



**enterprise ilembe**  
ECONOMIC DEVELOPMENT AGENCY

**NEWS**  
Summer 2010/11

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Every year has its low times and high times and our year here at Enterprise iLembe has not proven to be any different.

## We have forged new partnerships

### • TIKZN and Enterprise iLembe

TIKZN and Enterprise iLembe have forged a Partnership that will aid in the facilitation of direct investment in the iLembe Municipal District. This partnership will assist in identifying areas of mutual interest and benefit between Enterprise iLembe, the Economic Development agency, iLembe District Municipality and Trade and Investment KwaZulu-Natal (TIKZN). TIKZN and Enterprise iLembe formalized this relationship on the 25th of February 2010, with the signing of a Memorandum Of Understanding by Mrs Kanyi Gasa, CEO of Enterprise iLembe and Mr Zama Gwala, CEO TIKZN.

"Through the signing of this collaboration, we look forward to playing a role in the upliftment of the iLembe Municipal District's investment and growth in the years to follow" commented Mr Zama Gwala, CEO of TIKZN.

### • ACSA and iLembe

Yet another successful partnership was launched that will ultimately benefit the iLembe community at large when iLembe Tapestries was set to showcase at new King Shaka International Airport

The Airports Company South Africa (ACSA) agreed to partner with Africalgnite to create two 'story' tapestries for display at the new King Shaka International Airport. In order to initiate dialogue and to start positive relationships between the communities of iLembe and ACSA it was agreed that the two tapestries should be representative of the iLembe region, as well as to enable the communities to tell their stories through these tapestries. As such representatives from KwaDukuza, Mandeni, Maphumulo and Ndwedwe were invited to participate in the initiative.

The first tapestry highlighted the 'History & Heritage' and the second highlighted the 'Dreams of the Future' i.e. the Vision of iLembe District. The project aimed to promote craft enterprise development in the District.



## We Celebrated National Heroes

On Sunday, 18 July iLembe joined the rest of South Africa in celebrating Mandela Day. The Mandela Day campaign encourages people from all walks of life to spend 67 minutes of their time to help those less fortunate and in need than they are. The 67 minutes symbolically represents the number of years Mandela spent fighting for human rights and the abolition of apartheid.

The highlight of the day was when street children, elderly and the disabled were invited to a sumptuous breakfast at the eBanda Hotel in Ballito. Some had never been into or near a hotel before; others were excited about the bowl of cereal placed before them. This was indeed an unforgettable experience. Children were also given T-Shirts and caps as a remembrance of the day sponsored by Enterprise iLembe.

Kanyi Gasa, CEO of Enterprise iLembe said that iLembe wanted to do something for the community that would have a meaningful impact. She stressed however that as citizens of this beautiful country we should make everyday Mandela Day and should endeavour to always think of those less fortunate than ourselves, it is so easy to put a smile on someone's face with so little effort.



## We cemented our presence in the International Golfing Arena

Enterprise iLembe in partnership with Tourism KwaZulu Natal (TKZN), Trade & Investment KwaZulu Natal (TIKZN) and World Golf Events South Africa (WGESA) recently participated in an Activation Campaign at the 2010 World Golfers Championship that took place in Cha-Am in Thailand from 30 October 2010 – 05 November 2010.

KwaZulu Natal won the bid to host the 2011 Championships and at least three courses in the iLembe District will be utilised for the Amateur Championships which sees approximately forty five (45 countries participating) in the event. The aim of Activation was to assist in profiling KZN golfing infrastructure, destination marketing and showcasing potential investment opportunities. It was to also encourage different golfing associations to consider KZN as a potential host of future events and also to profile the province and the North Coast as a premier holiday destination.

The activation was well received by World Golf Events as well as the participants of the championship. The Honorable MEC for Economic Development and Tourism, Mr. Mike Mabuayakulu was present at the Closing and Handover Ceremony, which was held in Cha-Am, where he received the baton to host the 2011 Championship event.



His Worship Mayor of iLembe District Cllr. S.W. Mdabe indicated that the iLembe District looked forward to welcoming this event to the North Coast. The event has immense potential and this is a wonderful opportunity to showcase the Jewel of the Zulu Kingdom to the world.

## We Empowered Communities

### • The Craft Hub Launch

The KZN Department of Economic Development and Tourism developed a KZN Integrated Craft Hub Strategy and Operational Plan for the Province. It was through this initiative that a series of workshops were held in the District together with the family of local municipalities to discuss and agree on the establishment of a Satellite Craft Hub for the District.

The overarching goal of the project is for the iLembe region to be a catalyst for development networks and initiatives throughout the District and to achieve maximum economic growth in the craft sector. Sangweni Tourism Centre was identified to establish the satellite craft hub because of its potential to attract access to the necessary markets for the crafters.

