



# INSIDE

## EDITOR'S NOTE

Welcome to another edition of *the diplomat*. The month of May was also packed with a number of political engagements which included President Jacob Zuma's participation in the World Economic Forum for Africa, Opening of the South Africa Pavilion at the Shanghai Expo by Minister Maite Nkoana-Mashabane, Deputy Minister Ibrahim Ibrahim's Middle East Tour, hosting of the NEPAD's Board meeting by the Department, IHL Annual Seminar as well as the Human Trafficking Seminar. May was also the month to celebrate Worker's Day and Africa Day. In this edition, we also bring you the following: SA-Algeria's 5<sup>th</sup> BNC, Tourism Indaba, feature article on a colleague who started working at DIRCO as a security officer and is now currently completing his diplomatic training, we also bring you the last three host cities' profiles, (Cape Town, Rustenburg and Polokwane) plus many more.....

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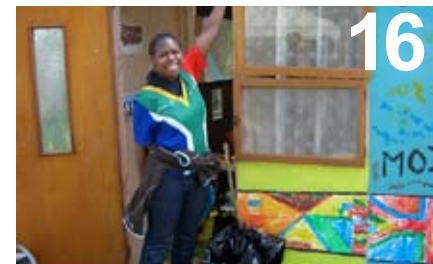
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# Bafana Bafana

11 June to 11 July 2010

Ke nako!



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# WORLD ECONOMIC FORUM ON AFRICA



President Jacob Zuma participating in discussion during the WEF on Africa

**P**resident Jacob Zuma undertook a visit from 05-07 May 2010 to Dar es Salaam, Tanzania, to attend the 20<sup>th</sup> meeting of the World Economic Forum (WEF) on Africa. The

WEF presents an opportunity to engage the continental political and business leaders in partnerships to shape global, regional and industry agendas. In line with the outcomes of the 19<sup>th</sup> WEF on Africa, it is noted that the transition to a post-crisis world presents Africa with an opportunity to rethink its growth roadmap. Participants exchanged views in an attempt to answer the question: "How are leaders rising to the challenge and designing a new growth strategy for Africa?"

The aforementioned theme is also in line with the Africa discussions during the 40<sup>th</sup> WEF AGM in January 2010.

## SOUTH AFRICA'S PARTICIPATION IN WEF ON AFRICA WAS TO:

- Promote the national, regional and continental socio-economic development imperatives, as embodied in the New Partnership for Africa's Development (NEPAD) principles and objectives;
- Promote the importance of trade, industrialisation, agricultural development, infrastructure development and innovation, as key drivers for sustained economic growth;
- Promote the importance of public-private collaboration in maximising opportunities on the continent;
- Promote and obtaining support for

## Africa's regional economic integration agenda; and

- Emphasise the role of Africa in transforming international financial architecture to sustain growth post the global financial and economic crisis.

President Jacob Zuma held a number of bilaterals on the sidelines of the World Economic Forum on Africa. These included a meeting with the World Trade Organisation (WTO) Director-General, Pascal Lamy.

The meeting discussed how to strengthen the multilateral trade system, both in regard to the finalisation of the Doha Development Round of negotiations, and the challenges of regional integration in Africa. President Zuma also met with Kenyan Prime Minister Raila Odinga to discuss issues of mutual interest and strengthening of political and trade relations between Kenya and South Africa.

He also participated in a panel discussion on "The Future of Africa's Democracies". President Zuma attended the 19<sup>th</sup> World Economic Forum on Africa in Cape Town in June 2009 and the WEF Annual Meeting in Davos, Switzerland, in January this year. He was accompanied by Minister of Finance Pravin Gordhan; Minister of Science and Technology Naledi Pandor; Minister of Water and Environmental Affairs, Buyelwa Sonjica; Minister of Trade and Industry, Rob Davies; Minister of Agriculture, Forestry and Fisheries, Tina Joemat-Pettersson; Minister of Economic Development, Ebrahim Patel; and senior government officials. ■



Above: Ministers Buyelwa Sonjica and Pravin Gordhan also attended WEF on Africa  
Below: President Jacob Zuma and Kenyan Prime Minister, Raila Odinga



# SA /ALGERIA'S 5TH BNC

**T**he 5<sup>th</sup> Session of the Bi-National Commission (BNC) between the Government of the People's Democratic Republic of Algeria and the Government of the Republic of South Africa was held in Algiers, Algeria, from 25 to 26 May 2010.

The Algerian delegation was led by His Excellency Mr Abdelaziz Bouteflika, President of the People's Democratic Republic of Algeria and the South African delegation was led by His Excellency Mr Jacob Zuma, President of the Republic of South Africa.

President Zuma used the occasion of his visit to lay a wreath at the Martyr Memorial Site in honour of the memory of the gallant combatants of the Algerian revolution. He also received in audience the Speaker of the Algerian Council of the Nation, Hon. Mr Abdelkader Bensalah, as well as the Prime Minister of Algeria, Hon. Mr Ahmed Ouyahia.

The 5<sup>th</sup> Session of the BNC was preceded by a Ministerial preparatory meeting in Pretoria held from 30 to 31 March 2010, during which bilateral consultations were held within the context of the BNC's Technical Working Groups (TWGs).

The two Presidents held private talks, which were later expanded to include members of both delegations.

During their talks, the two Heads of State hailed the excellent relations between Algeria and South Africa and expressed their satisfaction with the quality of the relations of friendship, solidarity and co-operation between the two countries. They also expressed their appreciation for the efforts aimed at strengthening the political and economic relations between the two countries. In this regard, they reiterated their commitment to further strengthen these links in view of the exemplary levels of cooperation and of the strategic partnership between the two countries.

The willingness for the enhancement of the economic relations between the two countries was consolidated by the Business Forum that was held in Algiers on 25 May 2010.

The two Heads of State noted with satisfaction that a Ministerial follow-up mechanism has been institutionalised to meet regularly to evaluate progress and to plan for the future sessions of the Bi-National Commission.

## THE TWO HEADS OF STATE WITNESSED THE SIGNING OF THE FOLLOWING AGREEMENTS:

- The Nuclear Co-operation Agreement on the Peaceful Use of Nuclear Energy;



Minister Maite Nkoana-Mashabane during discussions in Algiers



- Programme of Action on Sports and Recreation; and
- Memorandum of Understanding between the Petroleum Oil and Gas Corporation of South Africa (PetroSA) and Sonatrach. They also witnessed the initialling of the **THREE MEMORANDA OF UNDERSTANDING WHICH WILL BE SIGNED LATER:**
  - Memorandum of Understanding on Labour and Social Security;
  - Agreement on Cooperation in the Water Sector; and
  - Executive Programme of Tourism Cooperation for the period 2010-2012.

The 5<sup>th</sup> Session of the BNC, which took place against the background of the 47<sup>th</sup> Africa Day, was an opportunity for both sides to reiterate their commitment to join their efforts for promoting peace, stability and economic development in the African continent.

The Heads of State welcomed the active role played by both countries in their respective regions for the promotion of peace, stability and good neighbourliness. While noting the concerted efforts of African leaders to resolve African conflicts, they nevertheless emphasised the need for the strengthening of the AU's existing capacity for conflict prevention, management and resolution.

They also noted with satisfaction the progress made in the enhancement and implementation of the African Union and the NEPAD objectives, to ensure socio-economic growth of the African countries.

The two Heads of State also discussed the latest developments with regard to the situation in Western Sahara. In this regard, they considered this as a decolonisation issue

whose resolution should be based on the right of the self-determination for the people of Western Sahara through a referendum.

They further condemned the violation of human rights in the occupied territories of Western Sahara and called on the United Nations to assume its responsibilities regarding this issue, by setting up a mechanism for the protection of the human rights for the Sahawari people.

Regarding the situation in the Middle East, the Heads of State reiterated their support for the pursuit of a just and lasting settlement of the Israeli-Palestinian conflict. This will include providing the Palestinian people the right to establish their own state with El Qods as the capital.

The Heads of State reaffirmed their commitment to combating international terrorism and pledged their support to reinforcing African efforts in this regard in cooperation with the international community.

Both Presidents strongly condemned terrorism in all its forms and in all parts of the world and reiterated their support for the African Union and United Nations resolutions which criminalise the payment of ransoms. In view of the foregoing, President Zuma expressed South Africa's support for the African Union Centre for the Study of Terrorism based in Algiers.

President Zuma congratulated Algeria for qualifying for the 2010 FIFA World Cup, while President Bouteflika renewed Algeria's support to South Africa for the organisation of the 2010 FIFA World Cup and expressed his conviction that this global event will be a great success that will uplift South Africa's prestige as well as that of the African continent. ■



# A NATION ON THE MOVE: SHOWCASING MZANSI'S BEST



**T**he Minister of International Relations & Cooperation Ms Maite Nkoana-Mashabane officially opened the South African Pavilion at the 2010 Shanghai Expo in China on 06 May. Minister Maite Nkoana-Mashabane was accompanied by South Africa's Ambassador to China, Ambassador Ndumiso Ntshinga; Consular-General in Shanghai, CG Vika Khumalo; DDG for Asia & Middle East, Ambassador Sisa Ngombane as well as other South African dignitaries. Themed "Better Cities, Better Life" Shanghai Expo is an exhibition where countries from across the world showcase their products and services with the aim of positioning themselves in the global arena as well as participation in global economic activities. South Africa's participation at the Expo will be marked through showcasing various themes that will be executed during the six month duration of the Expo. The themes include 2010 FIFA World Cup, Remodeling of Cities; Economy; Science & Technology; Heritage; Tourism; as well as Environment and Climate Change. National Days which include, Africa Day, Youth Month, Mandela Day and Women's Month will also be celebrated through various events and activities during the Expo.

Proceedings during the opening of the SA Pavilion started with a media briefing where Minister Nkoana-Mashabane presented to the Chinese Media an overview of South Africa's participation at the Expo as well as the state of diplomatic bilateral relations between South Africa and China. She extended a warm welcome to visitors at the South African Pavilion and in true African Ubuntu style mentioned that it is a great honour for her to welcome visitors to South Africa's home. She further congratulated the Chinese government for organising one of the best and spectacular events, the 2010 Shanghai Expo. South Africa and China go back a long way to the 11<sup>th</sup> century when the Chinese traded with the people of Mapungubwe Kingdom in southern Africa. Minister Nkoana-Mashabane alluded to the fact that China is one of the largest destination for South Africa's exports as it is also leading in Foreign Direct Investment (FDI) into South Africa. Aimed at strengthening relations between the two countries, South Africa will undertake a state visit to China this year where the two countries will sign a comprehensive Strategic Partnership Agreement. "The Shanghai Expo takes place during a very interesting time for us as we will be



hosting one of the greatest ever sporting events, the FIFA 2010 World Cup, which will take place for the first time on African soil. This Expo will create a platform for South Africa to showcase and promote the World Cup and we therefore invite the Chinese people to come and watch the games inside the pavilion as the world cup matches will be broadcast within the pavilion. We are indeed proud and excited to be hosting this prestigious event and we view the African continent as a theatre and South Africa a stage for this sporting event," said Minister

Nkoana-Mashabane. She further mentioned that the South African Pavilion will also project the milestones that South Africa has achieved as a developing country and this will be showcased in alignment with the South African Pavilion Theme: "The Rise of a Modern Economy". South Africa's Ambassador to China, Ambassador Ndumiso Ntshinga, reiterated Minister Nkoana-Mashabane's words when he mentioned that the Expo will create an opportunity to further strengthen relations among the two countries and, therefore, he hoped that more Chinese people will visit the SA Pavilion so that they can learn as to what South Africa is all about. He further mentioned that more Chinese companies in the fields such as IT and Mining are coming to South Africa, and that South African companies

are also operating in China. The day's event were followed by a cocktail reception, hosted by Minister Nkoana-Mashabane, attended by dignitaries that included the Free State Premier, Mr Ace Magashule; Chinese dignitaries who included Mr Li Zhaoxing, former Foreign Minister and currently the Commissioner of the National People's Congress Standing Committee of the People's Republic of China. Mr Zhaoxing mentioned that mutual cooperation in all areas are developing fast between South Africa and China as the two developing nations have many things in common. He also wished South Africa good luck in their opening match of the World Cup on 11 June. South Africa's Consular General to Shanghai,

CG Vika Khumalo, invited companies to come to the SA Pavilion in order to learn more about investment and trade opportunities awaiting them. The highlight of the opening of the pavilion was the activation of the Count Down Clock which marks the countdown to the start of the World Cup. The Diski Dancers as well as the Eastern Cape Ensemble dazzled the opening ceremony through magnificent performances. The pavilion signifies and portrays South Africa as a rising modern economy. The pillars inside the pavilion symbolise a Nation that went through hardships in the past, a nation that is now developing and moving towards Peace, Reconciliation and Equality. Part of the design also includes ropes which are in SA Flag colours as this symbolises a Rainbow Nation that consists



From left to right: the South African Pavilion at the Shanghai Expo. The exterior of the SA Pavilion decorated with Mr. Nelson Mandela's picture. Below: Minister during her walkabout at the Expo



of diverse people who are united. The VIP area of the pavilion is constructed with a wooden structure depicting a world globe emphasising South Africa's participation in world activities. There is no doubt that one of the Brand Characteristics that makes BRAND SA to be one of the leading brands globally is the Mandela icon. The exterior of the SA Pavilion is branded with pictures of Nelson Mandela together with his famous quotations and phrases and this is one of the major attractions to visitors who arrive in droves. "Ke Nako" It is time to showcase a nation on the move. South Africa's time has come, it's time to come and trade with us, its time to come and visit the modern infrastructure..... This will go a long way in burying African pessimism," said Minister Nkoana-Mashabane in her closing remarks. ■



Left: Soweto Gospel Choir entertaining guests at the Shanghai Expo



Far right: Diski dancers showing guests the moves







**I**nternational Relations and Cooperation Deputy Minister Ebrahim Ebrahim undertook an official five nations (Egypt, Syria, Jordan, Palestine and Israel) tour to the Middle East region. Commenting on his experience following the Gaza Strip visit, he said "No amount of words can describe the suffering I saw during my short visit in Gaza. I have seen and interacted with communities in Gaza Strip who live in sub-human conditions as a result of the Israeli invasion of Gaza and the subsequent blockade imposed by them. The international community should awaken to the gross human rights violations, being inflicted on the ordinary people of Gaza." South Africa therefore added its voice to the international community in calling for the lifting of the blockade of Gaza to allow essential humanitarian aid and building materials for the reconstruction of Gaza to enter.

