



# KOUGA

local municipality

*Good Governance through Service Excellence*

## SPECIAL COUNCIL MEETING

### AGENDA

Date : 05 September 2022  
Time : 10:00  
Venue : Virtual Meeting

<p><b>KOUGA MUNICIPALITY (EC108)</b></p> <p><b><u>NOTICE CONVENING A MEETING</u></b></p> <p><b>NOTICE IS HEREBY GIVEN</b> that in terms of Section 19 of the Local Government: Municipal Systems Act, 2000 (Act No.32 of 2000) that a virtual Council Meeting will be held on</p> <p><b><u>DATE:</u> 05 September 2022</b></p> <p><b><u>TIME:</u> 10:00</b></p> <p></p> <p><b><u>B.WILLIAMS</u> SPEAKER</b></p>	<p><b>UMASIPALA I-KOUGA (EC108)</b></p> <p><b><u>ISAZISO NGENTLANGANISO</u></b></p> <p><b>ISAZISO</b> sikhutshiwe ukuba ngokweCandelo-19 uMthetho weeNkqubo zikaMasipala, (uMthetho 32 ka-2000), ukuba kubanjwe intlanganiso ebonakalayo yesigqeba Ye khansile</p> <p><b><u>UMHLA:</u> 05 EyoMsintsi 2022</b></p> <p><b><u>IXESHA:</u> 10:00</b></p> <p></p> <p><b><u>B.WILLIAMS</u> USOMLOMO</b></p>	<p><b>MUNISIPALITEIT KOUGA (OK108)</b></p> <p><b><u>KENNISGEWING VAN VERGADERING</u></b></p> <p><b>KENNIS GESKIED HIERMEE</b> dat ingevolge Artikel 19 van die Wet op Munisipale Stelsels, 2000 (Wet No.32 of 2000), dat 'n virtuele raadsvergadering gehou sal word op</p> <p><b><u>DATUM:</u> 05 September 2022</b></p> <p><b><u>TYD:</u> 10:00</b></p> <p></p> <p><b><u>B.WILLIAMS</u> SPEAKER</b></p>
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***Councillors are required to comply with the Standing Rules and Orders of Council and all its Committees By-law as promulgated in the Provincial Gazette on 22 October 2018 No.4134 and applicable to this meeting of Council. Any person who willfully contravenes any provision of these rules shall be guilty of an offence and which contravention shall be dealt with in accordance with the disciplinary procedures for Councillors.***

## **A G E N D A**

1. **NOTICE OF MEETING**
2. **OPENING AND WELCOME**
3. **ABSENT WITH LEAVE**
4. **ABSENT WITHOUT LEAVE**
5. **PRESENTATIONS**
6. **ACKNOWLEDGEMENTS, CONDOLENCES & CONGRATULATIONS**
7. **STATEMENTS OR COMMUNICATIONS BY THE SPEAKER**
8. **STATEMENTS OR COMMUNICATIONS BY THE EXECUTIVE MAYOR**

9. **DISCLOSURE OF INTEREST**

10. **STATUTORY MATTERS**

11. **MATTERS DEALT WITH IN TERMS OF DELEGATED AUTHORITY BY THE EXECUTIVE MAYOR**

*(The reports by the Executive Mayor, in terms of the provisions of Section 63 of the Local Government Municipal Systems Act, 32 of 2000, on matters dealt with by the Executive Mayor in terms of delegated authority as detailed in the Minutes to be noted).*

12. **REPORTS BY THE PORTFOLIO CHAIRPERSONS**

12.1 **REPORTS BY THE PORTFOLIO CHAIRPERSON: PLANNING, DEVELOPMENT & TOURISM**

**22/09/PDT1** Authorisation for Kouga Municipality Delegation to Participate and Exhibit Kouga Locally Produced Products at the International Import Expo 5-10 Nov 2022

Pages: 6 - 11

13. **CLOSURE**

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**Distribution list:**

Executive Mayor  
Executive Deputy Mayor  
Speaker  
All Councillors  
Municipal Manager  
All Directors  
Relevant Managers  
Committee Services

