

QUESTION NO.38 (NW39E) AS APPEARED IN INTERNAL QUESTION PAPER: NA NO.1-2014
OF 13 FEBRUARY 2014

Dr A Lotriet (DA) to ask the Minister of International Relations and Cooperation:

1. How much does the department is plan to spend on (a) advertising, (b) communication and (c) marketing between 1 January 2014 and 30 April 2014, (i) in total and (ii) a breakdown thereof;
2. What mediums is the department going to use and in each case (b) who is the service provider to be used?
3. What is the main message that the department plans to communicate during this time?

RESPONSE:

1. The Department of International Relations and Cooperation and/or any of its entities has no plans to spend any money on (b) communication and (c) marketing between 1 January 2014 and 30 April 2014. It will only spend money on advertising regular posts (recruitment).

In this regard, it has from January to 16 March 2014, it has spent: **R 220 132.15**

It is projected that by April 30, 2014, DIRCO would have spent: **R 18 701.93**

2. Newspapers: City Press (Rapport) and Sunday Times
3. None.