

## ATTENTION: ALL MEDIA WIRES

### East3ROUTE Investment Seminar 2015: Exploring Economic Growth through Cross Border Trade

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It's all systems go for this year's much anticipated east3ROUTE Investment Seminar on 31 July 2015 at Mahe Island, in the Republic of Seychelles.

East3ROUTE was a concept that was launched four years ago to promote cross-border development and boost trade and business relationships between three participating countries which were South Africa - KwaZulu-Natal, Mozambique and Swaziland. The east3ROUTE initiative has since received widespread coverage, both nationally and internationally.

At its inauguration, government leaders of the three countries undertook an excursion, with more than 250 delegates, which started in the Isimangaliso Wetland Park in St Lucia, travelled to Ponta Do Ouro in Mozambique, and culminated in Mbabane, Swaziland. The seven-day journey was hugely successful, with the respective countries showcasing the investment appeal of their regions. The Republic of Seychelles joined the bloc as a fourth partner in 2013.

Each year one of the participating countries hosts the investment seminar. In this fourth edition, The Republic of Seychelles will participate fully and host the Investment Seminar for the first time.

The East3Route initiative is important for many reasons. South Africa is the main trading partner for Mozambique, Swaziland and one of the main trading partners of the Seychelles. We are tied together historically, geographically and economically and the initiative provides a focused platform for the member nations to expand their developmental mandates, ultimately strengthening economies, creating sustainable jobs and improving living standards.

This initiative is a necessity for anyone interested in doing business in these countries; it showcases numerous linkages and opportunities in each of the four partner regions, the aim being to facilitate dialogue between economic role players in the public and private sector on key issues facing development in the relevant regions. Tourism has been identified as a central aspect of this debate.



The event guarantees that businesses will undergo a full programme that explores intra-trading opportunities with the participating countries and with captains of various industries and key government decision-makers. This programme provides an excellent platform for engagement on tourism and investment related economic activities, and also creates critical networking opportunities between economic role players in the public and private sectors.

The seminar will bring tourism, economic and investment promotion agencies, to export-ready manufacturers, tourism product owners and developers, local entrepreneurs, companies or individuals aiming to invest in the different regions, community groups, public servants and elected officials in the tourism and trade areas. Bankers, investors and all practitioners in the economic development and investment arenas are also attracted to the seminar.

Since 2013, the east3ROUTE Investment Seminar included active discussion panels that unpack the key issues facing the region including cross-border finances and perspectives of private and public sector development funders.

This year the issues that will be discussed will revolve around the theme “Exploring Economic Growth through Cross Border Trade”. The panelists include:

- Gugulethu Cele, News Anchor at CNBC,
- Dr Johan Van den Heever, Head: Economic Reviews and Statistics – South African Reserve Bank;
- Trudie Nichols, Partner- Bowman Gilfillan
- Bhekisisa Manyatsi ,Inland Clearance Depot Manager- Swaziland Railway;
- Philippe Michaud – Economist and Special advisor , Ministry of Finance, Trade and Blue Economy in Seychelles;
- Aécio Rafael Chambule, Licensing and Air Transport Officer- Mozambique Civil Aviation Authority;
- Solomon Dube, Director General- Swaziland Civil Aviation Authority.

The east3ROUTE seminar begins at 08h00, ending at 14h45. If you would like to enquire about the seminar, contact Sbongile Nxumalo at [sbongile@tikzn.co.za](mailto:sbongile@tikzn.co.za) or phone +27 (0) 31 368 9600 or +27 (0) 79 959 6630.

One seminar. Four countries. A wealth of possibilities!

**ENDS**

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Submitted on behalf of Mr. Zamo Gwala, CEO at Trade & Investment KwaZulu Natal

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### **About Trade & Investment KwaZulu-Natal**

**Trade & Investment KwaZulu-Natal (TIKZN)** is a provincial trade and investment promotion agency, developed to promote the province as an investment destination and promote trade by assisting KZN based companies to identify markets and export their products. At the helm of the institution is the Chief Executive Officer, Mr Zamo Gwala supported by the board of directors from the key industries in KZN. The institution also boasts highly skilled staff members mostly from the marketing, investment promotion, strategy and research as well as project management background.

### **Services that TIKZN offers investors:**

- The facilitation of joint ventures and business linkages between small and big business.
- The provision of relevant, reliable information to investors and traders.
- Assistance with applications for investment incentives and export marketing incentives.
- Assistance to foreign investors with applications for business permits.
- Negotiation of local government incentives on behalf of investors.
- Provision of project support and aftercare services.
- Assistance to merging international traders and with international trade enquiries.
- Assisting investors to locate suitable premises and to secure project and operational financing.