



The

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- Tourism
- The Thukela Basin
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An Informative 6-page supplement





# THUKELA BASIN

## Free enterprise and democratic freedom – Chief Minister's vision of the future

The KwaZulu Government shares with industrialists a commitment to job creation within the framework of the free enterprise system, the Chief Minister, Chief Mangosuthu Buthelezi, told some of the country's top businessmen recently.

Speaking at a glittering function in the Carlton Hotel, Johannesburg, where 60 representatives of leading manufactur-

ing companies had gathered to hear the Chief Minister put the case for investment in the Thukela Basin, he said his commitment to free enterprise was not ideological but sheer hard-headed realism. Free enterprise was the most efficient system devised by man to cope with South Africa's circumstances.

Also present were the Chinese Am-

bassador, the British Consul General, KwaZulu Cabinet Ministers and executives of the KwaZulu Finance and Investment Corporation, who were hosts.

Spelling out the advantages of investment in the Thukela Basin – including location midway between the PWV complex and the coast, abundance of water and abundance of labour – the Chief Minister said the region had the potential to rival the PWV as a self-sustaining economic zone, within a reasonably short period of time.

He also predicted that manufacturing would come to overtake mining as an export earner, which would make proximity to the seaports increasingly important.

"Although mineral exports will be important for some time to come, it is now generally recognised that South Africa will have to increasingly rely on the export of manufactured goods for future prosperity.

"Ready access to the ports of Durban and Richards Bay indicates that the Thukela Basin is best placed to play a major role in future export activity."

Touching on political unrest, Chief Buthelezi said the Government was an active participant in it by persisting with the failed tri-cameral parliamentary system, which Blacks rejected altogether. Until this system was abolished, there could be no political progress.

However, the Chief Minister said, the Government would come round to accepting the truth of what he was saying.

"There will yet be a new South Africa. It will be a governable South Africa. It will be a South Africa in which the free enterprise system is supported by the Rule of Law, the freedom of political expression and association and the equality of all citizens before the constitution and the law.

"We in KwaZulu and Inkatha are simply not prepared to become victims of the escalating violence which can be primarily traced to the South African Government's inability to negotiate."

He said Blacks and Whites wanted a modern, Western industrial-type democracy for South Africa. The Thukela Basin was the ideal region for a partnership with industry which could create the massive economic expansion necessary if South Africa was to survive the transition from apartheid to multiracial democracy.



At the dinner: Mrs Suzanne Griffin, Editor of Clarion magazine, with Chief Buthelezi, Bishop Alpheus Zulu, Chairman of the KFC, and Dr Marius Spies, Executive Director of the KFC

## Campaign soon under way

The joint campaign of the KwaZulu Government and the Natal Provincial Administration to market the Thukela Basin as a region of industrial growth is to be launched soon.

Arrangements are still to be made final, but it is expected that the launch will be at a venue on the North Coast, attended by the political leadership of KwaZulu and Natal, representatives of all local authorities in the Thukela Basin and representatives of industry.

After the formal launching, an in-house workshop will be set up so that a co-ordinated marketing campaign can be worked out between the KwaZulu Government, the NPA and the local authorities.

The launch will coincide with the publication of brochures compiled by a Promotions Committee, which has on it representatives of the NPA, nominees of the private sector and the Kwazulu

Finance and Investment Corporation, representing the KwaZulu Government.

The brochures will be substantial documents, drawn up after many years of research by the Natal Town and Regional Planning Commission and the KwaZulu Government. They will be used by the Promotions Committee for an aggressive marketing campaign, local and overseas, highlighting the attractions of the Thukela Basin as a region for industrial investment.

The campaign is likely to emphasise:

- The abundance of water.
- The abundance of labour.
- The existence of road and rail infrastructure.
- The existence of established towns.
- The existence of coalfields.
- The region's political stability.
- The region's proximity to existing internal markets as well as to import/export points.