

B9356, Main Street

Section 1

Madadeni

2951



Tel: (034) 329 7303

Fax: (034) 314 3785

Website: www.amajuba.gov.za

MEDIA STATEMENT
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Launch of Amajuba Fashion Cluster

Manufacturing, Clothing and Textile is at the centre of Amajuba District Municipality's strategic direction for local economic growth, and Amajuba Fashion Cluster is a Local Economic Development initiative at its best.

Amajuba District Municipality launched the first of its kind, Amajuba Fashion Cluster last week Wednesday on the 30th of November 2016. The Amajuba fashion Cluster aims to utilise the rich clothing and textile hub in our district to advance the cause for economic emancipation of the local citizenry. The MEC for Economic Development, Tourism and Environmental Affairs in KwaZulu Natal, Mr. Sihle Zikala was the guest speaker on this night of glamour.

The idea being the brain child of Mr. Sboniso Mazibuko and Mr. David Yan was presented to the Mayor of Amajuba District Municipality, Cllr, Dr. Musa Ngubane who worked with his collective and approached the Department of Economic Development and Tourism to be part of this initiative. It should be noted that our district has recently been zoned as Clothing and Textile Hub by the Department of Economic Development, Tourism and Environmental Affairs. This means that we are already preferred candidates in KwaZulu Natal to drive economic growth initiatives through textile and clothing.

The well attended event was graced with the Chinese, and Taiwanese businessmen/women who expressed their support for getting local citizens involved in what the clothing and textile industry has to offer for the district and the local people. Local fashion producers showcased their amazing work and left those who were in attendance in absolute admiration of our local produce.

“Thriving economies in the world like Japan, China, and India to mention a few have sought to rely more on what local people can do for the economy than what the economy can do for them” said Mayor, Dr. Ngubane. The municipality holds a view that our people must look for economic opportunities that rely on local resources to participate in the main-stream economy of the country. It is in the latter that we can be able to create more jobs, curb poverty, and ultimately eliminate inequality.

“The social activities which have become national events like the Amcor Dam festivals and many others must be used to promote our local fashion thereby growing our clothing and textile industry”, said Mayor, Dr. Ngubane. Local Economic Development in practice aims at creating employment opportunities, eliminating poverty and inequality. That is exactly what the initiatives such as the Amajuba fashion Cluster will do

MEC Sihle Zikalala declared that clothing and textile industry has been identified as a strategic sector for growing the economy of our province, with which he suggested that zoning of Amajuba District as a Textile and Clothing Hub was in line with their objectives for growing the economy and getting more people on the main stream economy through initiatives such as Amajuba Fashion Cluster.

“We pledge our support, and are here to commit ourselves in that we will play our part in ensuring that the local citizenry get into the business opportunities at their exposure in this district, particularly in the clothing and textile industry”, said MEC Sihle Zikalala.

Amajuba District Municipality was well pleased with the contributions made by Ithala Bank, Department of Trade and Industries, the Newcastle Chamber of Business and several other strategic partners who participated in making sure that this event was a success.

For more information contact Mr. Thabo Xaba on 034 329 7290/ 082 041 8470.

Ends

Issued by:

Mr. Sbonelo Cebekhulu

Amajuba District Municipality

Deputy Director: Public Relations