



# EThekwini Maritime Cluster

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*Message from the MD*

Ethekwini Maritime Cluster (EMC) sailed into 2019 in a tenacious manner, embracing the year of new developments and cultural exchange in aspiration of meeting a global standard. EMC hit the ground running by welcoming the Massachusetts Maritime Academy cadets accompanied by Dr. Portia Ndlovu on their annual cultural exchange programme over a duration of three weeks. Hearing the spyglass perspective of the cadets as they concluded their stay in Durban in a reflective session, I felt it was a humbling reflection from our side at EMC to take the maritime industry as our point of connection and a platform to connect to the world.

In light of this programme, I wish for the maintaining of a healthy relationship between the Massachusetts Maritime Academy and its affiliates with EMC. However, there should be a conscientious effort made in reaching out to the schools that were visited in developing sustainable programmes.

There are projects that are currently in motion and many that are in the pipeline. In order for these projects to be rolled out effectively and reach optimal impact, it will require the dedication from our staff and commitment in partnership from our current valued stakeholders in ensuring the success of our plan of action. These projects consist of the fast approaching 4th Annual Maritime Careers expo that is to take place in May of 2019, with the purpose of reaching out to the youth by engaging in knowledge sharing about maritime-related careers. The rolling out of the innovative platform that is SMRT BIO is in progress and it is to be based at SmartXchange in Durban. In active participation in alleviating the youth unemployment rate in South Africa, EMC's graduate placement programme has been playing its part. The goal of placing 39 graduates during the financial year of 2018/19 in the maritime industry has recently been reached, proving to be a success in EMC's books. However it is our wish to place over 20 more graduates in the financial year of 2019/20. If your organization identifies with any of our exciting initiatives or wishes to become a key player in our programmes, kindly contact EMC's Ms. Zenzile Makelo.

Inside this issue, you will encounter the latest news and developments on EMC's Enterprise & Supplier Development programme beneficiary, Mr. Themba Mgwaba, flying the EMC flag high as a successful candidate for the 10-month Championship Programme. Operation "Reengineering EMC" is also currently underway, as we cherish the stay of Senior Expert Service representative, Mr. Peter Sanden from Germany. You will also find out more about the work readiness workshop for young graduates conducted at EMC. Lastly, you will catch a snippet of the information shared at the riveting Ocean's Economy Summit held at the Durban Chamber of Commerce and industry where and significant knowledge was imparted. In closing, we wish all our partners and stakeholders a month full of vigorous activity moving forward. And we look forward to engaging in steadfast commitments with you. Thank you for reading our newsletter.

## Enterprise Development beneficiary making waves



*Pictured above: Mr Themba Mgwaba recipient of the 10-month Championship Programme offered by University of KwaZulu-Natal*

Mr. Themba Mgwaba was born in Empusheni Village, Umbumbulu. He has a lengthy educational and professional background, some of which provided him with opportunities to pursue abroad. However, after many years he found himself in a position of unemployment. He then decided to become self-employed, thus establishing his journey of entrepreneurship by utilizing all the knowledge gained from his teaching qualification and work experience. He is no stranger to working on a consultancy basis with SMME's and cooperative entities through business education & development, training and mentoring programmes.

Mr. Mgwaba found out about the Enterprise & Supplier Development (ESD) programme of EThekweni Maritime Cluster (EMC) through his friend and business partner, Ms. Mabongi Mngadi, the Director and owner of Livuno Trading. Mr. Mgwaba's company, TN Development Projects Management and Training (Pty) Ltd addresses professional services provision, offering project management, social facilitation, business development, training, and mentoring.

Being a member of EMC's ESD programme he said, "Through my company I learnt about the blue ocean's economy for the first time, which just opened new business opportunities for me." He further highlighted how he has experienced actual business networking amongst the group of ESD beneficiaries by identifying points of cooperation and collaboration in business interest. Through this, he is now more knowledgeable about stevedoring and freight handling which will be the basis for packaging a service that his company can render in this sector.

As a successful candidate for the 10-month Championship Programme offered by the Graduate School of Business & Leadership University of KwaZulu-Natal, in partnership with Department of Economic Development, Tourism & KZN Environmental Affairs. Mr. Mgwaba anticipates being provided a platform to achieve the objectives set through his organization, Asikhule Co-operatives Development Corporation (NPC). This consists of contributing to developing community-based co-operatives that provide job creation, contribute to local economic development and improve quality of life. He plans in entrenching entrepreneurship in co-operative entities that will

lead to sustainable businesses and socio-economic upliftment. "Even before completion, I will ensure that the ten co-operative entities that are part of Asikhule Co-operatives Development Programme become my case studies." he stated. Forthcoming plans are adopting co-operatives such as Olwandle Maritime Group Services, to serve as a national benchmark in rendering maritime-related services such as warehousing, freight handling, shipping, and marine aquaculture.