The Deputy Minister also stressed the importance of Palestinian unity between Hamas and Fatah. He also held discussions with the Israeli Foreign Minister, Mr. Avigdor Lieberman, at the Israeli Foreign Ministry in Jerusalem on 30 April 2010. In their discussions, he raised South Africa's concern at the impasse in the Middle East Peace process. He used the opportunity to emphasise the need for both Israel and Palestine to find a solution to the stalemate between the countries and to return to the negotiating table to discuss the creation of a viable Palestinian state.

On Iran, Deputy Minister Ebrahim indicated that South Africa maintains cordial relations with Iran and will continue to urge Iran to cooperate with the International Atomic Energy Agency (IAEA) on its nuclear activities. The South Africa-Israeli meeting was a sequel to discussions between Deputy Minister Ebrahim and the Prime Minister of the

## FIVE NATIONS TOUR OF MIDDLE EAST

Palestinian National Authority (PNA), Mr Salam Fayyad as well as other senior PNA Officials on 29 April 2010.

In the discussions with Prime Minister Fayyad it emerged that the principal concern for the Palestinian people was well being and security and for all its nationals. Prime Minister Fayyad expressed his determination to follow a non-violent struggle against the Israeli occupation.

The Palestinian Prime Minister made it clear that the continuation of settlement activities by Israel constituted a serious setback for the peace process in the Middle East and could further delay the proximity talks being brokered

by the United States Government. Prime Minister Fayyad further mentioned that the South African resistance against Apartheid policies was a model for the Palestinian struggle for independence and that South Africa should continue to be a beacon of hope for the Palestinian people.

Deputy Minister Ebrahim indicated that South Africa has been consistent in its support for Palestinian people and their cause and added that critical in struggle for an independent state was the unity among Palestinian people. Deputy Minister Ebrahim emphasised that the South African Government stands ready to assist in forging reconciliation among the Palestinian factions. ■



Left: Deputy Minister Ebrahim Ebrahim responding to the media questions during a press conference



Below left: Deputy Minister Ebrahim with the Israeli Foreign Minister, Avigdor Lieberman



## 10<sup>th</sup> ANNUAL ICRC SEMINAR ON INTERNATIONAL HUMANITARIAN LAW

By: Siphokazi Mgudlwa  
Pictures: Jacoline Schoonees

**T**he International Committee of the Red Cross (ICRC) co-hosted its annual regional seminar on the implementation of

International Humanitarian Law (IHL) from 4 to 7 May 2010. The primary objectives of this seminar were the promotion and implementation of IHL in the sub-region; building capacity in the field of IHL and to discuss the progress made thus far, and, the activities envisaged by the participating countries in its implementation. The DIRCO has for the past nine years co-hosted the annual ICRC Seminar on International Humanitarian Law (IHL) as part of its general commitment promoting IHL in Africa. The conference was attended by Deputy Minister of International Relations and Cooperation, Ebrahim Ebrahim; members of the diplomatic corps; the Head of ICRC, Ms. Catherine Gendre; and representatives from: Botswana, Kenya, Lesotho, Malawi, Madagascar, Mauritius, Mozambique, Namibia, Seychelles, Swaziland, Uganda, Tanzania, Zambia and Zimbabwe.

Deputy Minister Ebrahim said during his opening remarks "DIRCO is co-hosting this Seminar because its theme resonates with our country's foreign policy, which includes the promotion of development and the contribution to the resolution of conflict's on the African continent and the building of an environment in which socio-economic development can take place. It is our view that sustainable socio-economic development cannot take place without peace and stability. Similarly, socio-economic development is critical for addressing the root causes of conflict and instability. Therefore, in pursuing our vision

of a better world, we are motivated by the consideration that justice and respect for international law should guide relations between nations". The seminar also provided an excellent opportunity for those participating to become acquainted with the ICRC's mandate and to obtain an understanding of how the organisation functions in peace-keeping missions and other military operations, including how it also monitors respect for the rule of law and Geneva Conventions It also created an opportunity for countries to report on their progress in ratifying and implementing the various treaties in their countries and examine the content of certain treaties and the implementation requirements involved.

### THE SEMINAR FOCUSED ON 3 MAIN THEMES:

- The distinction between refugees and internally displaced persons, and the protection of internally displaced persons under general IHL
- IHL aspects of the African Union Convention on the Protection and Assistance of Internally Displaced Persons in Africa, and the ICRC position
- The Cluster Munitions Convention and the Anti-personnel Mine Ban Convention: overlaps and implementation

Throughout the seminar, guests gave feedback on the progress and challenges that they face with regards to the

implementation of IHL. They also discussed the status of ratification by respective governments. It was clear from the reports that although progress has been made in this regard, there is still a lot of work that needs to be done as a lot of countries are still lagging behind in the Ratification of the Cluster Munitions Convention.

"Our collective goal should be a Continent free of cluster munitions that are prohibited under the relevant Convention. It is perhaps noteworthy to mention that South Africa has been supporting some countries in the African continent such as Mozambique, Angola, the Democratic Republic of Congo (DRC), Sudan and Eritrea with the clearance of landmines in their territories. Furthermore, South Africa has also initiated the process of ratifying the Convention as a further commitment to promote IHL on the Continent," said Deputy Minister Ebrahim.

Further inputs contributed by: Human Rights and Humanitarian Affairs Chief Directorate



Above: The Head of ICRC, Ms. Catherine Gendre addressing delegates during the Seminar



Left to right: Some of the delegates listening to presentations during the ICRC Seminar



By Siphokazi Mgudlwa Pictures: Jacoline Schoonees



Left: Deputy Minister Sue van der Merwe addressing delegates during the NEPAD Board Meeting Right: NEPAD CEO, Ms. Lynette Chen addressed delegates during the Board meeting Above: Some of the delegates who attended the NEPAD Board meeting at DIRCO

## NEPAD BUSINESS FOUNDATION BOARD MEETING

Our engagements as South Africa revolve around development and regional integration. We need to remain committed as government in promoting NEPAD in order for the Department's work to have an impact to ordinary South Africans," said Deputy Minister of International Relations and Cooperation, Ms. Sue van der Merwe. She was addressing the delegates at the NEPAD Business Foundation (NBF) meeting which was hosted by the **Dirco**. This meeting allowed the Deputy Minister van der Merwe to share the Department's vision with the NBF board members which were represented by about 40 CEOs of South African companies and obtain an update on the role played by the private sector in supporting government's efforts in implementing NEPAD projects.

The CEO of NEPAD's Planning and Coordinating Agency (NPCA), Dr. Ibrahim Assane Mayaki, said that it is for the first time in Africa that a development initiative is institutionalised formally and the South African government has played a key role in facilitating it. He further stated that the integration of the NEPAD Secretariat into the African Union (AU) took 7 years which was quite a huge challenge.

NPCAs current plans include building a solid management basis and open more access to the private sector/civil society organisations. Meanwhile, whilst addressing the guests, CEO of the NBF, Ms. Lynette Chen said that NBF has made tremendous progress which includes: formation of 15 sectoral groups by the task team and about 60 members around Africa who have SMMEs and cooperatives have signed up and that there has been alignment with the African Development Agenda (Spatial Development Initiative). Some of the Sector Specific Initiatives that were mentioned by Ms. Chen includes the following projects: transformative agriculture, removing barriers along developmental corridors, also looking

at policies that are already in place and the road sector investment programme in Zambia.

Deputy Minister van der Merwe thanked the NBF for striving through difficult times and showing the world what NEPAD means to Africa. She said the SADC Free Trade Agreement will play a significant role and there is a potential for growth in providing services to SADC.

The Department has had a long standing relationship with the NBF in strengthening relations with the South African business community in advancing investment opportunities in Africa. The NBF Board consists of key companies such as Eskom, MTN, Transnet, Anglo American and Old Mutual, amongst others. ■



Delegates who attended the NEPAD Board meeting hosted by DIRCO

# SOUTH AFRICAN IBSA NATIONAL FOCAL POINT

Pictures: Unati Ngamntwini

Briefing by Ambassador Sisa Ngombane, South African IBSA National Focal Point to the diplomatic corps on the 4<sup>th</sup> India, Brazil, South Africa Dialogue Forum (IBSA).



Ambassador Sisa Ngombane addressed the resident Diplomatic Corps on 10 May 2010 on the recent 4th Summit of IBSA leaders that was hosted by President Lula da Silva on 15 April 2010 in Brasilia.

Ambassador Ngombane explained that the IBSA Forum spanned three continents and captured the interactions of three democracies which are at the same time also leaders in their respective regions. This format was quite distinct from other global interactions. In the context that this was the last Summit where one of the founding leaders, President Lula da Silva participated, Ambassador Ngombane emphasised that the leaders have carved a niche space for IBSA in the international arena.

In addition this Summit was quite an emotional moment in that Presidents of South Africa and India had to bid farewell to President Da Silva. He was assured that the IBSA process was successfully embedded. IBSA allowed the three developing countries to coordinate activities regarding multilateral fora, on development matters and to galvanise a stronger voice for developing countries that impact on their peoples' well-being.

At the Summit the leaders of the three countries emphasised that their countries shared commonalities as developing countries and were also vibrant democracies, a fact was captured by the various people-to-people fora that participated in the summit proceedings, i.e. the first-ever BRIC-IBSA

Business Forum, the Academic Forum, the Women's' Forum, the CEOs of Small Business Agencies, the Parliamentary Forum, the Forum on Intergovernmental Relations and Local Government and the Editors' Forum.

Ambassador Ngombane explained the work that had been undertaken in the context of the IBSA Facility Fund on Hunger and Poverty Alleviation where the IBSA leaders decided that they could not be bystanders whilst other developing countries were facing critical issues. He explained that a special unit under the auspices of the UNDP coordinated projects in the three continents. A project, which was the pride of IBSA, on waste recycling had miraculously escaped the impact of the devastation of the recent earthquake and served as a coordination centre for relief efforts in the aftermath of that crisis. He also cited a Youth and Sports Centre that was under construction in Palestine. He further cited various other countries where projects were undertaken and being planned, i.e. Cambodia, Sierra Leone, Cape Verde, and Guinea-Bissau. Although the IBSA Fund did not have a substantial financial component, the idea was to utilise the available human capital and best skills among IBSA countries to "indigenise" such IBSA projects and to replicate the successful projects in other countries.

Two additional IBSA agreements were signed during the Summit. The first was another on Cooperation in Science, Technology and Innovation, and in Solar Energy. Two IBSA strategies for cooperation in the fields of Agriculture and Social Development were also adopted. Ambassador Ngombane indicated that the leaders decided to jointly develop satellites in the areas of space, weather, climate

and earth observation. These satellites will address common challenges in climate studies, agriculture and food security. The IBSA micro satellites aim to promote and strengthen space programs amongst the three countries. The production of bio-fuels was a shared interest and the strategies were intended to reinforce cooperation to stimulate rural development as well as to address social development issues.

The Summit also provided for an occasion to interact with Foreign Minister Malik of Palestine. The briefing by Minister Malik to IBSA was eye-opening. There was hope that talks could resume as soon as possible in order to implement signed agreements. From a South African perspective an extra shocking development was the process that was installed in the West Bank to identify Palestinian refugees and to require them to carry special documentation under threat of deportation if they did not comply. Ambassador Ngombane explained that this was for South Africa a chilling reminder of its own past where African people had to have identification documents to move around.

Ambassador Ngombane also reflected on the fact that President Lula da Silva hosted the IBSA and BRIC Summits back-to-back moved forward due to President Hu Jintao's early departure following an earthquake in China. South Africa participated in the BRIC-IBSA Business Forum, as well as a joint dinner for IBSA and BRIC leaders.

The Business Forum was held in Rio de Janeiro and the respective Ministers responsible for Trade and Investment addressed this gathering. This meeting allowed for business representatives from all the IBSA and BRIC countries to interact and to explore future areas of cooperation.