At the official launch held on Friday, 18 June 2010, His Worship Mayor, Cllr. Mdabe of iLembe District stated "We are of the firm belief that this project will be a catalyst for craft development in the region and we look forward to receiving support of the project from all stakeholders in the region".



### • Agri-Processing Hub Launch

The MEC for Co-operative Governance and Traditional Affairs, N. Dube, the Mayor of iLembe District Municipality, Cllr. S.W. Mdabe officially opened the multi-million rand iLembe Agri-Processing Hub project on Saturday 09 October 2010 at Mathonsi Divine in Mandeni. The concept of an Agri-processing Hub for iLembe was established in 2003. This supply-based strategy seeks to build on previous studies and provide a mechanism for expanding the production based in iLembe and linking emerging farmers to potential markets through the Agri-Hub concept.

The concept of an Agri-processing Hub is a long term goal with many small intermediate steps or phases which need to be achieved first. This approach is dictated, to a large degree, by the current production levels found in the District and the challenges facing the primary agricultural industry in getting aspirant BEE producers into production for local and international markets.



## We Jazzed it up!

All work and no play makes iLembe a very dull place, so in the true spirit of our people and our beaches, we took time off to kick back and simply relax.

### Ballito Prawn And Jazz Festival KZN's new flagship event

This event took place at the Collisheen Estate from the 2nd-4th July 2010, Ballito was celebrating its inaugural Prawn and Jazz Festival. An entire weekend was dedicated to prawns, jazz, and entertainment, shopping, and sporting events.

Similar to the Knysna Oyster Festival, the three-day Prawn Festival took place on the first weekend of the Mr Price Pro surfing competition. It showcased the beautiful North Coast as a prime winter holiday destination and also raise money for the North Coast Courier Orphan Fund. The Festival program comprised of sports, music, food, extreme sports, a moonlight market, interior design and outdoor living exhibitions, live jazz and loads of activities for the kids for the whole weekend!

# World Travel Market



The World Travel Market (WTM) is staged annually in London; it is a four day business to business event presenting a diverse range of destinations and industry sectors to UK and International travel professionals. It presents a unique opportunity for the whole global travel trade to meet, network, negotiate and conduct business under one roof. The exhibition covers approximately 43 000m<sup>2</sup> of exhibition space. Delegates to WTM include travel agents, tour operators, airlines, embassies, destination management companies, conference organisers, media, incentive agencies etc. Enterprise iLembe secured 4m<sup>2</sup> space under the South African stand with branding depicting the North Coast as a tourist destination as well as the logo of EI to show the association between both brands. The location of the stand was in close proximity to that of Tourism KZN and Durban Tourism which served to enhance the presence of North Coast brand.

World Travel Market provided a unique opportunity for the whole global travel trade industry to meet, network, negotiate, conduct business and stay abreast with the latest developments in the travel industry.

Several meetings were held together with key tour operators, hospitality business sector and event co-ordinators; these included the TUI Hotel Group, Golfing Route Development, Brand Aviation, AMG Group etc. A full contact list has been developed and queries attended to.

Networking functions included the South African Tourism (SAT) Networking event, the SAT Bunt Awards, the SATOA Networking Evening and the TKZN Bunny Chow Networking session.

## Shaka Zulu Restaurant



A meeting was held with the owner (Rodger Payne) and his PR Company (represented by Bernadine Historic) of the Shaka Zulu Restaurant situated at Camden Town in London. The restaurant depicts larger than life statues and carvings of King Shaka and his warriors and is very impressive. The purpose of the meeting was to engage with the owner to see what synergies could emerge promoting the King Shaka Heritage Route. Mr. Payne was very open to starting a relationship going forward and to this end has agreed to meet with us during his visit to SA in January next year. Further opportunities discussed included the procurement of craft from our area for the retail shop at the restaurant as well as wine, coffee and cheese, for which we will assist in linking him to other businesses. The Restaurant has received the full support of His Majesty the King Zwelotini who is a patron.

## We simply just ended the year with a BANG...

Bruised, battered, sore and dehydrated we ended the year with our most fun filled experience yet, a team building day that took place at Club Venture. Our organisers decided that a normal end of the year party would just simply not do, so we were told to simply come prepared with comfortable clothing. We had no idea where we were off to but by the end of the day, it proved to be one that will be hard to forget.

Some of the activities we did included:

- The Amazing Race
- Obstacle Course
- Zip-Line

With this jam packed year behind us, all that is really left to say is thank-you for being a part of it. We look forward to 2011 where we will once again work hard towards making it a fruitful year.