"Strive to be Entrepreneurs, see business opportunities, provide and sell a solution. In the business world, the sky is the limit." he advised to upcoming SMME entrepreneurs. Mr. Mgwaba says that transferring his skills and knowledge to the committed youth to perfect the art of entrepreneurship has given him a new lease on life. He feels as though his legacy and impact in the maritime industry will live on, allowing the new candles of the industry to shine brighter.



*Pictured above third from the right, Mr. Themba Mgwaba with fellow ESD beneficiaries with Ms. Zenezilwe Makelo, Mr. Peter Sanden and Ms. Ayanda Sikobi from EMC*

## Reengineering EMC



*Mr. Peter Sanden (SES expert representative) at his first contact session with the Stevedoring ESD beneficiaries*

**M**r. Peter Sanden the SES expert representative, is in South Africa to offer support and if necessary give guidelines in order for eThekweni Maritime Cluster (EMC) to achieve the highest level of competence, maintain relevance and ability to continue successfully within the maritime industry. During his stay, he will be assisting EMC in re-engineering its operations and strengthening corporate governance in an advisory role in line with his expertise. Giving hints on getting funds for interest parties by exploring untapped industrial sectors of present such as the automobile, construction, freight forwarding, logistics, and trading industry will be beneficial to enterprise development.



*Pictured above: ESD beneficiaries at their collective introductory contact session with Mr. Peter Sanden*

He then went on to add that there are plenty of possibilities for the upskilling of the management and skills education operations. He will be applying a 360-degree view of development and the opportunity to develop both personally and professionally. "I wish to aid the evolution of the enterprise and supply development programme by inspiring and providing a different perspective as well as harnessing the abilities of the relevant stakeholders to tackle problems in innovative ways whilst demonstrating a genuine commitment to teamwork, people and diversity," said Mr. Peter Sanden. This will be achieved by encouraging the elevation of one's



*Pictured above: Ms. Zenzile Makelo (Programme Manager) at the*

visions and creative projects in the framework of EMC research cooperation.

Mr. Sanden is having a series of contact and training sessions with the Enterprise & Supply Development (ESD) beneficiaries. Learning about the businesses and the scope of their work in order to offer his guidance. The purpose is to find a way forward in turning their business concepts into feasible business plans. This will materialize by identifying the strengths and weaknesses in addition to encompassing their individual journeys as well as experiences.

According to his observations thus far he has found amongst the ESD beneficiaries, most of them own their own enterprises already and together they have built a team of experienced business owners. Certain commodities have decided to group together to pool their respective skills and knowledge, with the common objective of gaining access in the industry through the Durban harbor thus increasing their impact. "I realize that the economic future of the Durban harbour depends upon a vibrant and ever-growing small and medium business sector." said Mr. Sanden. However he highlighted, it is not just a matter to building a start-up, it is also inclusive of providing the skills, tools, profession, and experience to offer one's service to industry giants in the harbour area. It is important for everybody to know the responsibilities in connection with competition laws. The competition should be straight and fair and based on quality and performance rather than on price or labour exploitation.

EMC has identified three maritime commodities as potential business opportunities for the ESD beneficiaries. These are consisting of stevedoring, waste management and security & health. Mr. Sanden believes the onus is on EMC with his help and skills set to contact potential employers and opportunities. After this investigation, he will be able to analyze which of the group participants will fit in for potential identified maritime business and who needs more training, education and coaching or internship to become acceptable for potential customers.



## Work readiness and support workshop for young graduates

*Pictured above: the workshop in EMC's training room well in motion.*

**E**Thekwini Maritime Cluster (EMC) in partnership with the eThekweni Municipality Academy (EMA) and the National Youth Development Agency (NYDA) successfully hosted the first phase workshop themed 'work readiness' on the 28th of February 2019 at the EMC offices. The inaugural workshop was attended by 22 unemployed graduates, from the surrounding townships of Durban. The workshop aims to equip unemployed graduates with the relevant information on preparing a smart curriculum vitae (CV) for labour markets. The purpose of the first phase is to provide a variety of job readiness and support services to potential employees that are entering the labour market for the first time. This initiative is by EMC's Training & Skills Development Unit, falling named the graduate development & placement programme.