South Africa will host the next IBSA Summit around October 2011 which would be preceded by a Ministerial meeting to be hosted in India in early 2011. ■



Left: Some members of the diplomatic corps who attended the briefing

Contributed by the Asia and Middle East Branch



**h** By Siphokazi Mgudlwa  
Pictures: Jacoline Schoonees

Human trafficking is driven by demand and supply, if there is a demand for forced sexual services, traffickers use all means to meet those demands by targeting vulnerable people who are unaware of the harm and false pretences under which they are recruited, said Ms Pritima Osman, Programme Manager for the International Organisation for Migration (IOM). She expressed view during the Human Trafficking Seminar which was organised by the Dirco's Gender Chief Directorate. The purpose of the seminar was to have an open dialogue on human trafficking, educate and alert DIRCO officials about the dangers about it. According to the IOM, human trafficking is the recruitment and transportation of people from one place to another, or one country to another, by using deception or force for the purpose of exploitation. It is a criminal activity which violates human rights. Currently, there are speculations that this act will increase during the upcoming FIFA 2010 world cup due to the expected increase of sex workers. Advocate Mkhooza, Programme Manager, Human Trafficking at the Department of Justice and Constitutional Development



## HUMAN TRAFFICKING

stated that government is doing a lot to eradicate this act. "Task teams in all provinces have been formed, priority has been given to provinces with borders and ports (Cape Town, Durban, Limpopo and Mpumalanga) with a total of 76 task team members which also includes representatives from ACSA and Films and Publications Board, said Ms. Qaba. She said the task teams have also expanded reach to all stakeholders which include labour, business (focusing on forced labour). A rapid response team has been established in each province to respond quickly to queries. The DOJ & CD is also working with Molo Songololo to fight child trafficking and the SADC region on a regional approach. In March, the DOJ & CD introduced into Parliament a Bill aimed at combating human trafficking in South Africa. The Prevention and Combating of Trafficking in Persons Bill (TIP Bill) emanates from an investigation carried out by the South African Law Reform Commission (the Law Reform Commission) into the causes of trafficking in persons. The Law Reform Commission identified some of the main causes of trafficking in persons as

attributable to poverty, war and political instability. The Bill, once it becomes an Act on Parliament and is fully operational, will be one of the most comprehensive laws in the fight against human trafficking in this country. The current law regarding trafficking in persons in South Africa is fragmented.

The Criminal Law (Sexual Offences and Related Matters) Amendment Act, 2007 (Act No. 32 of 2007) (the Sexual Offences Amendment Act) and the Children's Act, 2005 (Act No. 38 of 2005) (the Children's Act), contain provisional measures relating to trafficking in persons. The Sexual Offences Amendment Act criminalizes an act of trafficking in persons for sexual purposes only, while the Children's Act addresses more comprehensively the trafficking of children. It is clear that the two Acts have limited operational scope. The Justice Cluster is also hard at work reviewing bail condition of human trafficking offenders. Ms. Ruby Marks, Chief Director for Gender, encouraged staff members to educate their family members about human trafficking and to always be alert about the issue. ■



## AFRICA DAY

The South African Government celebrated the 2010 Africa Day on Saturday, 29 May 2010, in Johannesburg in cooperation with the African Union (AU) under the theme "Building and Maintaining Peace through Sport in Africa". Africa Day is a celebration of the founding of the Organisation of African Unity, a predecessor of the AU, on 25 May 1963.

The AU Commission organises Africa Day as an annual event and the South African Government, host of the 2010 FIFA World Cup™, has accepted to also host this event in this historic year for Africa.

Africa Day is also celebrated in AU member states (in many as a public holiday) as it is an important milestone in the history and development of Africa.

Africa Day provides an opportunity to

promote the culture of peace and security through the participation of African political leaders, sports personalities and the people at various sporting and cultural events in South Africa.

The celebrations are aimed at demonstrating that without peace and security no development and prosperity can be achieved on the continent and equally that without development and prosperity, no peace and security can be accomplished.

The 2010 FIFA World Cup™ is a major opportunity for South Africa and the rest of the continent to showcase Africa's progress.

The celebration of Africa Day 2010 will send a clear message that Africa's time is now and communicate a welcoming message to visitors.

The 2010 FIFA World Cup™ in South

Africa presents a unique opportunity to harness the power of sport for the promotion of peace and security in diverse communities, in environments where personal security is a challenge and in countries with conflict and post-conflict situations.

The 2010 World Cup bid was packaged, proclaimed and pronounced as an African World Cup and it is therefore befitting to celebrate the 2010 Africa Day in South Africa just two weeks before the kick-off of the biggest sporting event in the world.

The 2010 FIFA World Cup™ will ensure that Africa takes advantage of the opportunity to encourage a developmental legacy across the continent, speed up economic growth and halve poverty and unemployment by 2014.

**"KE NAKO: CELEBRATING AFRICA'S HUMANITY" ■**



By Siphokazi Mgudlwa  
Pictures: Jacoline Schoonees



## From SECURITY to DIPLOMAT



A young man from Venda, Limpopo watched in despair when his former classmates packed their bags to various tertiary institutions after they completed their matric in the early 90s. Mr Tendani Munyai remained behind, as his single mother could not afford university fees. "I did not give up my dream of getting a University Degree and therefore through my elder brother's assistance I then headed to Pretoria in search of greener pastures," said Mr Munyai. When he arrived in Pretoria life was not easy so he applied for various temporary jobs which varied from waitressing to petrol attendant just to make ends meet. This went on until a friend recommended that he must get security training as the industry had better employment opportunities. When he started at DIRCO in 2001 he had bookkeeping, computer literacy and security certificates accompanied by years of experience in the security industry. "From 2001-2003 my focus was just on my work as I was on contract and decided not to pursue any short term studies but rather try to save money for registration at University," said Mr. Munyai.

Part of his responsibilities then was to receive diplomats who came to attend meetings at DIRCO. He says at that time

he would just watch with envy, as officials came to receive the diplomats at the security points. Determined to succeed and become a diplomat, Mr Munyai started enquiring around on how to become a diplomat. "I was lucky to meet Ambassador Mathoma who became my mentor and guided me on the right path. He recommended that I register for a Bachelor's Degree in International Relations and also assisted me to choose the relevant modules," said Mr. Munyai. Mr. Munyai did not waste any time as in December 2004 he registered for a Degree in International Relations through UNISA. Due to financial constraints and workload he only took three modules in the first semester where he passed two and supplemented one. In 2005 he then decided to register for six modules per semester. "The strategy that I took in 2005 was that immediately after registering I would channel all my energy on submitting all the assignment due in that semester within a month and then channel all my energy on studying," said Mr. Munyai. He added that "As I watched officials arriving in the morning and leaving in afternoon I admired them but I also got more determined to complete my university degree."

Throughout this period he was still on contract and therefore did not qualify for the departmental bursary, still had to work shifts, take care of his wife and children and put more effort on his studies to ensure that he does not fail.

Right: Mr Tendani Munyai with his classmates who are also undergoing diplomatic training at DTRD

He got a breakthrough in 2008 when the department advertised level 5 Human Resources positions. "The salary was less than what I was earning as a security guard which included overtime but I took it because it was permanent, and a step closer to becoming a diplomat. Meanwhile, the strategy about his studies worked as he completed his degree in 2009 but was unable to graduate due to the huge balance in his university fees. At the beginning of this year, he then decided to engage his Director, Ms. Emsie Naidoo, about his passion for diplomacy who recommended that he applies for the cadet training.

"I was uncomfortable with the idea as it meant that I was going to lose my benefits as the department's permanent employee and there was no guarantee of employment after the cadet programme," said Mr. Munyai. He decided to also seek guidance from his mentor Dr. Mathoma who recommended diplomatic training as he already had 7 years experience in the department. He then went back to Ms. Naidoo who recommended that he speak to Talent Management officials who then endorsed the recommendation.

He then applied and was accepted for the January- June 2010 intake. "I am currently enjoying diplomatic training and looking forward to completing successfully in June." said Mr. Munyai.

His next step is to approach the SADC desk for a possible placement as this is where his passion is and what he specialised in whilst completing his degree at UNISA. Mr. Munyai concluded by saying, "Everything starts small, no one was born a President. Aim high and you will shoot high" ■







Above centre: Mission representatives and Public Diplomacy officials who attended the annual SA Tourism Indaba in Durban.

Right: Mr. Derec Carstens from LOC's Marketing Division presenting to guests

From the break-away sessions, delegates we went off to the official opening of the Tourism Indaba. This was an impressive event where delegates were entertained by the likes of the Drankensburg Boys Choir and kwaito artists, TKZee. The attendees at the Opening were also lucky enough to be addressed by Tourism Minister Marthinus van Schalkwyk, Local Organising Committee Chief Executive Officer Dr Danny Jordaan, FIFA Secretary General Jérôme Valcke and SA Tourism Chief Executive Officer Thandiwe January-McLean to mention but a few.

The highlight of the evening was undoubtedly the speech given by our Honourable President Jacob Zuma! President Zuma spoke about the far reaching benefits that the infrastructural investments made by government will have on the people of this country. He noted that "It is estimated that over 3,6 million additional job opportunities will be created during the tournament. "Over 10,9 billion dollars have been spent on changing the road infrastructure and the taxi recapitalisation programme. This is a welcome boost for the industry and for many South Africans".

The following day the DIRCO Brand Director Ms. Grace Khoza, led a workshop based on the outcomes of the previous day's breakaway session. Chief Financial Officer, Mr. Asoogan Moodley joined the delegation at the DIRCO workshop to present an Overview of Budgeting Best Practice. The informative presentation was preceded by marketing Guru Derrick Carstens who gave us an in depth look into the Marketing Strategy Campaigns and Event Operation Preparations for 2010. Another highlight of the event was when we were addressed by the SA



Above right: Some of the delegates who attended the annual SA Tourism Indaba in Durban

Tourism's Thandiwe January-McLean who personally thanked the DIRCO delegation for the contribution that the Mission representatives make towards promoting South Africa internationally. Despite the packed schedule, delegates still managed to walk the halls of the Indaba, see the amazing sights that Durban has to offer and have a blast. It was an Indaba that will not soon be forgotten by all who attended. ■



Chief Financial Officer, Mr. Asoogan Moodley

#### 1. BACKGROUND

- South Africa will become the first African country to host the 2010 FIFA World Cup™, starting from 11 June to 11 July 2010.
- South Africa made its final presentation to host the World Cup to FIFA's Executive Committee at the Trade Centre in Zurich on 14 May 2004.
- On 15 May 2004, FIFA President, Sepp Blatter, announced that South Africa would be the host of the 2010 FIFA World Cup™.
- Thirty-two countries have qualified for the 2010 FIFA World Cup™. Six of these are from Africa, namely: South Africa, Ghana, Cote d'Ivoire, Nigeria, Cameroon and Algeria.
- The rest of the qualified countries are Japan, the Netherlands, Korea Democratic People's Republic, Australia, Korea Republic, United States of America, Brazil, England, Paraguay, Spain, Denmark, Chile, Germany, Italy, Mexico, Serbia, Switzerland, Argentina, Honduras, Slovakia, France, Portugal, Slovenia, Greece, Uruguay and New Zealand.

#### 2. WHERE THE ACTION WILL BE

- The World Cup will take place in eight of South Africa's nine provinces, using 10 stadiums in nine host cities.
- Five of the 10 stadiums are new and the rest have been upgraded for the event.
- Johannesburg, as South Africa's economic hub, is the only city with two venues for the world cup, namely Soccer City and Ellis Park.
- Other host cities are Cape Town, Pretoria, Durban, Port Elizabeth, Polokwane, Nelspruit, Bloemfontein and Rustenburg.

#### 3. GOVERNMENT COMMITMENTS

- Government has made a total of 17 guarantees to FIFA in relation to the delivery of the 2010 FIFA World Cup™.
- The guarantees are contained in the Bid Book and are required of any country that wishes to host the FIFA World Cup.
- Government preparations for the World Cup are coordinated through three main structures: the 2010 Inter-Ministerial Committee, 2010 Technical Coordinating Committee and the Host Cities' Forum.
- Deputy President Kgalema Motlanthe chairs the 2010 Inter-Ministerial Committee while the Deputy Minister of Finance, Nhlanhla Nene, chairs the 2010 Technical Coordinating Committee and the Minister of Cooperative Governance and Traditional Affairs, Sicelo Shiceka, chairs the Host Cities' Forum.

#### 4. ECONOMIC INVESTMENT

- Government is using the 2010 FIFA World Cup™ and related events to fasten economic growth and development.
- According to research by Grant Thornton, the 2010 FIFA World Cup™ will contribute R55,7 billion to the South African economy between 2006 and 2010, generate 415 400 jobs and contribute R19,3 billion in income tax to government.
- The firm estimates that some 483 250 tourists will spend around R8, 5 billion during their stay in South Africa.
- Between 2006 and 2010, government will spend approximately R600 billion on infrastructure development, and much of this is for World Cup-related projects.
- During the 2010 FIFA World Cup™, between 250 000 and 450 000 international tourists are expected to visit South Africa over a four-week period.
- The South African Government invested R170 billion into the transport system in the five-year period from 2005/06 to 2009/10.
- This investment comprises a dedicated R13,6-billion allocation for the 2010 FIFA World Cup™, which has been allocated to host cities (and the commuter rail agency and roads agency) to improve public transportation systems ahead of the event.
- The Organising Committee (OC) has committed to using companies compliant with South Africa's Black Economic Empowerment (BEE) legislation and small, medium and micro enterprises (SMMEs).
- By 30 September 2008, 55% of the organisation's spend was through BEE companies and 26% through SMMEs.

