



**Welcome address by Mayor, Cllr Zandile Gumede,  
at the  
Re-Launch of Max's Lifestyle  
Umlazi - Durban**

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- Programme Director, Felix Hlophe
- To MEC for Economic Development, Tourism and Environmental Affairs, Sihle Zikalala
- Members of the Trade
- Distinguished guests,
- Members of the media,
- Ladies and gentlemen
- All protocol observed,

Sanibonani!

I am pleased to join you all this evening, to give you a brief welcome address on such an important occasion.

Today we are gathered here for the launch of Max's Lifestyle Auto Spa and private Lounge.

This is yet another important step towards realization of a booming and sustainable Township economy.

Most importantly, it is pleasing to see that business is responding to the call to invest in our township economies. This progress brings local economic development to places where it makes a significant impact.

To this effect, I am confident that the people of Umlazi, Durban and our visitors alike, will embrace this milestone by Max Mqadi.

Most importantly, on this occasion of the launch of an expanded and improved Max's Lifestyle, we are ought to look at it as a sign of confidence not only on the City's strategic objectives, but on the people of Umlazi that they too deserve to be put on the global map.

Ladies and gentlemen, I say this because we are all aware of the major strides that have been achieved by Max in this business.

Max's Lifestyle has been one of the establishments that have been the pillar of our township tourism for many years now.

To this effect, Conde Nast Traveller, a global niche tourism publication, recognized Max's Lifestyle as one of the best 207 restaurants in the world.

This award affirms our long-held view that Durban is a global destination and our products are of world standards.

From a tourism point of view, this award allows us a unique opportunity to market our City to new markets and audiences.

This is important because it is in line with our strategy for driving conversions and dispersing visitors to new products and routes.

From a developmental point of view, these are the kind of strides make us proud as government to see that black private business is willing to contribute to the radical economic transformation agenda.

We are under no illusion about the task that lies ahead of us in our efforts to improve the lives of our people. We understand that this will need us to work and grow together.

We trust that this step by Max's Lifestyle will set a trend and motivate others to do the same.

Moreover, as a City we have an interest in a vibrant township economy as it works hand in hand with the tourism and hospitality sector.

Equally important, is the need for the role players in the tourism and hospitality sector to work together to move this City forward.

The media also has an important role to play in profiling such places and the tourism industry to package these products.

In this regard, I want to encourage all industry role players to create these partnerships and as government we commit ourselves that we will create platforms and opportunities.

In closing ladies and gentlemen, and with regards to the real business of the day, I would like to congratulate Max's Lifestyle for this progressive step.

In doing this, allow me to personally give our token of appreciation in recognition of the good work that Max has achieve globally.

**(Mayor gives awards)**

I thank you.