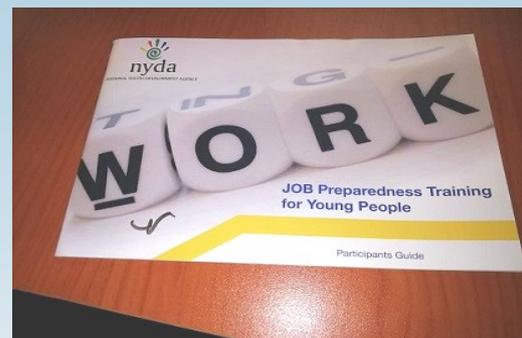
beneficiaries from this workshop would be considered as the first preference for the shortlisting criteria when the maritime industry calls out for placement." said Mr. Sbusiso Zondo, EMC's Training & Skills Development officer.

EMC is focusing more on preparing young graduates for the corporate environment, to ensure a successful placement programme for the sector. One of the workshop beneficiaries Ms. Wezile Sangweni expressed gratitude by highlighting that the workshop has enlightened her on how to tailor make her CV moving forward. "I would like to see EMC hosting more workshops of this kind to equip graduates, with the purpose of increasing employment opportunities", said Sboniso Mdluli, who is also a beneficiary of this workshop. The beneficiaries are expected to attend the second phase of the workshop theme, 'emotional intelligence', the date is yet to be confirmed.



*Pictured above: the selected 22 unemployed graduates that attended the work readiness workshop*

This programme aims to expose graduates to work experience in the maritime industry. The workshop facilitator Ms. Fanele Mdlalose's emphasis was on CV planning and format that speaks to employers of an advertised position as it varies due to its job descriptions, in addition the workshop entailed tips pertaining to interviews. The selection criteria for this workshop was based on candidates who had an interview beforehand and potential candidates based on their qualification. The callout criteria also entailed to balance inclusiveness of Kwazulu-Natal academic institutions. "The purpose of the selection criteria is that



*Insert: Brochure used at the workshop*

## Ocean's Economy Workshop 2019



*Pictured above: Mrs Nomalanga Sokhela (Acting Managing Director) of Ethekwini Maritime Cluster (EMC) speaking at the Ocean's Economy Workshop.*

**T**he Durban Chamber of Commerce and Industry hosted the Ocean's Economy workshop that took place on the 28th of February 2019. The workshop served the purpose of engaging in progressive conversation about creating access to opportunities for the youth and people from previously disadvantaged communities. In order to generate a sustainable and inclusive economy and society with deliverables, these groups must be addressed. It was further highlighted that KwaZulu-Natal is South Africa's second-largest economy, contributing on average a fifth of South Africa's gross domestic product (GDP). Its accessibility is strategically positioned as being home to two of Africa's busiest and largest ports, Durban and Richards Bay. There exists a massive opportunity across the value chain of the ocean's economy to contribute significantly to the inclusive socio-economic development and sustainability of eThekweni and the Province at large.

Amongst the keynote speakers were the likes of Mrs. Nomalanga Sokhela (eThekweni Maritime Cluster Acting Managing Director) and Mr. Peter Sanden the SES expert exchange representative, who is based at EMC. Mrs. Sokhela spoke about the importance of partnerships in knowledge sharing in order to create a strong culture within the industry. It is common for a blurred space to be caused within partnerships due to lack of knowledge about their roles in the industry albeit of awareness. Partnerships are a type of relationship where there is an exchange with the relevant stakeholders involved hence an uneven balance can cause frustration. When in fact they are supposed to be a safe start for engagement thus creating market and industry access as well as empowerment through cooperation, she further added.

EMC fits into the mix as an intermediary for the collaboration of stakeholders in the maritime industry and Blue Ocean's economy. Gaining access to information on how to penetrate the market through avenues such as shipping would be beneficial to those wishing to explore possible ventures into the maritime industry. Which is why stakeholders in the industry need to work hard in creating a knowledge-based sector while working with EMC in empowering communities and channelling them down the relevant course of navigation.

The Blue Ocean's economy should be considered a way of life as Mrs. Sokhela went on to mention, "Ports as a way of connecting to the world", emphasizing the global impact potential it holds for cultural exchange. She strongly insisted that forums such as the summit needs to bear deliverables to avoid redundancy.