#### 5. LOGISTICS

- South Africa will be the first country in the history of the 2010 FIFA World Cup™ to offer an event visa.
- FIFA required 55 000 rooms for the World Cup and, as of September 2009, 40 495 have been contracted, 10 274 of which are non-hotel rooms, 30 221 are hotel rooms and 631 through South African National Parks (SANParks).
- South Africa has hosted more than 140 major international events since 1994. Among them were the Rugby World Cup, Africa Cup of Nations, Cricket World Cup, World Summit on Sustainable Development and, recently, the FIFA Confederations Cup.

#### 6. SECURITY ARRANGEMENTS

- Government is responsible for general security while venue security is the responsibility of the 2010 FIFA World Cup™ OC.
- The South African Police Services is spending R640 million on the deployment of 41 000 officers specifically for the event.
- These include 31 000 permanent members and 10 000 police reservists.
- The vast majority of the police deployed for the World Cup will be trained officers with experience in major events.
- Each of the 32 qualifying teams is expected to send at least two police officers to support the security forces during the tournament.
- South Africa had representatives at the 2006 FIFA World Cup, UEFA EURO 2008 and the Beijing Olympics to learn from the host countries' experiences.

#### 7. TOURISM

- South Africa is the only country in the world to contain an entire plant kingdom – its glorious indigenous fynbos of the Western Cape.
- There are 20 national parks in South Africa dedicated to conserving our wild animals, plants and natural environment.
- The richest concentration of rock art in Africa is found in South Africa, ranking among the finest in the world.
- South Africa is home to "Mrs Ples", the nickname of a fossil skull that is believed by many scientists to represent the early ancestors of the human race. "Mrs Ples" and her relatives lived on the South African Highveld, in the Cradle of Humankind World Heritage Site area between 2 and 2,5 million years ago.
- South Africa currently receives just under 10 million visitors annually. It is hoped that the exposure that South Africa enjoys during the World Cup period and the experience visitors will have will boost future tourism.

#### 8. AFRICAN LEGACY

- The 20 Centres for 2010 is the official campaign of the 2010 FIFA World Cup™. Its goal is to build 20 centres of education, public health and football across Africa.
- Five of these centres will be constructed in South Africa and the first of the 20 in the township of Khayelitsha in Cape Town was opened on 5 December.
- Five other centres on the continent are currently in construction in Rwanda, Ghana, Mali, Kenya and Namibia.
- The centre in Khayelitsha will help to educate young boys and girls from the community about HIV and AIDS and give them knowledge to live HIV-free.

#### 9. HOST CITIES

- Johannesburg, Gauteng
- Pretoria, Gauteng
- Durban, KwaZulu-Natal
- Cape Town, Western Cape
- Port Elizabeth, Eastern Cape
- Nelspruit, Mpumalanga
- Polokwane, Limpopo
- Bloemfontein, Free State
- Rustenburg, North West.

#### 10. STADIUMS

- Soccer City, Johannesburg
- Ellis Park, Johannesburg
- Loftus Versfeld, Pretoria
- Moses Mabhida, Durban
- Green Point, Cape Town
- Nelson Mandela Bay, Port Elizabeth
- Mbombela, Nelspruit
- Peter Mokaba, Polokwane
- Mangaung, Bloemfontein
- Royal Bafokeng, Rustenburg.

#### 11. MAIN PORTS OF ENTRY

- OR Tambo International Airport, Johannesburg
- Cape Town International Airport, Cape Town
- King Shaka International Airport, Durban
- Beit Bridge Border Post (link with Zimbabwe), Musina
- Lebombo Border Post (link with Mozambique), Nelspruit
- Grobler's Bridge (link with Botswana), Mogalakwena
- Durban Harbour, Durban
- Cape Town Harbour, Cape Town
- Ramatlabana Border Post (link with Botswana), Mafikeng
- Kopfontein Border Post (link with Botswana), Zeerust

Source: GCIS



**S**peaking Sepedi and English in Flemish and French...ka swele or ka nkane (with no choice) and making sense out of it

**ON A PERSONAL NOTE**

It's 1 March 2006; the time is 8:30am to be exact. The cabin crewmember had just announced that we have arrived in Belgium and wished us a happy stay. My two little pumpkins, aged between 2 and 4 at the time are awakened by the cabin lady's voice. "Are we here mommy?" They ask. "Yes we are here girls". I responded. "You need to wake up, and get ready. We are about to disembark". They stretch themselves and offer to help me carry some of the hand luggage...mainly their teddy bears of course...

I was told that French and Flemish (Dutch) are the dominant languages in this country. Moreover, since I cannot speak any of the languages, I am reluctant to ask as to how much longer we do have to walk. Therefore, I decide to rely on the "exit" signs to get me to the luggage point. Luckily, my colleague was there to meet me. As we step outside, there were remains of the snow, and my 2-year old Odirile at the time, refuses to step on the ground, she immediately clings on me and asks me to carry her. "How come they've spilt so much foam on the ground mommy? Please carry me. Or else I'll slip". Well, she has never seen the snow before, and the cold breezy weather comes as a shock to both girls, because "it was hot yesterday Mommy, why is it cold today?" Omphile asks. My explanation that it's a snow and not foam, that we are now in Belgium and not in South Africa made no sense to the pumpkins whatsoever, so I gave up and counted on the fact that all this will make sense as they grow up. As I put Odirile on my back (tucked her the African way) and held Omphile's hand, I gained this sudden confidence and readiness to discover Belgium. I looked left, I looked right, and all I can see was just these two babies and me at the time. No grandma to help with babysitting, no sisters whatsoever, it was true. The support system is no more. I am on my own.

Upon leaving the airport, I decided to leave a South African in me who speaks English at the airport, and replace this South African with a South African-cum-Belgian who speaks French and Flemish without missing a coma, or a full stop. I made it a point to speak these languages as if they were my mother tongues. I set myself to achieve the following goals

**MATTER OF URGENCY:**

Forget about the warm weather; Know how to say hello in French and Flemish Count at least up to ten in both languages;How to say I am hungry, thirsty and most importantly: **HOW TO SAY I AM LOST, PLEASE HELP** The South African in me had to forget about the cheese'n ham sandwich and adjust to a sandwich Jambon et Fromage or else, j'airai faim quand je



**ONCE UPON A TIME IN BELGIUM**

By Mantsaye Ngwaila

me couche (I will go to bed on a hungry stomach). As a matter of urgency, there was no time to sit for a French or Flemish course. Two little pumpkins accompanied me, and worse enough, little Odirile was still in diapers, they spoke no other language apart from Sepedi, our home language. So I had to learn fast, to ensure that my little Malaikas (Angels) go to bed with full stomachs, and with clean diapers. My point is: I had to buy diapers and baby food in FRENCH. So there was no way I could go to Alliance Française (School of French) for a week to learn to say "I need to buy a pack of pampers" in French. I had to speak as in Yesterday!

My ability to speak Afrikaans (closely related to Dutch), made my life much easier when it came to speaking Flemish. Therefore, I did not have much difficulty in speaking Flemish. The best way to perfect my Flemish was to put little Odirile to the local (Flemish) crèche and later she went to the Flemish Pre-school. In that way, I had to read all the school communication in Flemish and asked for assistance where I could not understand. Odirile was beginning to speak fluent Flemish, and shopping for food with her was a blessing as she was able to identify a couple of items in Flemish, which came as a plus! Dit was heel erg goed! (That was very good)

**ON A PROFESSIONAL NOTE:**

I came to Belgium, on a diplomatic posting, as a First Secretary responsible for the Bilateral Section in the Embassy. South Africa maintains strong bilateral relations with Belgium, on Political, Economical and Development cooperation. The South African trade statistics for 2005 indicate that, South African exports were valued at R8, 97 billion and imports from Belgium at R4, 77 billion. Main export products from South Africa to Belgium include rough diamonds, iron, fresh

fruit, bituminous coal, other ores; and manganese dioxide. Apart from trade and investment, I am also honoured to be promoting South African Tourism and Culture in Belgium. Therefore, among the mentioned areas of cooperation, it was also my responsibility to promote South Africa in Belgium as destination of choice and showcase South Africa's cultural assortment in Belgium, by presenting to the Belgians, a calabash of South African wine, cuisine and Ubuntu.

Promoting tourism, especially South African Tourism and Culture is not easy, especially when a country has just been sanctioned and oppressed for 48 years, notwithstanding the fact that the South African Tourism Board did not have a market for Belgium. And suddenly I am about to present to the Belgians, a nation with many cultures...Eish! Where do I start?

With the FIFA World Cup being hosted in South Africa, which meant the existing Tourism and Culture marketing strategies had to be reviewed, to factor in the FIFA 2010 World Cup promotion. Finally, this was the perfect opportunity to show the Belgians the new South Africa. We had to align all our World Cup activities with the calabash of South African Cuisine, wine and Ubuntu...gosh! I can just see the Belgians thronging into our stadiums greeted by the sounds of our Vuvuzela, coupled with good food and the spirit of Ubuntu (warm hospitality and vibrancy of the South Africans)...Amai! dit zal goed wees, heel lekker ook! (Shoo! That will be good and very nice too!)

Apart from successfully drafting the Tourism and Culture Strategic plans, and having a dedicated Supervisor, Mr Makatu, as well as the best team (Team Limpopo consisting of uSis Phindi, Mme Marijke Maes, Mme Katrien Vernest and Sistah Jax Balfour), I still found myself being challenged by the fact that I could not express myself clear enough to the Belgian counterparts

or stakeholders, with whom I wanted to establish areas of cooperation. My belief is that it is always easy to get their buy-in, if I present my concepts to them in the language that they understand better, being it French or Flemish. Once again, there was no time to sit for a language course. On that note, I decided to learn from the masses.

Other challenges included, the need for a proper marketing strategy to use in promoting South Africa in Belgium, who to approach for assistance and how. I felt the need to improve/ review my leadership and communication skills, and the marketing skills among other needs. A short course in marketing management, and leadership would do the trick I thought. It is when that I approached the Boston University for assistance.

Boston University offered a good programme, which came out as an answer to my problems. A Masters' programme in Science Management (MSM), which included modules like Leadership and Communication, Introduction to Web Design, Marketing Management, and international economics, among others indeed came to the rescue. I found myself in the capable hands of great professors like Ms Melissa Rancourt (Leadership and Communication) and Mr Richard Boyko (Marketing Management). While Melissa introduced leadership models and traits, Richard presented marketing strategies like Holistic Marketing, wherein interesting words like benchmarking, internal marketing, communication and partnership came to the fore, and Charles Crouch introduced Web Design. All these courses enabled me to carry out my role as the First Secretary/marketing officer successfully.

The Marketing management course enabled me and my team to review the existing Tourism and Culture marketing strategies in line with the required protocol procedures and ensure he visibility of 2010 in every tourism or cultural event. Therefore, the year 2009 was themed: Promoting 2010 FIFA World Cup: SA is ready. Through the holistic marketing dimensions such as Internal marketing, the buy in of other colleagues was gained. Proper protocol procedures were followed (ethics, who to approach and how) through Performance marketing. As a team, we were able to build strong brands and created a long-term awareness.

**OUTCOMES:**

Through my Supervisor's democratic leadership style and dedication, it was easy working with him, because many ideas were exchanged, and other members of the team were free to suggest more ideas to our marketing strategies and following outcomes were achieved:

Makarapa exhibition: factored in our Tourism exhibitions, the Makarapa exhibition was another way to educate the Belgians about our unique cheerleading antics. The Makarapa hats are decorated working helmets, worn at football

matches, mainly decorated according to the colours of one's favourite soccer club.

Zakumi Parade in Brussels & Luxembourg, where we rode on an open top bus around the streets of Brussels, wearing our makarapas, blowing our vuvuzelas, spreading a message to the Belgians that South Africa is ready. We stopped over at the: European Union (EU); African Caribbean and Pacific (ACP); The African Union (AU); The Belgian Football Association;The African Museum; Mayor's office in Brussels.

On all the stopovers, the relevant dignitaries (Mr Louis Michel (EC), Sir John Kaputin (ACP), H.E Ambassador Annadif, the Mayor of Brussels, responded positively, and signed our Kopanya diski (unity soccer ball).

Mini Soccer World Cup- just to give people a feel of 2010 world cup. About 21 countries, represented by their Embassies in Belgium and



private companies such as Didata, responded, and the match was a success;

Township Tourism- bringing township fever to the cities of Belgium, for example in the municipality of Bornem, township fever was presented to the Belgians, wherein a shack was built, and inside, Mzansi cuisine was served.

All these events displayed successful brand awareness and brand equity...the best performance marketing ever, let alone a democratic leadership trait, which encouraged communication, and team spirit (Integrated marketing). And as we went around, promoting South Africa in the Flemish, the French and the German speaking communities of Belgium, one thing that made me feel proud of myself was that I did all the promotional work, in Flemish and French. I communicated with them in languages that they understood.

**FLASHBACK:**

Giving a flashback of both my personal and professional experience in Belgium, I am proud to say that my efforts to try by all means to speak French and Flemish, really paid off. Collaboration with the relevant stakeholders became easy, since wherever I went and with whomever I met, I always expressed myself in either French and Flemish, regardless how bad it was, it all blended to perfection as the days went by. Little Odirile became fluent in Flemish, and from her, I learnt a lot.

Within a short space of eight months to be exact,

I managed to overcome my language challenges. I lived in a Vlaams Brabant (Flemish) dominated area called Tervuren, shopped and worked in a French dominated area (Brussels), drove on their (wrong side) of the road, ate their food, drank their beers, JA! Ik heb de fritjes and mosselen geniet, en heel van Kriek gedrank...zeg, dit was heel smaaklik (yes! I had enjoyed their fries and mussels and drank a lot of Kriek beer...gosh! That was very nice), and to top it all, represented and promoted my country in their territory, in their languages...Within a year, I became a Belgian, and loved every moment of it. J'ai apprécié vivre pleinement en Belgique, comme s'il n'y avait pas de lendemain (I appreciated life in Belgium, as if there was no tomorrow).

