

MEDIA ALERT

For Immediate Release

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KWAZULU-NATAL DELEGATION ATTENDS HIGH LEVEL INTRA-AFRICAN TRADE FAIR (IATF) ROADSHOW IN GHANA AHEAD OF THE SIGNING CEREMONY IN DURBAN, KWAZULU-NATAL.

The second Intra-African Trade Fair (IATF2021) will take place at the Inkosi Albert Luthuli ICC in Durban from 15 to 21 November 2021. The IATF2021 will provide a unique and valuable platform for businesses to explore an integrated African market of over 1.2 billion people with a combined GDP of over US\$2.5 trillion created under the African Continental Free Trade Agreement (AfCFTA).

A number of roadshow events have been planned and strategically located in key African markets to create interest and conversations about the upcoming Fair in Durban. One of those will take place in the West African state of Ghana this coming Thursday, 19th August. As the host, KwaZulu-Natal is sending a delegation to Accra to engage with captains of industry, governments, funding agencies, exhibitors and buyers. This as the Province is preparing to host the official signing ceremony in the next few weeks. That ceremony will signal the start of the pre-event activities.

The Ghana event is expected to host ministerial and high-level officials from Ghana, executives from Afreximbank and South Africa's High Commissioner to Ghana. A few months ago, the KwaZulu-Natal Provincial Government and Afreximbank signed a working relationship. The bank, which is head-quartered in Egypt is one of the financiers of Nyanza Light Metals titanium dioxide pigment production plant located at the Richardsbay IDZ.

Bidding the delegation farewell, the MEC for Economic Development, Tourism and Environmental Affairs, Mr Ravi Pillay said: “central to the message that the delegation is taking to Ghana is that KwaZulu-Natal is open for business. With that we are saying the situation has returned to normal, we have re-established the supply chains and we are rebuilding a safer, stronger and inclusive province characterized by the rule of law, growth and investment”

This trip comes just a few days after the province led by Premier Sihle Zikalala engaged with the Diplomatic Community in Pretoria last week. The Premier outlined the plan of action to rebuild the province, unite the people and address the challenges of poverty, inequality and unemployment.

“Of course we are just coming out of a tragic few days in July where the social unrest resulted in destruction of property and loss of life. That is well documented. But what the world may not be aware off is how resilient our people are and how quickly we have been able secure our communities, infrastructure and supply of essential commodities. Indeed KwaZulu-Natal is rising and the IATF is key to rebuilding confidence in our Province and the country. That is the message that the delegation is taking with to the rest of the continent,” MEC Pillay concluded.

The delegation will include representatives from the Department of Economic Development, Tourism and Environmental Affairs, Trade and Investment KZN and the KwaZulu-Natal Convention Bureau.

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Ends