MATTERS DEALT  
WITH IN TERMS OF  
DELEGATED  
AUTHORITY BY THE  
EXECUTIVE  
MAYOR

REPORTS BY  
THE  
PORTFOLIO  
CHAIRPERSON:  
PLANNING  
DEVELOPMENT &  
TOURISM

**KOUGA MUNICIPALITY (EC 108)**

**SPECIAL COUNCIL MEETING**

**PLANNING DEVELOPMENT AND TOURISM**

**DATE: 05 SEPTEMBER 2022**

**ITEM NO: 22/09/PDT1**

**AUTHORISATION FOR KOUGA MUNICIPALITY DELEGATION TO PARTICIPATE AND EXHIBIT  
KOUGA LOCALLY PRODUCED PRODUCTS AT THE INTERNATIONAL IMPORT EXPO 5-10  
NOV 2022**

1. Purpose

The purpose of this item is to seek Council's approval for Kouga Municipality delegation to participate and to exhibit locally produced products in the Business Expo in Shanghai on 5-10 November 2022.

2. Background

The Sarah Baartman District Municipality has a standing twinning programme with China. Invitation was extended to Kouga Municipality to coordinate local producers and package products that are eligible for an export market for participation in the International Business Expo in Shanghai in November 2022.

The District Municipality has encouraged local Municipalities' participation and has to this extent provided financial and technical support through the SBDM Development Agency to ensure that this initiative succeeds. The district support for this initiative can be summarised as follows:

- ✓ *Costs for packaging and shipping sample products from Gqeberha to Shanghai.*
- ✓ *All Registration costs for delegates at the Expo*
- ✓ *Costs for Exhibition/ Booth Space for region's products*
- ✓ *Customs & Sample Clearances in port of entry Shanghai*
- ✓ *On-site marketing Representative.*
- ✓ *On-site Interpreter*

Kouga municipality (LED & Tourism) department through current networks with local businesses identified local products that have potential eligibility for export market. In total 10 producers met the initial requirements. Out of the 10 products that showed interest in the Expo, 7 local products have been approved for exhibition in China after an extensive application process.

Additional support from Kouga Municipality may be summarised as follows:

- ✓ Packaging and transportation of local product samples from Kouga to Gqeberha.
- ✓ Covering costs for the sample products to be exhibited
- ✓ Liaising with the SBDM and the agency to ensure local producers meet all requirements
- ✓ Dissemination of information and assisting with application process.

The invitation received identified the role-players and representatives that may attend the expo are listed as:

- The Executive Mayor
- The Portfolio Head: Planning, Development and Tourism
- The Municipal Manager
- The Director: Planning, Development & Tourism
- The LED/Tourism official

Part of the programme of the Expo is visits and diplomatic discussions with identified District Municipalities to discuss matters of possible partnerships between the SBDM region municipalities and municipalities in the China regions. For this reason, the mix of officials and political heads in the delegation is emphasised.

### 3. Motivation

LED is an approach that supports local collaborations, thereby achieving sustainable economic growth and development. The role of Local Government is to create an enabling environment for local economic development to thrive.

The opportunity created for our local producers to access other markets (international) is in sync with the role of local government in LED.

Local business needs to be flexible and efficient enough to gear for new market opportunities, it means some gaps and challenges may not be dealt with utilising traditional way of doing business (inclusive of post covid strategies for local business and the municipal economy).

Additional to affording our producers an opportunity to link up with international markets, the Expo will create a good platform for Destination marketing. Destination marketing is a key component of development for Kouga, exhibiting on international platform will assist the municipality to understand the requirements and standards for the Chinese market, this will create investment opportunities and demand from international market.

Participation in this platform will also unlock the following opportunities:

✓ **Business promotion**

The platform focuses on investment, tourism, to promote and facilitate business partnership, the objective is to identify and realize the business opportunities.

✓ **Export facilitation**

An enabling environment for local business to export products and services to China, assist to identify the strategic buying, bridging channel and test the market for export investment.