It's 8 January 2010, 6.30pm to be exact. We are returning back home to Mzansi... mammamia!

I look left and I look right, and this time around all I see, is not just the two babies and me. I am flanked by two young ladies/ Barbie princesses, now aged 6 and 8; they speak three languages (Sepedi, English and Flemish), and they can differentiate between a lipstick and a lip gloss nogal. They are pulling their own travelling bags on our way to the airport.... They can read their names and seat numbers on their flight tickets. Most importantly, they understand the difference between snow and foam, it all makes sense now.

I look both sides...wow! J'ai beaucoup de soutien maintenant (I have a lot of support system)...from the colleagues, and organisations I have worked with, to the neighbours who have been there to bring my kids to school while I had early mornings at work, and the friends I have made in the process...Zeg...c'est incroyable (its unbelievable).

I am grateful to my lecturer Mr Richard Boyko, for his continued mentorship and support; he made it a point to follow-up even after the course, thank you Richard for encouraging me to apply my marketing course into my real job, and not to give up.

I have experienced serious office politics as I carried out my duties, and for three years, I am proud to say that I have succeeded in turning that adversity, into an opportunity to excel in my duties.

As I leave my makarapa hat, my vuvuzela, and my two bottles of Mzansi's best red and white wines, I am taking their languages fritjes, avec deux botte ils de bier Kriek (Belgian Fries with two bottles of Kriek beer) with me. I am certain that all these will be 'exchanged' back when we meet again in Mzansi for the football. My job as a mother and as a diplomat speaks for itself. On that note, I am pleased to say that my job is done in Belgium...my kingdom calls.

Heel erg bedankt (Flemish)...Merci bien (French)... thank you...ke a leboga. ■





**REGION:** Middle East

**COUNTRY:** Abu Dhabi, United Arab Emirates

**NAME:** Yacoub Abba Omar

**TERM ALREADY SERVED:** Arrived in July 2008

**PREVIOUS POSTINGS:** Muscat, Oman.

**CAREER INFORMATION/QUALIFICATIONS:**

**Qualifications:**

Currently reading for my PhD, comparing African and Arab Nationalism, through Wits University.

2000: Graduated with an M Phil in Political Economy through NMMU.

1995: Completed the 15 month Advanced Executive Programme through Unisa's School of Business Leadership.

1983: Graduated BA Honours majoring in History and Political Science, through then University of Durban Westville.

**Career:**

Sept 2003 to July 2008: First resident South African Ambassador to Muscat, Oman.

March 2002 to August 2003: Director of Meropa Communications Consultancy

April 1998 to Feb 2002: Deputy DG of GCIS.

October 1993 to January March 1998: GM: Corporate Communications at Armscor

May 1990 to October 1993: Department of Information and Publicity, African National Congress Headquarters

1985 to 1990: In exile, working for the African National Congress in Mozambique, Zimbabwe and Lusaka.

**GENERAL INTERESTS E.G. (HOBBIES):**

I love long walks and hiking. I am always proud of the fact that I have done the Otter Trail in the Eastern Cape at least once. Injasuthi and has been a favourite destination.

I am currently trying to get into golf, while also struggling to be regular at the gym. I love a game of table-tennis and tennis, when I can find someone who is as bad a player as I am. At school I used to enjoy playing soccer and cricket, now I love watching those games.

My music tastes vary from jazz to classical. I love listening to almost all forms of South African music – Andile Yenana, Lira, Sibongile Khumalo, Tananas are amongst my favourites. My current international favourites include Malian Habib Koite, Cuba's Omar Sossa, Tunisian oud player Anouar Brahem, and jazz musician Jason Moran.

I love reading fiction and non-fiction, sometimes concurrently. Currently reading Zakes Mda's 'Black

Diamond'. Also enjoy South American writers, current favourite is Roberto Bolano. Non-fiction: I am currently reading the brilliant biography of Oliver Tambo, a leader whom I always found an inspiration.

Because my work requires me to be up to date with developments in South Africa as well as the Middle East region I have a number of key sources of information on the web as well print editions. In between that I read a wide variety of journals and magazines such as London Book Review and New Yorker.

**COMMENTS FROM THE HoM ABOUT THE COUNTRY OF ACCREDITATION:**

South Africa established diplomatic relations with the UAE in April 1994 and opened an Embassy in 1995. Ambassadors Saloojee (currently in Oman) and Moopeloa (currently in Mozambique) were my predecessors. They and all their staff have established a sound basis for our relations with the UAE to deepen even further.

There is huge potential to enhance our relations on every possible front:

• In 2002 total trade was \$300m reaching a peak of almost \$2b in 2008. South Africa's exports grew from about \$200m in 2002 to peak at just under a billion dollars in 2008.

We have seen a slight dip in 2009 but I have no doubt that we can go beyond the \$1 billion dollar mark for 2010. The UAE is the biggest export market in the Middle East and our 23rd largest in the world.

As far as investments are concerned, we are promoting South Africa as an investment destination which is marked by political stability and advanced systems of corporate governance. We constantly liaise with the Sovereign Wealth Fund, the various government investment vehicles, as well as private and family conglomerates.

There are 6 flights a day between UAE and South Africa, with the potential to increase the number of visitors from the UAE and the GCC region broadly.

The UAE authorities regularly send their police and defence officers for training in South Africa.

The close relations, and a recognition of South Africa's role in Africa and the international community, has led the UAE Minister of Foreign Affairs to describe us as a 'strategic partner'. The Mission is currently occupied with finalising the agreement which would lead to the creation of a Ministerial Joint Commission.

The UAE is home to a very large number of South Africans. It is difficult to get exact figure but the Mission believes it is more than ten thousand. They are largely employed in white collar positions. The Embassy in Abu Dhabi and the Consul General in Dubai work closely with the South African Business Councils of Dubai and Abu Dhabi, who play a major role in organising business events and social functions for the community.



**COUNTRY:** United States of America, Los Angeles

**NAME:** Jeanette Ndhlovu

**TERM ALREADY SERVED:** 5 years

**PREVIOUS POSTINGS:**

- Permanent mission of South Africa to the United Nations, New York, 2000-2004

Deputy Permanent Representative, Consul General, Los Angeles, 2004-2010

**CAREER INFORMATION/QUALIFICATIONS:**

BA – Political Science  
BSC-Public Administration  
MA-Counselling Psychology

**GENERAL INTERESTS E.G. HOBBIES:**

Music, movies, reading, writing, travelling, politics, debating and fashion

**COMMENTS FROM THE HEAD OF MISSION ABOUT THE COUNTRY OF ACCREDITATION:**

California has been phenomenal for South Africa, especially in the film industry. During my tour of duty, South Africa/Africa was able to win its first ever Oscar-a tribute to the talent with which South Africa is endowed a winning nation that it is known to be. Movie-makers are flocking to South Africa – thus making the country a desirable and prime destination for film making. New Mexico: the international folk and arts festival- the biggest

global meeting place of the creative genius from across the globe, had South Africa shining bright with South African crafts from the Ndebele, Zulu, Sotho and other national groups. They earned much-needed dollars to take back to their communities and South Africa featured prominently in their publications. The most interesting moment was when the Governor and Hollywood actor, Arnold Schwarzenegger of California invited me to his office to proudly show me his picture with our icon, former president Nelson Mandela. I have come to cherish the picture I took with the governor. The mayor of Los Angeles's visit, Antonio Vellaraigosa, to the Nelson Mandela Foundation and meeting with Nelson Mandela was also memorable, I have fond memories of those moments we spent with Madiba. Addressing university students, young people and religious communities of all faiths on South Africa/Africa was also gratifying. In a post-cold war era, the rhetoric must be about building bridges and the benefits of our economic diplomacy engagements must be realised through the improvement of the quality of lives of our people.

I have worked with: South African Tourism (Felicia Mabuza-Suttle who was a true partner) South African Airways, the Africa Channel that seeks to reverse the afro-pessimism that continues in many parts of the world, worked with us to promote the continent, I also had the honour to work with children at road runner school in Orange county who sold lemonade and raised funds to improve the facilities at a school in Khayelitsha. This was true international solidarity.

**ANY COMMENTS:**

On the eve of my departure from Los Angeles I wrote my autobiography, "no time to mourn", which was launched in Woodlawn Hills amid a packed audience of diplomats, actors, politicians and ordinary men and women who made my work, through their support so easy. My colleagues and staff at the consulate were also phenomenal. ■

**CHILD PROTECTION WEEK**

**CHILD PROTECTION WEEK (26 MAY – 2 JUNE) "WORKING TOGETHER WE CAN DO MORE TO DEVELOP CARING COMMUNITIES THAT PROTECT OUR CHILDREN"**

This is the 13th year of the annual national CPW campaign to educate and mobilise communities to put children first, led by the Department of Social Development.

The concept of CPW stems from the African proverb: "It takes a village to raise a child" which emphasises the role of the wider community in keeping children safe.

Citizens, families and communities must ensure that we do not become silent partners of this scourge of child abuse and neglect, and report such cases to the authorities promptly.

Our responsibility is to report such cases without delay and show our support by wearing a Green Ribbon, which is the official logo of the campaign. This symbolises protection, life and growth.

This year, the CPW will be used to launch the National Action Plan to protect children during the 2010 FIFA World Cup™ and beyond. Government has embarked on a comprehensive action plan to mitigate all risks associated with the World Cup to ensure that all children are protected from criminal activities. Social-work professionals

will be deployed at public viewing areas and in all host cities. Activities will include establishing the joint national and provincial command centres and ensuring that child and youth care centres are able to receive emergency referrals and placements and have 24-hour services available.

This also includes the deployment of foreign-language interpreters and stand-by professionals who will provide counselling services to victims, should the need arise

The National Child Protection Register online notification system serves as a central repository of exploitation cases monitored and children referred.

The justice system has dedicated courts and is also responsible for prevention campaigns regarding children's matters pertaining to the law. The South African Police Service ensures the safety and protection of children in terms of the legislative framework and personnel are also trained to ensure that the best protection is provided to children.

Parents and caregivers must ensure that proper supervision is provided and precautionary measures are taken during the extended closure of schools for the mid-term vacation. Communities should plan together to assist one another in this regard. Government remains committed to protect and promote children's rights in partnership

with civil society

After 1994, South Africa, under then President Nelson Mandela, ratified the United Nations Convention on the Rights of the Child. In so doing, the country committed itself to implementing the principle of "first call for children".

Our Constitution firmly put the rights of children at the core of government's work, wherein the needs of children are considered paramount in government programmes and services.

The Children's Act, 2005 (Act 38 of 2005), (as amended), came into operation on 1 April 2010. The Act sets out principles relating to the care and protection of children, defines parental responsibilities and rights and provides for matters such as children's courts, adoption, child abduction and surrogate motherhood. As the main piece of legislation pertaining to the protection of children, the Act will be officially launched on 24 May 2010 to kick start the CPW.

A bouquet of programmes and services are required to ensure that we provide a safe and nurturing environment for our children to develop. The dedicated Ministry of Women, Children and Persons with Disabilities is mandated to monitor and evaluate the protection of children's rights by organs of state, civil society and the private sector. ■



# PROFILE: LIBRARY SERVICES

Pictures: Jacoline Schoonees



DIRCO Library staff



**T**he library and information services in the Department of International Relations and Cooperation (DIRCO) are currently provided by two libraries: the Legal Library and the Main Library.

## HISTORY

Archival records in DIRCO refer to a library in 1927 in the East-wing of the Union Building, with the first librarian appointed in 1955. In 1981 the Departmental library split into two, the Main Library and the United Nations Library, only to be merged again in 1991 with the relocation to the "Noord Vaal" building. In 1990 several "satellite" libraries were created in the different buildings of the Department to house information close to the relevant Desks. In 1992 the Legal Library developed as a separate library and a librarian was appointed for the management of the Legal library and its resources. With the relocation to the OR Tambo building in September 2009 all the satellite libraries with the exception of the Legal Library merged into the Main Library.

## SERVICES: CURRENT

The Legal Library forms part of the Treaty and Information Management Section (TIMS) within the Office of the Chief State Law Adviser (International Law) and renders a specialised online library and information service on South African and International Law. The Treaty Section is the custodian of the South African Treaty collection and is responsible for the management of the South African Treaty Register.

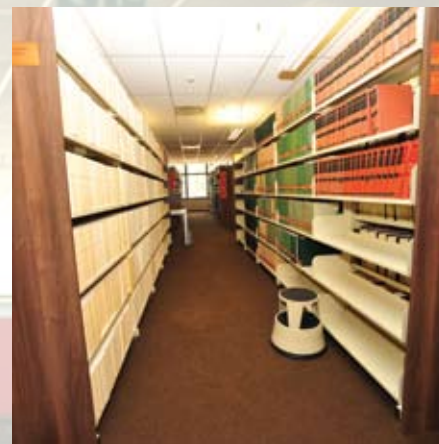
The Main Library provides information to the Department-wide community. Library

resources are also available to students and the public as a reference collection (copies of the information are provided). The Main Library specialises in information on the United Nations (UN), Africa (multilateral and bilateral), countries, South African history and South African politics. Internet searches to find the newest information is complemented by information from hard copy publications from the collection.

