



GOVERNANCE International & Governance Relations

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Mr Nick Dranias
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Dear Sir

ETHEKWINI MUNICIPALITY OFFERS ITS SUPPORT TO THE CRUISE SHIP VENTURE AS PART OF PROMOTING TOURISM WITHIN THE CITY

The purpose of this letter is to offer our support as the Municipality to you and your business venture which is in keeping with our plan of promoting Durban.

In Durban, tourism contribution to GDRP is standing about R16 billion – about 10% of the provincial economy. The City currently attracts about 1.3 million foreign visitors and 13.9 million domestic tourism trips on an annual basis.

Thousands of local and international visitors flock to the City of Durban each year, as it is known for its warm climate and exciting beaches. Importantly, this province is widely recognized as being rich in natural attributes.

New projects to drive sustainable economic growth are needed and the city of Durban is encouraging big business to work with government to ensure that the maritime industry in this city is developed.

With this Cruise Ship, we believe that we will slowly develop the maritime industry to levels where it plays a strategic role of shaping maritime tourism across the City's coastline.

Importantly, as government we are calling for the clustering together of stakeholders in order to enhance the productivity and attractiveness of a variety of maritime sub sectors. It is very importantly to do that given the fact that maritime is one of the most globalised sectors in the world and we cannot afford to remain behind in terms of stages of development.

Collaboration specifically on funding, conferencing, marketing, eventing and skills development initiatives becomes critical. The low levels of investments in skills development in this sector means that the maritime sector's contribution towards the country's GDP will remain relatively small in comparison with other sectors of the economy.

This will also mean that the door to this sector for small businesses will remain closed making it difficult for us to realize the goal of fast-tracking the entry of people from previously disadvantaged communities.

SME's are an essential driver of the country's economy and I believe that given the opportunity they can be involved in the entire value chain of the maritime sector. These include supplying products and services such for the building, conversion, maintenance of ships.

It is for these reasons that we support Mr Nick Dranias and his business venture. We believe that it will contribute towards the development of the Maritime Industry as a whole.

As we all know, the maritime sector constitutes one of the key areas of promise in the 21st century. This sector has the potential to bring in modern technology to our country and consequently ensure our technological competitiveness as the province.

The Municipality supports this venture.

Thank you

Yours faithfully



ERIC APELGREN
HEAD: INTERNATIONAL & GOVERNANCE RELATIONS