



REMARKS BY MAYOR CLLR MADLALA AT SAPREF TOUR

15 MARCH 2017

Prospectin, Durban South Basin

Programme Director,

CEO of TIKZN – Zamo Gwala

General Manager of Business retention – Donny Pather,

Chairperson of Prospectun Business Forum – Mike van Wyk ,

Head of ECOD, Mr Shunnon Tulsiram,

Representatives of Durban Chamber led by CEO Dumi Cele,

Government officials,

Professional and industry associations,

Media present,

Ladies and gentlemen,

All protocol observed,

Good morning,

Sanibonani, sithanda ukubonga lelithuba elisnike lona lokuhlanganyela kunye nani ekuseni. It is indeed a great opportunity for us to engage and I believe this will be on continuous bases.

In 2008 two events of global importance took place. The effects of these two seemingly unrelated events continue to be felt by countries and their economies today. The Global Financial Crisis saw many economies teeter on the brink of collapse. South Africa was mainly affected due to

its Dependent Development Path (primary product export and consumer goods import) and Globalisation. South Africa's industrial firms were already suffering due to Trade Liberalisation which opened our markets to Cheap Imports. The economy shed a lot of permanent jobs, thus adding to the growing unemployment line.

The second event is the report that in 2008, for the first time in history more than half of the world's population lived in Cities. This placed a huge stress on the Cities to find sustainable solutions to distribute the scarce resources.

These events should be understood in the context of a Country(South Africa) that is dogged by the Triple challenges of Structural Unemployment, Income inequality and Poverty.

If eThekweni is to achieve its Vision to be Africa's most Caring and Liveable City by 2030 , we need to **Think Differently, Act Differently, Now!!**

Programme Director,

Our presence here today is inline with the vision of creating a Sustainable City where people Work, Live, Play - today and in Future. We want to be the most liveable and caring city in Africa by 2030.

Secondly, our long term vision is to achieve inclusive economic growth. An economic growth that recognises that there were injustices of the past that needs to be corrected.

Such, inclusive growth, will not be achieved if we are not working together. This is why we call for radical economic transformation. We want to see business, labour, government and civil society working with us. We believe that by working together a lot more can be achieved.

Programme Director,

eThekweni Municipality is keen to collaborate with the Trade & Investment KwaZulu-Natal (TIKZN) to establish the Business Retention and Expansion programme 2017. This programme will be rolled out in Prospecton during the 2016/17 financial year.

The municipality has embarked upon a process of integrated planning with our key stakeholders for the purposes of increasing the levels of coordination and coherence on specific initiatives which can lead to business growth and address radical economic development transformation.

In this regard eThekweni Municipality and TIKZN have collaborated in order to publicise the Business Retention and Expansion programme implemented by eThekweni Municipality, which benefits businesses in terms of stimulating local economic development and creating employment opportunities by retaining and expanding existing business. The programme will provide information and training on:

- To identify the ideas, concerns and priorities of local business people and the obstacles that prevent their businesses from expanding.
- To identify problems that might lead businesses to contract, relocate or close.
- To respond immediately to the most urgent concerns.
- To develop a short term action plan to assist businesses to solve problems, improve performance and explore opportunities.
- To establish a partnership of local role-players to implement strategic actions for sustained economic development.
- To enhance the relationship between local business and the wider community.
- Where possible to inform provincial and national business development policies and programmes.

TIKZN's role has included the following:

- Continued business guidance and expertise shared as a member of the task team;
- Support provided for the event launch;

- Detailed survey analysis of information gathered, with plans for follow through in terms of assistance required by local business e.g. info sharing workshops, expansions, and business in distress.

We at eThekweni Municipality see the Business Retention and Expansion programme 2016/17 as being of tremendous significance to the national business but, critically, with significant spinoffs for the KZN business.

Our support for this activity will yield better chances in creating awareness of what eThekweni Municipality and TIKZN does as well as to create investment opportunities and business linkages for KZN firms in the key priority sectors for KZN.

I thank you