Examples of information provided by the Main Library include: 1) UN: resolutions and decisions; annotated preliminary list of items; provisional agenda for the new General Assembly session; votings patterns; 2) Africa: Doha negotiations; arms sales; China in Africa; African Union; 3) Other: country profiles; biographies of South Africans; evolution of diplomacy; women in peacekeeping.

## SERVICES: FUTURE

After careful deliberation and research it was decided that the InmagicGenie software that has also been used successfully by TIMS and other national departmental libraries will be used to computerise the information resources and administration procedures of the Main Library. Inmagic will be implemented in two phases: in phase one bibliographic references will be created for all publications, reports and UN documents, and the loan system will be computerised. The second phase will entail adding subjects and summaries to the bibliographic references and (where relevant) creating links to relevant URLs. The emphasis will be to make information available electronically, and end-users will be able to access or request information from the comfort of their desktops via the Intranet. ■



Canada mission officials



**Q**You are stationed at the South African Embassy in Canada. Tell us more about life in the city, its people, the food and the culture.

**A**Ottawa is government city much like Pretoria. It is an ideal city for young families and could be considered not ideal for a young person who wishes to have a social life. Unlike Montreal and Toronto, Ottawa is a city that sleeps. The people are friendly and hospitable. Ottawa offers a wide variety of food items to which South Africans are generally accustomed. There are a few stores around that carry South African food items such as boerewors, rooibos tea, maize meal and so forth. South African wines, Ceres fruit juice, fresh fruit, etc. are available at large supermarkets. Canadians in general are very passionate about winter sports, particularly ice hockey but also outgoing people who enjoy taking full advantage of amenities offered in the city.

**Q**Describe a few of the major tourist attractions in and around the city and their significance, e.g. historical, architectural, etc

**A**To begin with, the official residence and Chancery is located across the street from the residence of the Prime Minister and besides the official Canadian Government Guest House. Not too far from the main entrance of the Official Residence are the grounds of the Governor-General's residence. The residence which belongs to the South African Government is an attractive stone building built in 1842 and acquired by South Africa in 1944. It is considered a heritage structure of particular interest in the Capital and to

the City of Ottawa because of its original architecture. It overlooks the Ottawa River with the Gatineau Hills of Quebec in the distance and the Rideau Waterfall within a short walking distance. The area is a very popular tourist destination in summer.

**Q**There are also a number of major tourist attractions including Parliament Hill, a historical building which houses the Parliament of Canada. The Rideau Canal is a UNESCO World Heritage Site also popularly known as the world's largest naturally frozen skating rink in winter.

**A**The ByWard Market is a very popular destination for tourists and Canadians alike as it offers a range of shops and boutiques, has over 80 restaurants and cafés, and is Canada's oldest farmers' market.

**Q**What were the biggest adjustments you had to overcome to live in Canada?

**A**Walking and driving in the snow piled streets of Ottawa in winter that requires one to have some sort of "Canadian skill" to manoeuvre, something I am yet to acquire. The very cold temperatures in winter (which in essence is the longest season in Canada and Canadians are candid in admitting that) take some getting used as they can be brutal with temperatures rising to -35/-40 degrees at times. The summer, although a very short enjoyable three months, it can be very hot and humid at times.

**Q**What are the barriers/hurdles that make day to day living as a foreigner in Canada difficult? , e.g. language, culture?

**A**Canada is a bilingual country with English and French as official languages. It is easy to get away with using English in Ottawa as it is a largely spoken language.

**Q**What do you miss most of South Africa?

**A**I miss making conversation with people I do not necessarily know at the bus stop or shopping centre without them thinking I've lost my mind or would like something in return from them. I miss the sunny and warm temperatures, and of course a typical South African home cooked meal.

**Q**What do you do when you get homesick?

**A**I make a call home.

**Q**How many people work at the South African High Commission?

**A**21 people including 7 transferred officials.

**Q**What characteristic or attribute of the Canadians do you think we as South Africans can learn from?

**A**Canada has a very vibrant civil society.

## NEW OFFICIALS PROFILES



**NAME & SURNAME:** Mottalepula Portia Mabele  
**BRANCH, DIRECTORATE & POSITION:**  
Branch: Africa, Decentralised Unit, Deputy Director: Corporate Services

**CAREER INFORMATION/ QUALIFICATIONS:** B Com - Honours  
**WHERE WERE YOU WORKING PRIOR JOINING THE DIRCO?** Department of Rural Development and Land Reform

**WHY DID YOU CHOOSE TO WORK FOR DIRCO?**

Dirco is perceived as one of the best employers in government, where employee development is of paramount importance. I, therefore chose this department to offer my expertise and hope to grow in the process and better my skills, to enhance managerial skills and offer to administrative support to the international relations and cooperation mandate

**NOW THAT YOU ARE HERE, WHAT ARE YOUR FIRST IMPRESSIONS ARE THEY IN LINE WITH WHAT YOU ENVISAGED WHEN YOU JOINED?**

My first impression was that the employees in the department are very professional, disciplined and comply with the code of conduct better than most of the other government.

**WHAT ARE YOUR FUTURE PLANS?**

My plan is to work hard and bring positive change to the branch that I am working for and the department as a whole, to empower myself with new skills and study further towards my personal development.

**DO YOU FEEL YOU ARE CORRECTLY PLACED? IF YES, WHY AND IF NOT, WHY NOT?**

Yes I am correctly placed. I have been working in this field since inception of my career and I couldn't be anywhere else.



**NAME & SURNAME:** Lillian Hendrieta Mmatoki Kekana  
**BRANCH, DIRECTORATE & POSITION:** Western Europe Directorate: UK, Ireland & Benelux countries  
Position: Senior Secretary

**CAREER INFORMATION/ QUALIFICATIONS:** National Senior Certificate & Computer Certificates

**WHERE WERE YOU WORKING PRIOR TO JOINING THE DIRCO?**

South African Police Services

**WHY DID YOU CHOOSE TO WORK FOR DIRCO?**

I am confident that I will be an asset to the Department especially with the experience and the skills that I have.

**NOW THAT YOU ARE HERE, WHAT ARE YOUR FIRST IMPRESSIONS? ARE THEY IN LINE WITH WHAT YOU ENVISAGED WHEN YOU JOINED?**

The first thing was the hospitality of the building and the Department on its own

**WHAT ARE YOUR FUTURE PLANS?**

To see myself one day being one of the managers in the Department.

**DO YOU FEEL YOU ARE CORRECTLY PLACED? IF YES, WHY AND IF NOT, WHY NOT?**

Yes I am, with the skills that I have at my disposal I can build a user friendly environment that would lead to the delivery of quality service to the Department.

**ANY OTHER COMMENTS:**

Although I am new in your department but with my friendly personality, I would be able to encourage colleagues to work as a team for the benefit of the department moreover I would concentrate on building team spirit and ensure that the principle of batho pele is practised.



**NAME & SURNAME:** Dr. Matthews Phale  
**BRANCH, DIRECTORATE & POSITION:** Branch Human Resources, Director: Organisational Development & Transformation

**CAREER INFORMATION/ QUALIFICATIONS:** Bachelor of Science, Bachelor of Science Honours in Psychology, Master of Science in Clinical Psychology (MEDUNSA), Management Development Programme (University of Pretoria), Doctor Of Philosophy in Industrial Psychology (North-West University- Potchefstroom Campus)

**WHERE WERE YOU WORKING PRIOR JOINING THE DIRCO?**South African Post Office as a Senior Manager: Organisational Development

**WHY DID YOU CHOOSE TO WORK FOR DIRCO?**

I was looking to continue my work around Organisational Development and Transformation in a different organisation and it so happened that DIRCO had the position for which I then applied.

**NOW THAT YOU ARE HERE, WHAT ARE YOUR FIRST IMPRESSIONS? ARE THEY IN LINE WITH WHAT YOU ENVISAGED WHEN YOU JOINED?**

Every organisation has its own unique ways of doing things and after a month I am still learning those ways about DIRCO. It is still early to assess any alignment or misalignment of impressions especially when one is still adjusting.

**WHAT ARE YOUR FUTURE PLANS?**

To grow within the field of Organisational Development and Transformation both within DIRCO and leverage on any other opportunities that may come my way in advancing my knowledge base both internally and externally.

**DO YOU FEEL YOU ARE CORRECTLY PLACED? IF YES, WHY AND IF NOT, WHY NOT?**

I feel I have been properly placed because I am suitably qualified and experienced for this role.



COPY & PICTURES SOURCED FROM CITY OF CAPE TOWN 2010 WEBSITE

# CAPE TOWN

## 2010 WORLD CUP HOST CITY

**C**ape Town is known for its beaches, sports, mountain walks, day-trips, wine-tasting, sunsets and fine dining. Cape Town is the provincial capital of the Western Cape and the legislative capital of South Africa. Cape Town is the economic hub of the Western Cape. Cape Town is also has the primary harbour and airport in the Western Cape. The large government presence in the city, both as the capital of the Western Cape and the seat of the National Parliament, has led to increased revenue and growth in industries that serve the government. The city forms part of the City of Cape Town metropolitan municipality which encompasses a large urban area with a population of 2,9 million people. The city is blessed with famous landmarks such as Table Mountain and Cape Point, and is South Africa's most popular tourism choice. It has an expertly developed social and economic infrastructure, and offers excellent quality of life.

### SAFETY AND SECURITY

The City of Cape Town is confident of its ability to secure the city during the 2010 FIFA World Cup™ and to provide a safe and enjoyable experience for all visitors. Security services will maintain a strong but discreet presence, allowing fans to celebrate the football in safety. The South African Police Service has implemented

an integrated overall security plan for all host cities. Resources have been substantially strengthened to cater for all contingencies during the event. Tight security is provided at the stadium and in the stadium precinct, at the Fan Fest on the Grand Parade, along the Fan Walk from the City to the stadium, and at all public viewing areas and transport nodes.

### GREEN GOAL 2010 CAMPAIGN

Host City Cape Town has proudly committed to building the partnerships and coordinating the networks of action necessary to ensure that Team Cape Town and the Western Cape Scores green in 2010. Branded as 'Green Goal 2010', Host City Cape Town's 2010 greening programme will contribute to raising awareness, minimising waste, diversifying and using energy efficiently, consuming water sparingly, compensating for the event's carbon footprint, practising responsible tourism, and constructing infrastructure with future generations in mind. These greening initiatives look beyond the actual timeframe of the 2010

FIFA World Cup™, and include concerns for post-event environmental, social and economic impacts on the immediate and extended environment. Host City Cape Town is not only committed to being environmentally responsible, but must ensure that social concerns are addressed at the same time, and that the Green Goal 2010 programme leaves a positive legacy for all the people of this region. The 2010 FIFA World Cup™ offers the Host City Cape Town a unique opportunity to demonstrate to the world its commitment to responsible environmental management, whilst improving the living environment and livelihoods of its people. It is also an opportunity to sensitise the local and international football community and fans to environmental issues.

### GREEN POINT STADIUM

Lying on the edge of the city centre and behind the V&A Waterfront, at the same main road as the Sea Point but a little closer to the city, the precinct hosted many athletic and other sporting events, which include horse racing. Presented and in



The CTICC (Cape Town International Convention Centre) hosted the draw but 3 hours earlier just a short trip down the road all the action was taking place at the Waterfront Studios. Driving down Dock road towards Cape Town's V&A Waterfront, you are greeted with a line-up of giant soccer balls. Adidas has been providing Fifa with official World Cup balls since 1970 and you can see each one up close as you drive along the island.

Official match ball: Jabulani

upgrade is the Green point; a sports precinct in which 2010 FIFA World Cup™ stadium is being built.

The stadium currently going in alliance with the name Green Point is capacitated at 70 000 seats which will be reduced to 55 000 post World Cup tournament; this is a record of decision taken for environmental impacts.

### SOME DETAILS OF THE DESIGN CONCEPT:

The design is functional and contains only required accommodation.

The following design principles relates to the stadium

- Adherence to technical and feasibility standards
- Financial sustainability
- Environmental sustainability
- Social integration
- Economic development.

The location on the Green Point Common design approach is sensitive to its environment and addresses factors beyond the provisions for a FIFA World Cup compliant stadium.

### FAN PARKS

The Grand Parade in Cape Town, will host the FIFA Fan Fest™, the official viewing area with an authentic stadium atmosphere in the city centre. Here local soccer fans will rub shoulders with visitors from all over the world while watching the matches and highlights on a big screen. Live performances by local artists on a huge stage and sound system will entertain fans in between matches. The Fan Fest™ will be open every day of the Competition, from 10:00 to midnight, with live broadcasts of all 64 matches. Entrance is free.