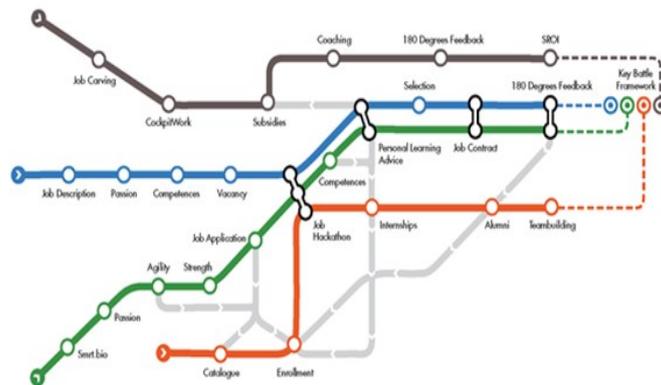
The role EMC plays in the maritime industry is significant in creating spaces for skills development working with educational institutions, teachers, and learners to eradicate a self-taught maritime nation. As an organization EMC has engaged in cultural exchange programmes, working closely with community organizations with the intention of knowledge sharing. Maritime industry awareness is essential for packaging the narrative to cater to the audience such as the youth, business professionals and tertiary institutions. In engaging organizations such as Harambe and Sail Africa as platforms for creating awareness and experience has in turn created a ripple effect which resulted in improved results from DUT students studying maritime related modules. This was achieved by learning valuable technical and life skills through EMC. As an organization, it has made many strides in youth development, with the most recent being the Maritime Youth Innovation challenge where EMC fully immersed itself as a major partner in 2018. In the spirit of business development and innovation, the Enterprise development programme in partnership with Transnet focuses on equipping the beneficiaries working towards refining their skills and knowledge development on the three commodities in the port. In addition to that business and technical training of the industry is provided in order to cope in the competitive market. Bringing maritime closer to the community and stakeholders for a sustainable city is the ultimate goal and with the help of our valued stakeholders, this will be possible. The change starts with us.



*Pictured above: Mr. Peter Sanden, the SES expert representative based at EMC speaking at the Ocean's Economy workshop.*

## Increasing employability at your finger tips

**SMRT.BIO**



**UNLEASHING TALENTS**

**S**MRT.BIO as an innovative process originating from the Netherlands, has taken the decision to implement its Total Talent platform in South Africa for piloting. To make this happen, SMRT.BIO has engaged with representatives of eThekweni municipality (EM) and the Department of Trade & Industry (DTI). EThekweni Maritime Cluster (EMC) was requested by the Netherlands with regards to this initiative. It will serve the purpose of utilizing passion assessments by providing a platform to connect the community, employees, and employers to the learning institutions. Thus increasing placement efficiency in the labour market and employability of the individual through this unique platform.

In "unleashing talents" with regard to supply demand, the individual can enroll for free to get access to their own SMRT.BIO personal profile by making use of a set of serious games for assessment. The results of these tests are used by the algorithm to present automatically the best vacancies or internships to every user. On the side of demand, an employer within the new economy consisting of a constant in- and outflow of talents is proving problematic for most employers. For small SME companies, the constant in- and outflow of talents has an even bigger impact as they often lack an HR-infrastructure to support the selection process. SMRT.BIO's all-rounder approach caters to the masses by engaging educational institutions that offer training, education, and books to help people grow. The algorithm within SMRT.BIO generates personal learning advice, helping every individual to stay agile. In order for the framework of the SMRT.BIO platform to be effective an open source strategy was enlisted. Therefore creating partners that take on the platform to complement their own services.

They have identified four main stakeholders on the labour market, the individual, employer, education, and partner to interact on this platform. SMRT.BIO holds a strong belief that technology should enable all stakeholders to take action themselves in light of the anticipated fourth industrial revolution. As a result, the interaction between the stakeholders will be much faster, better and cheaper. Creating a trusted community that can organize itself and that will generate new services and new economic opportunities for the good of all is a sign of reformist business.

The implementation of SMRT.BIO in South Africa has been set to commence as of the 1st of March 2019.

The first goal of this platform is to implement the Supporters Desk in the eThekweni region as a social enterprise delivering a social impact locally. From this location, it will serve all stakeholders on the labour market in the region as a reference site for other regions in South Africa and ultimately for other countries on the African continent. Within the first phase, preparation activities will be executed in close cooperation with SmartXchange and EMC. The roll-out is to be based at SmartXchange and all relevant EMC information will be made readily available on this platform.

## MSC MUSICA SPECIAL!!



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Until 31 March 2019

*The eThekweni Maritime Cluster (EMC) is a non-profit company that was launched in 2009. The EMC provides a platform for collaborative engagement between different levels of government, state owned enterprises and the maritime community to implement programs of common interest that support the growth and improve performance and competitiveness of the maritime industry.*

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