



**MANZINI LOCAL
MUNICIPALITY
DISCUSSION / WORKSHOP**

**ECONOMIC DEVELOPMENT AND
INVESTMENT PROMOTION**

1. ORGANIZATIONAL STRUCTURE

- **Economic Development and Investment Promotion**
 - Economic Development Projects
 - Economic Sector Support
 - Investment Promotion
 - PSIR
 - DFO
- **Business Support, Markets and Tourism**
 - Enterprise Support
 - Informal Economy Support
 - Markets
 - Tourism
- **Urban Renewal**
 - Inner City
 - Central Beachfront
 - ABM's
 - Others

2. HUMAN RESOURCE CAPACITY - EDIPU

	MANAGEMENT	PROFESSIONAL	TECHNICAL	ADMIN
RESEARCH & STRATEGY	2	0	4	1
INDUSTRY SUPPORT	1	4	0	1
INVESTMENT PROMOTION	1	1	1	3
FILM OFFICE	1	1	3	2
PROJECTS	1	8	0	1

3. KEY FOCUS AREAS

VISION

Africa's Most Livable Southern Gateway Destination to Trade Travel

OUTCOMES

1. Reduced Unemployment
2. Reduced income and spatial inequality and poverty
3. Creating Sustainable Economic Growth and Development
4. Becoming a Global Metropolis over the next 20 years

MISSION

Make a step change in approach of economic leadership in delivering catalytic growth initiatives and quality job creation efforts that address poverty, income inequality and unemployment

Capitalising on the role of the port, international airport and potentially modern rail, road and ICT connectivity and infrastructure

Promoting the city as the centre for trade between African and the world

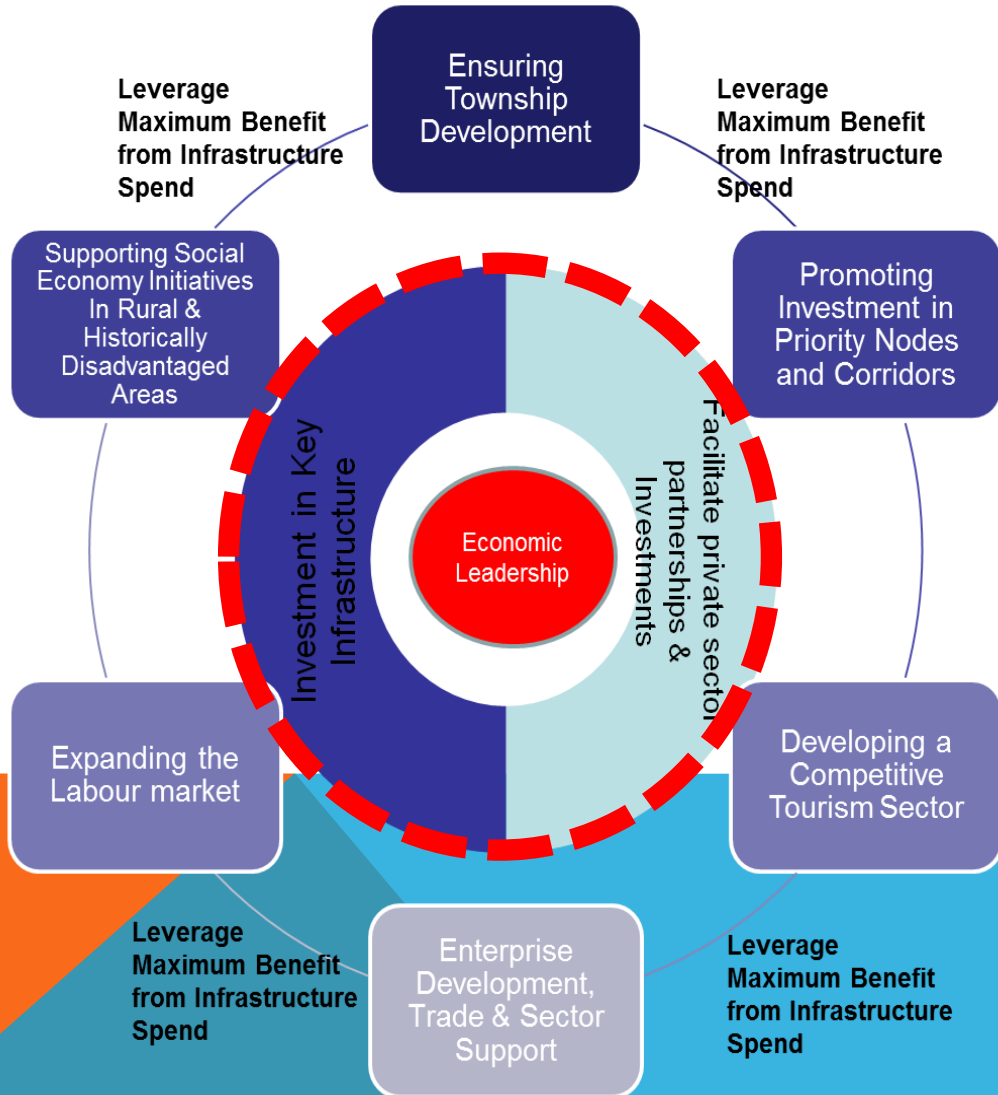
Africa's Most Liveable Southern Gateway Destination to Trade Travel

Emphasising the potential of the City as the best location for manufacturing activity

Developing the lifestyle aspect of the area for its residents and tourism potential



3. KEY FOCUS AREAS



Principles

- Regional Approach
- Economic Diversity
- Inclusive Economy
- Green and low carbon economy
- Resource Sustainability
- Competitive Economy
- Pro-investment
- Industrialisation
- Innovation
- Labour Absorbing Growth

4. KEY POLICIES

- Economic Development and Job Creation Strategy
- Industrial land strategy
- Incentive policy
- Investment policy
- Business Development/ Enterprise Development
- Sector business plans – priority sectors
- BEPP
- SDF and SDPs

6. KEY SUCCESSES AND CHALLENGES

- Clusters
- SmartXchange
- Town Centres like Umhlanga
- Township regeneration: Mpumalanga, KMTC, Umlazi
- Economic Development Strategy
- EDGE
- Film Mart
- Samsung??
- IDZ/ SEZ
- Key conferences and events

8. KEY CONCLUSIONS

CHALLENGES

- Slow pace of economic growth leads to slow creation of jobs
- Key sectors showing slow growth, most job growth in public sector
- Need to promote productive sectors – land and infrastructure is key
- Growing social burden without economic growth
- Investment is critical
- Significant constraints to development, in particular infrastructure
- Creating an inclusive economy
- Need to reduce inequality
- Significant amount of red-tape – need to prioritise key investments
- Need to increase pace of service delivery and modes of delivery (e.g. higher density housing)
- Skills and education

OPPORTUNITIES

- SEZ at DTP and significant development momentum
- Cornubia
- SIP 2 projects
- Operation Phakisa
- Implementation of the Economic Development and Job creation Strategy – address a lot of the challenges
- DTIs incentives in to grow our manufacturing base.
- Inner City regeneration
- Township development
- ICDG
- Unlock key projects on the investment dashboard