The Grand Parade is Cape Town's oldest public space and one of its most important heritage sites - where Nelson Mandela first spoke to the world as a free man 20 years ago. With its superb view of Table Mountain, it is within walking distance of the historic Bo-Kaap and District Six revitalisation initiative, the Victoria & Alfred Waterfront, the Castle, the City Hall, Parliament, St George's Cathedral and, of course - via the Fan Walk - the Green Point Urban Park and Cape Town Stadium. The site is also

close to central city hotels and tourism offices. The Grand Parade is highly accessible to public transport: it is next to the Cape Town Station and directly linked to the network of buses, minibus taxis and the new pedestrian routes to the station. ■

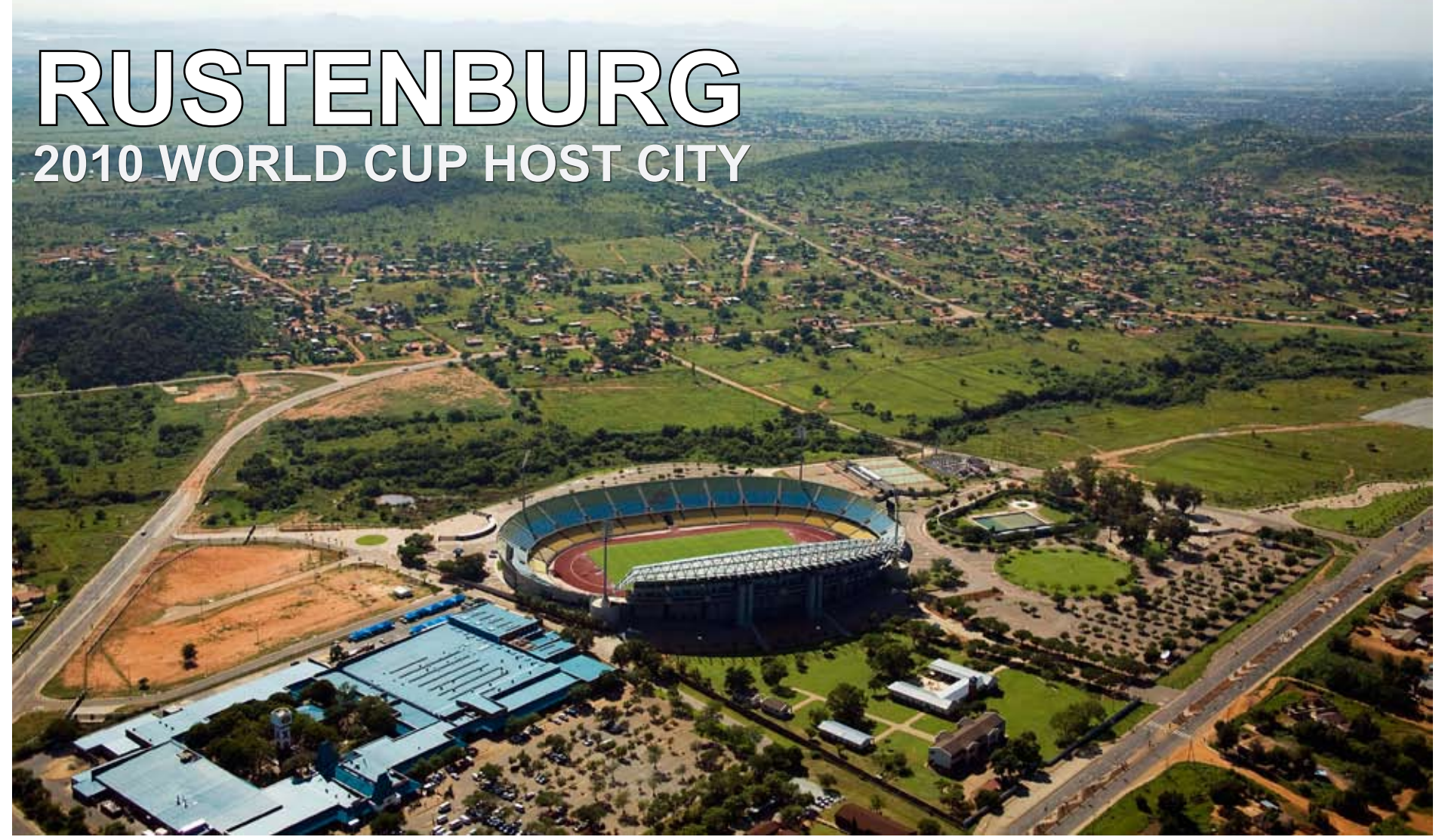






# RUSTENBURG

## 2010 WORLD CUP HOST CITY



**R**ustenburg is a vibrant city with a population of 450,000 people. It is situated on the foothills of the Magaliesberg Mountain Range. It is known for its platinum mines and related industries, which contribute generously to the economic growth of South Africa. In addition, Rustenburg has a beautiful and unspoilt African landscape that can offer a unique and varied experience for any local and international tourist. The world renowned Sun City Resort that hosts the Golf Challenge annually and Pilanesberg National Park are within a leisurely 40 minutes drive from the Host City. It also has Bakubung Resort and Kgaswane Resort, where you can enjoy the wild life. As the only Host City in the North West Province for the FIFA Confederation Cup 2009 and the

**2010 FIFA World Cup™, RUSTENBURG IS A SPORTING DESTINATION OF NOTE, WITH FOUR WORLD-CLASS SPORTING VENUES NAMELY:**

- (i) Olympia Park Stadium which was a venue for the 1995 Rugby World Cup, where Bafana Bafana won the Mandela Challenge Cup against Cameroon and hosted Spain as a training venue during the Confederations Cup 2009,
- (ii) Royal Bafokeng Stadium hosted 3rd and 4th place game, Bafana Bafana vs Spain,
- (iii) Mogwase Stadium where USA trained during the Confederations Cup and
- (iv) Moruleng Stadium, another classical Stadium in a village hosted New Zealand also as a training venue.

For the 1st time in FIFA history, the FIFA World Cup™ will be played in a village, within the parameters of the Royal Bafokeng Nation in the platinum City.

**ROYAL BAFOKENG STADIUM**  
The Royal Bafokeng Stadium is ready and fully prepared to host the millions of local and international soccer fans that will converge in South Africa in June. For those soccer fans, who will not be lucky enough to get their hands on one of the sought after match tickets, the Rustenburg FIFA Fan Park will be the place to be. The Fan Park will be situated at the Fields College, 12 kilometres from the stadium. The province will host the tournament

at the 45 000 capacity Royal Bafokeng Stadium, where six World Cup matches will be played.

**LEGACY PROJECTS**  
On the 2010 legacy projects the Visitors Information Centre was launched on the 21 September 2009, where the Deputy Minister of Tourism, Ms Thokozile Xasa, was present to witness a beautiful building, comprising of world class equipment like an Information Desk, Reservation Desk and Touch-screens where you can

access all the places of interest. Next to the building there is a coffee shop where you can relax your heart, body, mind and soul in the Platinum City. Reflecting natural features with its saddle shape, the Royal Bafokeng sporting premise is set to play an important role, becoming more of a soccer stadium after rugby 1995; the stadium is set to embrace more of this legacy by being one of the ten stadiums to host the 2010 FIFA World Cup soccer tournament. The Royal Bafokeng has undergone minor refurbishments to meet

the FIFA standards.

**AMONGST THE CHANGES THAT HAVE BEEN MADE TO THE STADIUM THEY INCLUDE:**

- (a) Capacity: the original seating capacity of the stadium of 38 000 has been increase to 42 000
- (b) Basic interior changes and upgrades to the interior of the stadium have been implemented.
- (c) The stadium equipment has been upgraded; the lighting, PA system and score boards, in particular, as the requirements for FIFA are stringent in this regard.

During the 2010 FIFA World Cup™ matches; the Bafokeng Plaza is scheduled to operate as a shopping complex but with strict conditions that comply with FIFA and the host city agreements. The management of the sporting premise remains under the municipality of Bafokeng people who have kept this stadium in very good fix. Post 2010 World Cup the stadium will continue to host other sporting activities, events and others. Rustenburg will host five matches - including matches between England and USA on 12 June, New Zealand and Slovakia on 15 June, Ghana and Australia on 19 June, Mexico and Uruguay on 22 June as well as Denmark against Japan on 24 June 2010. North West Province will be home to England and Spain during the tournament. England will be based in Rustenburg while Spain will be based in Potchefstroom. ■



COPY & PICTURES SOURCED FROM THE RUSTENBURG 2010 WEBSITE





**P**olokwane, which means “a place of safety”, is situated 60 km south of the Tropic of Capricorn and is home to just over 800 000 people. It encompasses the vibrant communities of Seshego, Mankweng and other surrounding townships. It, previously known as Pietersburg, is the capital city of Limpopo province. It is the largest city in the north and a major economic centre. Wide streets, Jacaranda trees, colourful parks and sparkling fountains characterise the city. Polokwane falls under the Polokwane Municipality.

# POLOKWANE

## 2010 WORLD CUP HOST CITY

The municipality's area accounts for 3% of Limpopo province's total surface area and over 10% of the Limpopo's population resides here. The city of Polokwane is one of the most ethnically diverse cities where six official languages are spoken: English, Afrikaans, Sepedi, Xitsonga, TshiVenda and IsiNdebele. Filled with a strong sense of civic pride and solidity, the people of Polokwane are very proud and protective of their city. Upon arrival, most visitors are overwhelmed by the people's hospitable



display of friendliness, warmth and temperance. The Peter Mokaba Stadium in Polokwane is one of five venues South Africa is building from scratch for the 2010 FIFA World Cup in South Africa.

**EVENT EXPERIENCE**  
Polokwane frequently hosts top international athletes at its world-class facilities. Polokwane has played host to the Council of Southern Africa Football Associations Cup semi-final match between South Africa's national team Bafana Bafana, and Swaziland. The city

has also hosted a Group D qualifying game for the Africa Cup of Nations (scheduled for Tunisia in 2004) between Bafana Bafana and Ivory Coast. Both matches were played at the old Peter Mokaba Stadium in Polokwane.

**THE PETER MOKABA SPORTS COMPLEX**  
Polokwane's dynamic new stadium for the 2010 FIFA World Cup™ will be situated in the Peter Mokaba Sports Complex; approximately 5km from the city centre and offers a gross seating capacity of 45 000. The sporting complex was named after the late, Polokwane-born Peter Mokaba, who was a political activist during apartheid and an inspiring leader.

**FAN FEST**  
The Fan Fest situated next door to the Stadium in the Cricket Grounds will be operational from 11 June 2010 to 11 July 2010.

**TRANSPORT**  
5 dedicated mini bus taxis will be

provided to transport people with special needs. In addition, wheelchair ramps will be provided at each transport site to assist with the loading and unloading of wheelchairs. People with special needs will be transported directly into the Stadium Precinct and dropped off and picked up at the designated entrance.

A Mass Transport Overlay system will be provided to all spectators / visitors wishing to attend events at the Peter Mokaba Stadium and the Fan Fest. During Match Days, spectators / visitors not wanting to utilise the Fan Walk will be shuttled directly from the Central Transport Hub to the Stadium / Fan Fest.

- POLOKWANE MATCH SCHEDULE:**
- Sunday 13 June, 13:30 Group C: **Algeria vs Slovenia**
  - Thursday 17 June, 13:30 Group A: **France vs Mexico**
  - Tuesday 22 June, 20:30 Group B: **Greece vs Argentina**
  - Thursday 24 June, 16:30 Group F: **Paraguay vs New Zealand** ■

COPY & PICTURES SOURCED FROM POLOKWANE 2010 WEBSITE



## Rainbow nation flies the flag in Moscow



Ambassador Langa during the mission's Freedom Day Celebrations

The fact that the Russian team will not compete in the 2010 FIFA's World Cup did not put stop to the enthusiasm with which the Embassy in Moscow kicked off Freedom Day in a novel way. Neither did a limited budget! FIFA sponsors, Adidas and Coca Cola, and the embassies of the qualifying countries as well as the Russian Football Union were co-opted in a display of national pride and football memorabilia. Videos were played

on four large screens and Ambassador Langa's invitation to the Russian people to visit South Africa notwithstanding the disappointing performance of their team, to share in the fun, was reported by the media and posted on-line the same evening and followed up in different illustrated sports and tourism magazines the next day. The Russian government was represented by the Deputy Speaker of the Russian Parliament, Mr Vladimir Zhirinovskiy and senior Foreign Ministry officials. The Embassy used glass display cabinets to hold small item memorabilia, including the Jabulani football, other footballs, mugs, caps, makarapas and vuvuzelas.

Zakumi formed a particularly popular part of the proceedings. A professional photographer took pictures of the guests with the World Cup mascot. A big hit was the performance of the Diski Dance by Embassy officials and a short concert by

a group of singers led by First Secretary Shirley Makhaya. Coca Cola brought their own terminals which allowed guests to have their picture taken with a virtual World Cup Trophy and email it immediately and also provided gift bags with the special World Cup edition Coca Cola bottles and mini-vuvuzelas. Adidas provided the Embassy with four mannequins as well as South Africa and Russia football clothing and shoes, which the Ambassador and Embassy staff dressed up before the event. Feedback from guests was unanimously favourable regarding the organisation of the event, the colourful displays and cultural rainbow "in-house" entertainment. As part of National Day celebrations, the Embassy traditionally visits the Novodevichy Cemetery, where South African stalwarts of the liberation struggle, Moses Kotane, J B Marks and David Ivon Jones are buried.

CONTRIBUTED BY THE MISSION IN MOSCOW



## National Day Reception

National Day Reception hosted by the Embassy of the Republic of South Africa in Cairo, the Arab Republic of Egypt on 27 April 2010 to be published in the Diplomat magazine. The captions of the pictures are as follows as per the order of attachment:

1. Charge D'Affaires Ms. Selaelo Ramokgopa delivering the National Day Message  
Charge D'Affaires Ms. Selaelo Ramokgopa, Economic
2. Counsellor Ms. Sara Dien, Dean of African Diplomatic Corps Ambassador Aaron M Ncube, Ambassador of Zimbabwe and Dean of Diplomatic Corps in Egypt Ambassador Victor Ramon Carazo, Embassy of Venezuela, Cutting the Cake

CONTRIBUTED BY THE MISSION IN CAIRO



Some of the guests who attended the World Cup parade

The High Commission kicked off 2010 by welcoming Counsellor Mashaba who will be focusing on SADC: Customs and Stella Sigcau. The event kicked off with various activities which focused on popularising 2010 and the Road Show (including media

## FIFA 2010 World Cup Roadshow

announcements and interviews) that took place from 22 April to 24 April. Over 300 children from different schools and institutions were invited, dignitaries from various stakeholders, e.g. the diplomatic corps, football associations, business and various media institutions.

