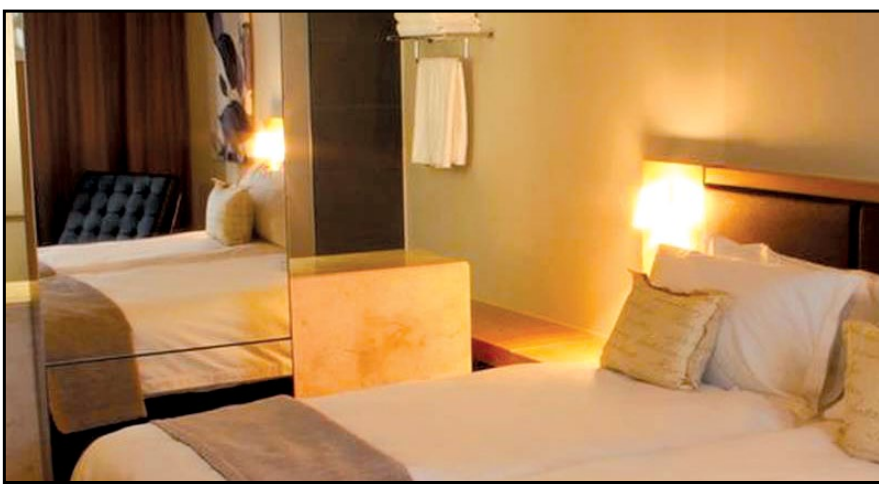
Mayor of eThekweni James Nxumalo said the City is proud to host the event as it is keeping with the City's commitment

of creating opportunities, especially for the youth and an atmosphere where innovation and creativity can flourish. He said staging the Loerie Awards in Durban and the Province of KwaZulu-Natal will be a major boost to the local economy.

"The Creative Week will provide a platform for knowledge-sharing, capacity-building, networking and most importantly all those in the advertising, media and branding industry will showcase their talent and be recognised for their innovative ideas," said Nxumalo.

"Hosting strategic events such as the Loeries is an important part of the City's destination marketing strategy. The Awards will certainly culminate into one of the best platforms to showcase the City's rich diversity and natural beauty and also present the opportunity to uplift the local creative industry as well as empower the emerging talent in the City. We anticipate that the influx of creative experts and leaders from the continent will also increase global advertising and filming opportunities for the destination marketing of the City," added Nxumalo.

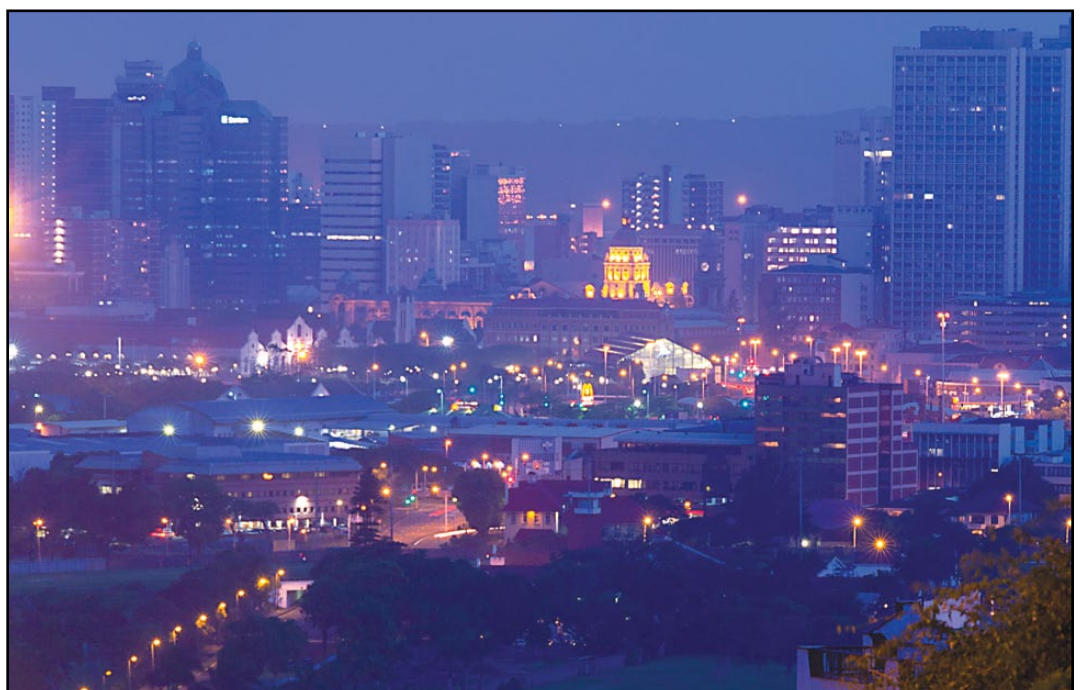
According to the SA Creative Network website, Loeries CEO, Andrew Human, said a number of factors swayed the decision in Durban's favour. "Durban can be reached fairly easily by plane or car from Cape Town and Johannesburg which makes it affordable and convenient for the majority of participants. Durban is also sunny and warm in August – making it the perfect mid-year summer venue for everyone," he said. Approximately 3500 people are expected to attend the Loeries Creative Week in Durban. ■