✓ **Sourcing service**

Provide local SMMEs with competitive and value for money product exchange channels. Destination readiness to provide suitable packages.

✓ **Consulting service**

Provision of professional consulting services that assists with addressing challenges for investors, businesses to realize and business venture between China and Southern Africa.

3.1 Selected products:

No.	Product Type	Producer	Area of origin	Status
1.	Khoi Gin/Gin	One-33	St. Francis Bay	Delivered for Shipping
2.	Coffee	In-food coffee roastery	Jeffreys Bay	Delivered for Shipping
3.	African Craft	Be Original	Jeffreys bay	Delivered for Shipping
4.	Snails	Pabala Lodge	Gamtoos Valley	Delivered for Shipping
5.	Honey	Pabala	Gamtoos Valley	Not delivered
6.	Coffee	First Light	Jeffreys bay	To be delivered
7.	Rum	Ferreira Distillery	Jeffreys Bay	Could not produce required certificates on time.
8.	Tourism	KLTO	Kouga (All Towns)	Delivered for Shipping
9.	Taxidermy		Gamtoos	Not delivered

***\*Other local products were excluded in consideration of their shelf life (e.g. citrus, chokka, craft beers) and Chinese strict laws against imports of Dairy products.***

In consideration of budget availability, the following KLM representatives are recommended to attend the Expo are:

- The Executive Mayor
- MMC: Planning, Development & Tourism
- Director: Planning, Development & Tourism
- Tourism & Destination Marketing Officer



4. Comments by Directorates:

4.1 Director Planning, Development and Tourism:

Item is supported. The value offer for our local producers is enormous and creates tangible opportunities for retention and expansion of local businesses.

4.2 Acting Director Infrastructure and Engineering

No comments received.

4.3 Director Community Services

Item is supported.

4.4 Director Corporate & Digital Services

No Comment

4.5 Deputy Municipal Manager

Report noted.

4.6 Chief Financial Officer

Report noted

4.7 Municipal Manager

Report noted

5. Financial Implications

Costs for Flights and Accommodation to be covered in accordance to Municipality's S& T Policy.

LED Budget available to cover costs

6. Legal Implications

Municipality's S&T policy regulates the domestic and international travel of officials and councilors.

7. Recommendations

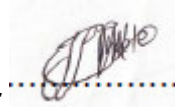
7.1 That Council approves the participation of Kouga LM in the International Business Expo from 05 – 10 November 2022 in Shanghai.

7.2 That Council approves the financial support rendered to the local producers for sample products to be exhibited in the Expo.

7.3 That Council approves the following delegation to represent and participate in the International Business Expo in Shanghai:

The Executive Mayor  
Director: Planning, Development & Tourism  
MMC: Planning, Development & Tourism  
Destination Marketing & Tourism Officer

**Item drafted by: Tourism & Destination Marketing Officer**



**Item approved by: Director Planning Development and Tourism**



**Item endorsed by: Municipal Manager**



**Item noted by: Portfolio Councilor Planning Development and Tourism**



You replied to this message on 2022/08/12 11:40.



Dear Municipal Managers

The District Municipality will be attending the China Expo in Nov 2022.

This email therefore serves to request your LED and Tourism sections to kindly provide the DM with possible product owners whose products could be showcased and marketed at the Expo in Shanghai.

Dr Yu is available to meet with your municipality and product owners in this regard. You may also refer any questions of clarity in terms of products to Dr Albert Yu who can be reached at 0837836688 and his copied in this email as well.

LMs should note that just like in the case of the WTM which took place in Cape Town, the invitation for attendance is only extended to the following:

- Exec Mayor
- Portfolio Cllr for LED and Tourism
- MM
- Director
- Tourism Manager

Each LM and product owner will be responsible for travel and accommodation at own costs.

Regards,

**NB: the attached poster is merely a draft, and the final poster will be sent as soon as possible.**

UNATI DANIELS  
MUNICIPAL MANAGER

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