Even before the Road Show took place there was growing excitement and interest around it due to the marketing and promotional strategies the mission put in place to promote 2010. The mission partnered with President's Hotel with a special focus on the promotion of the 2010 FIFA World Cup through a food carnival. Over 40 media houses attended the

successful Press conference. Other activities that were hosted by the mission during the roadshow included music by the Police brass band and SA choir, dance by the Botswana Traditional group, reading of SA High Commissioner's 2010 message, giving out of promotional material to guests by IMC, DIRCO and FNB, a procession/march led by the Police, Traditional groups, High Commission's officials and dignitaries and children, a soccer match and a braai. The mission also participated in a food carnival at the President Hotel, and there was a raffle where by one guest won a big screen Sony TV.

CONTRIBUTED BY THE MISSION IN BOTSWANA

## Celebrating the Slovakian qualification for the FIFA 2010 Soccer World Cup

The South African Mission in Vienna is celebrated the Slovakian qualification for the FIFA 2010 Soccer World Cup.

The Mission in Vienna, in conjunction with the South African Honorary Consul in Slovakia, Dr Milan Lopasovsky, hosted a successful 2010 FIFA World Cup event on 18<sup>th</sup> March 2010 in Bratislava, Slovakia, under the theme: "In honour of Slovak Republic's participation in the FIFA 2010 World Cup in South Africa". The event was attended by approximately 250 people, which included invitees from the Slovakian Ministries of Foreign Affairs, Culture, Economy, Sport, and Education. The event was also graced by invitees from the Slovakian football fraternity, Chamber of Commerce, business community, members of the African Diaspora Society in Slovakia, tour operators, and Slovakian Media. The event was addressed by the Deputy Head of Mission, Ms Titi Molaba, who said "the South African Mission in Vienna was

excited that Slovakia has qualified for the 2010 FIFA World Cup in South Africa as we believe that this moment of shared history will create a vibrant framework for future bilateral initiatives between South Africa and Slovakia". She added that "with all efforts that South Africa has put into the preparations for the World Cup, the country is more than ready to host a successful and memorable World Cup". The event was also addressed by the President of Slovakian Football Association, Mr Frantisek Laurinec, who mentioned "that he was confident that South Africa will host a very successful event". Based on a special invitation the Mission participated in the annual Visegrad Open Day event on 20<sup>th</sup> March 2010 hosted by the Slovakian Minister of Foreign Affairs, Mr Miroslav Lajcak. The Foreign Minister, together with the Slovakian national team coach, Mr Vladimir Weiss, participated in the 2010 World Cup kick-off. The South African Honorary Consul, Dr Milan Lopasovsky, presented Minister Lajcak with

a small Zakumi and "Jabulani" (celebrate/ be happy) ball that has eleven colours to reflect the eleven official languages that are considered official languages in South Africa. The event was attended by approximately 2500 members of the Slovakian public as well as luminaries. During the open day, many people flocked to the Embassy's stand and they were given World Cup and tourism promotional materials. They also had the opportunity to taste South African wine and Amarula.



CONTRIBUTED BY THE MISSION IN VIENNA

## Summary of the African Festival



Former President FW de Klerk with some of the guests who attended the festival

Music and Handicraft Festival which was attended by more than 7000 people from all African communities, diplomatic corps, Greek government, business, media and ordinary Greek citizens. The African Festival was held at the South African Ambassador's official residence on 15-16 May 2010. In total there were 20 Embassies and African communities who participated in the event. The South Africa Ambassador to Greece and Dean of the Africa Group, Ms Mandisa Dona Marasha officially opened the Festival. The keynote address was delivered by Ambassador Ioannis Zepos (Secretary-General in the Greek Foreign Ministry) representing the

Greek government. The African Festival was used as a platform to promote South Africa, 2010 FIFA World Cup, Africa's rich heritage and vibrant cultural diversity. The event was boosted by the attendance of the former South African President, Mr F. W De Klerk, who was accompanied by his wife and stepdaughter. Mr De Klerk delivered a brief message to all who attended and emphasised that "Africa has a great and bright future adding that Afro-pessimism must be discouraged throughout the world".

CONTRIBUTED BY THE MISSION IN ATHENS

## South African National Day



The South African Embassy in Santiago, Chile, on 27 April 2010 celebrated the South African National day. The event was blessed by the presence of Mr. Pops Ismail Mahomed who played South African National Anthem on a Kora African instrument. Adidas, official 2010 FIFA World Cup sponsor also participate displaying all previous world cup soccer balls and the South African National team T-shirt, Buin Zoo, and the South African Business in Chile were amongst other dignitaries and government authorities who attended.

CONTRIBUTED BY THE MISSION IN CHILE







# 2010 NETBALL TOURNAMENT

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he DIRCO netball team was invited to participate in the 2010 Netball Tournament hosted by the South African Post Office at the beginning of May. The tournament took place at the Trans-Orange Sports Ground in Pretoria West.

## THE PARTICIPATING TEAMS WERE FROM:

- Department of International Relations and Cooperation
- South African Bureau of Standards
- Department of Agriculture
- Financial Services Board
- Department of Labour
- The SA Post Office

The DIRCO Netball team obtained second place and was awarded with a trophy and small trophies that were given to to all the team members. Furthermore, they received medals for being the most well behaved team of the tournament. This included medals for discipline, dress code and the most organized team. Ms Ntsako Ndobe received a trophy for being the best defender during the tournament.

We congratulate the netball for the outstanding results and encourage them to keep it up. The DIRCO is behind you all the way. ■

Contributed by the DIRCO Sports Council



## How to get the most from your GEMS benefit option

### More about the Onyx Option from GEMS

If extensive healthcare cover is important to you look no further.

Onyx literally offers "it all and more". It has a block benefit for certain out-of-hospital expenses and a day-to-day block benefit for consultations with general practitioners. There are also separate benefits on offer for acute and chronic medicine, contraceptive medicine, as well as optical and dentistry benefits.

All the bells and whistles that are offered on the Emerald option are yours when you join the Onyx option from GEMS. These include breast reductions, maxillo facial surgery and specialised dentistry to mention but a few. As in the case of the Emerald option the Onyx option from GEMS is a traditional medical scheme option where

freedom of choice is the order of the day when it comes to selecting your healthcare service provider. Dentistry benefits are particularly generous on the Onyx option with per beneficiary cover of R10 418 over a period of two calendar years. Mental health cover is also substantially higher on this option with the scheme funding as much as R23 152 per family. Oncology benefits are close to R300 000 per family while the specialised medicine sub-limit is R200 000 per family. While Onyx is undoubtedly the most expensive option in the GEMS stable it offers benefits that are well above the norm. The old saying that you get what you pay for really applies when it comes to the Onyx option. The Onyx option also saw some attractive benefit enhancements in 2010. While spe-

cific benefit limits were increased across the board on Ruby, Emerald and Onyx by 2.5 percent each a number of additional improvements in terms of product options were added. The new in-hospital non-PMB day admissions are no longer pro-rated while the limit was increased to R10 760. This option now also funds a basic pathology benefit that includes a liquid based cytology Pap smear at scheme-negotiated rates while the comprehensive chronic formulary now applies within and above limits. On the subject of optometry, the sub-limit for frames was increased to R1 500. The benefit for medical and surgical appliances on the other hand has been doubled. Without doubt, if extensive healthcare cover is what you are looking for you will be hard pressed to find anything more ideal than the Onyx Option from GEMS.

# SMOKING IS A HEALTH RISK

How often do we hear that smoking is bad for our health? Not that this has stopped people from smoking! When one considers the harm that it does to your body; smoking is not that smart.

Doctors give many reasons why people should not smoke. This includes the fact that it can greatly increase the chances of having a heart attack, developing diabetes as well as a range of cancers. Smoking can also lower the body's resistance to diseases like TB and can impact negatively on the sexual performance of a man.

As part of an ongoing effort by GEMS to educate existing and future members on a range of healthcare topics, we would like to provide you with some information on smoking and advice on how to go about giving it up.

Given that smoking is so bad why do so many people still smoke you may wonder? And, why do they find it so difficult to give it up? Many people and especially youngsters take up smoking because their friends do it and they want to fit in and are simply hoping that it would make them look 'cool'. One of the problems associated with smoking is that tobacco contains nicotine, a highly addictive drug. While most smokers do not consider themselves to be addicted they find it hard to do without cigarettes and often find it impossible to stop.

That is because when puffing on a cigarette smoke is drawn into the lungs and the nicotine enters the bloodstream. Nicotine affects the brain within seconds causing it to release 'feel-good' hormones. The minute smoking is stopped withdrawal from the nicotine makes the smoker feel agitated that is because the body and brain have come to rely on nicotine to feel good.

While people mistakenly believe that cigarettes make them "feel good" they really only provide a temporary "pickup" while actually sapping one's energy. Being addicted to tobacco would not be such a problem if smoking were not so unhealthy. Apart from the wide range of health problems incurred as a result of smoking it generally reduces a person's lifespan by a good 15 to 20 years.

**Still want to smoke, then look at the following facts:**

A single cigarette contains as many as 4000 separate, highly toxic chemicals.

Benzene is a toxic industrial solvent linked to leukaemia in some smokers.

Cadmium is found in batteries and damages the kidneys and arteries.

Cigarette smoke also contains toxins found in rat poison, varnish and nail polish remover.

Inhaled smoke from a single cigarette



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contains as many as 43 carcinogenic, or cancer causing, substances.

Experts believe that 90% of lung cancers and 30% of all cancer fatalities are caused as a result of smoking.

Nicotine causes blood vessels to constrict thereby increasing blood pressure resulting in the heart having to work harder. This increases the risk of heart disease with smokers being twice as likely to die from a heart attack than non-smokers. The narrowing of blood vessels, which occurs over a period of time, has other negative effects on health as well.

For example it results in decreased blood flow to the tissues of the body and negatively affects the ability of the body to heal. It is also often an important factor in causing male impotence, ruining some people's sex lives. In women it has been linked to infertility.

Besides lung cancer smoking has been associated with throat, mouth, kidney, stomach and prostate cancers to name just a few. It can harm other people too and second hand smoke has been shown to increase the risk of illnesses such as asthma and cancer in children.

**Want to kick the habit? Here are a few helpful ideas**

Those who have a lot of willpower and strong desire to give up can go "cold

turkey" or, in other words, stop smoking without extra help or first cutting down. Some people are not as addicted to nicotine as others and they often enjoy more success with this approach. Another approach is to cut down smoking slowly over time. This involves gradually smoking fewer cigarettes each day until one is entirely free of the habit. It is best to make a plan regarding how you are going to do this and then stick to it.

You may decide, for instance, to smoke one cigarette fewer every day or every week until you have stopped completely, or you may rather follow an approach such as having a cigarette an hour later every day until you are eventually having none. Whatever approach you choose, this can be an effective way to reduce the nicotine in your body over time.

Nicotine substitutes in the form of gum, patches or sprays can be useful for those requiring a little help in kicking the smoking habit.

They contain nicotine and are used to reduce the craving for nicotine and take away much of the desire to smoke. They can be very useful aids in the battle to give up smoking. Drug treatments are now also available and can be very effective. These help reduce withdrawal symptoms and are only available through a doctor.

Smoking is dangerous and is not recommended for anyone. While it is best not to start smoking in the first place, there are many benefits to giving up. You may need a little willpower to get through those first days, but you will find yourself growing increasingly stronger and less dependent on this drug with each passing day. If you need help in order to give up do not hesitate to find it. It is best to get all the support you need in order to overcome this unhealthy habit.

**Want to know more about becoming a GEMS member?**

Please visit our website at [www.gems.gov.za](http://www.gems.gov.za). For members who have any questions on smoking, please phone the GEMS call centre on 0860 00 4367 or send a SMS to 083 450 4367. GEMS will assist you in every way possible to ensure your health and wellbeing as well as that of your family and loved ones. ■

Sources: The Dangers of Smoking and Quit Smoking Methods, [www.quitusersguide.com](http://www.quitusersguide.com), The Dangers of Tobacco, [www.tobacco-facts.info/dangers\\_of\\_tobacco.htm](http://www.tobacco-facts.info/dangers_of_tobacco.htm).



# UPCOMING EVENTS

- JUNE** – Men's Health Month
- JUNE** – National Blood Donor Month
- JUNE** – Youth Development Month
- 05 JUNE** – World Environment Day
- 11 JUNE – 11 JULY – 2010** – FIFA World Cup
- 12 JUNE** – World Day Against Child Labour
- 14 JUNE** – World Blood Donor Day
- 16 JUNE** – Youth Day
- 20 JUNE** – World Refugee Day
- 21-27 JUNE** – Drug Awareness Week
- 22 JUNE** – Africa Public Service Day
- 26 JUNE** – International Day Against Drug Abuse and Illicit Trafficking

WU  
Where were you ?