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BEST SERVICE FOR BUSINESS ... IMAGINE BEE WITHOUT DRG!



An interview with
Raoul De Marco
(Sales Director)
and Rachel Manzie
(HRM & B.E.S.T.
Service Line Leader),
from DRG
Outsourcing
Interviewer:
Gayle
McLennan-
Smith of Moving
and Shaking

Q You have described your BEST Service as the fastest growing service line within DRG Outsourcing. What exactly does this service deliver?

A: Whilst the BEST Service is especially valued by enterprises with no or limited BEE / HR capability, HR managers in larger organisations are also attracted to this support service as it spares them from the distraction of last minute panic as statutory submission deadlines approach. We help enterprises move from the mind-set of "getting their BEE Verification in on time" to creating an on-going "BEE Dashboard" thus avoiding any potential last minute frustrations.

We contract with you to deliver the service as a programme of regular visits during the year. Here we review your current BEE status across all five BEE elements and agree on desired outcomes. We then produce the company's BEST "Action Plan".

Our BEST "Action plan" creates the ability for a company to align, monitor and analyse initiatives around the respective BEE elements. It also helps with planning, understanding cost and investment implications related to BEE initiatives. Through properly understanding of the BEST "Action Plan" requirements, it allows the company to scenario plan, therefore providing the company with an easy and effective way to analyse and change the company's current BEE situation.

The entire BEST process uses the BEST TRAX software programme, administered by DRG, to track BEE initiatives.

Q: BEST Service is quite a mouthful but I can see that it is all integrated, how did you conceive of this service?

A: DRG Outsourcing's BEST

Service is a "total solution model" where we identify "where you are now" relative to "where you would like to be". The BEST Service helps companies understand their BEE position. Here DRG Outsourcing provides a simple process to help companies comply with their statutory BBBEE & HR requirements and help develop the company's BBBEE Strategy.

Q: My take on this service is that, whilst employers are confronted by many distractions detrimental to strategic thinking and activities, it helps them to maintain focus on what's really important and takes on much of the hard labour involved?

A: Exactly right, this is why the service has attracted so much interest! Both from line managers who really do not have the time for compliance issues as well as hard-pressed HR Practitioners who prefer to devote their energy to strategic initiatives, especially those directed at productivity improvement.

Q: How do you go about delivering this consulting service in practice?

A: Gayle, we do not position ourselves as consultants but, rather, as business partners to our clients; delivering support which is unique and exactly right in meeting their specific needs. As such, we prefer to contract for at least a year – a period covering the statutory deadlines, on a retainer basis and allocate a skilled team member to our client as a dedicated resource who will carry out activities according to an agreed time and delivery plan. This arrangement allows us to become familiar with a client's particular culture whilst cultivating a working relationship founded upon both trust as well as confidence in our competencies.

BEST Service offers you a software programme, BEST TRAX, administered by DRG Outsourcing that gives companies real time BEE reporting. Meeting companies BEE initiatives. This allows for fast efficient BEE reporting. Our BEST ACTION PLAN – "DASHBOARD", as we call it, is there to help focus the companies BEE initiative around all five pillars of empowerment, avoiding any

surprises and to continuously address any BEE shortfalls.

DRG has a unique in-house administered software programme that assist companies comply with their Skills Development & Employment Equity legislation, allowing for the co-ordination and scheduling of day to day training, included is the co-ordination and administration of learnerships, skills programmes and interaction with relevant SETAs.

BEST TRAX assists with your BEE file preparation, making sure your evidence is ready and that you can claim the maximum number of BEE points. Making your BEE verification fast, efficient and "headache free".

Q: Tell me about the typical Client profile?

A: We originally conceived this service with smaller clients in mind +/- 10 – 150 employees. Those who had grown to a point where BEE / HR best-practice and compliance became important factors in conducting business in SA but, with no competent resources to delegate such responsibility to. Whilst this represents the

profile of many of our BEST clients we have actually taken on larger clients who, despite the availability of in-house BEE / HR resources, give preference to outsourcing compliance and strategic guidance to a specialist entity. Very few, if any, such service providers are able to deliver an integrated, one-stop solution as we can with the BEST Service.

Q: And the typical profile of your team members tasked with the delivery of this service?

A: We have been providing this service for a couple of years so our team members, over time, have become seasoned BEE / HR practitioners who have a proven track record within a diversity of industry and service sectors. They are mature people who know their business, are service-focused and capable of working independently. They are constantly updating their knowledge as legislation evolves. We find that their experiences within a diversity of clients provide them with an ever growing knowledge base around practical BEE / HR best-practice and innovative approaches to compliance issues.

Q: In closing, having closed the deal with a client, how does the service start off?

A: Gayle, what we generally like to do is draw the proverbial "line in the sand". We need to understand what pressure the company is under i.e. "Do they need an immediate BEE Verification?" or do we have time to scenario plan? Here we identify "where they are now" and "where they would like to be". We then upload company information into our BEST TRAX software programme identifying shortfalls. Create the companies BEST "Action Plan"- Dashboard.

Our interaction with the company starts and the BEST Service is underway.

Thank you Raoul De Marco and Rachel Manzie, there seems much to commend your specialist service to employers in their quest for performance enabling and legislatively compliant workplaces! ■

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BUILDING A CULTURE OF WORKPLACE RESPECT AND LIVING IN HARMONY IS BENEFICIAL TO ALL INCLUDING WIDER SOCIETY.



Musa Makhunga,
Managing Director,
HR Matters (Pty) Ltd

I was very fortunate that at the start of my career I worked for a corporate, which understood that the make up of its workforce was diverse. Therefore, a need to invest in programmes, which exposed us to civility in the workplace and how beneficial this would be to the wider community and the company was apparent.

At the time, it was necessary to run cultural diversity training programmes because not only was the workforce culturally diverse, but it also came from communities that lived apart. The only common space shared was the workplace. For many, including me, it was difficult to make the transition from how we were used to doing things, to the new workplace culture.

Schooling, tertiary training and institutions such as churches did not help much to develop the skills and competencies required to assertively survive in a culturally diverse environment, as many of these institutions were also segregated along racial lines.

Consequently, people only come into meaningful contact with one another when they were all set in their ways, culturally speaking. Yet they had to work harmoniously with one another, without second-guessing and being suspicious of each other's intentions. The burden was always left with the individuals concerned to navigate their way through the cultural and racial minefield the workplace was at the time.

However, some corporates invested money, time and energy in developing and running cultural diversity programmes. In the main, these were multinationals with headquarters in the United States, Netherlands and elsewhere, which through the implementation of the Sullivan Code* were required to actively and directly promote workplace integration.

Not surprisingly these were the first ones to develop a cadre of black managers in the late 70s and

early 80s, many of whom played critical and crucial roles in the pre and post 1994 South African business and political landscapes.

If all businesses could see their way to building a culture of civility in the workplace as a means of ensuring improved work efficiencies and effectiveness for themselves, they would be contributing indirectly to a society living in harmony with itself. A culture of civility would result in zero to very minimal issues to deal with based on cultural, racial, gender, sexual

orientation, ablist, age, religious stereotypes and prejudice.

With the advent of democracy in the wider society, everyone including captains of industry thought, with institutional discrimination gone, there was no need for cultural diversity programmes in the workplace. Nothing could be further from truth, people need to be constantly exposed to workplace civility, which includes understanding how to exercise respect, value others and work cooperatively with others

consistently and sustainably.

A person well trained in conflict resolution, how to respect others and in self awareness of own needs and those of others in the workplace and how to balance these for the benefit of all, is more likely to practice these skills even when they are out of the work place, thus benefiting society immensely.

*Note: The Sullivan Principles, developed by the African-American preacher Rev. Leon Sullivan, were developed in 1977 with one addition in 1984 to apply

economic pressure on South Africa in protest of its system of apartheid and to promote political reform. Consisting of seven requirements, as a condition for doing business, the principles eventually gained wide adoption among United States based corporations. ■

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