



Newsletter

April 2005

Inside this Issue:

- 93rd AGM MEETING & DINNER
- BEE BREAKFAST SEMINAR & FOLLOW-UP
- FINAT & GIPEA WORLD CONGRESS 2005
- CROSS MEDIA TRAINING COURSES
- MAPPP SETA
- PEAC ESTIMATING SOFTWARE

93rd AGM MEETING & DINNER:

The PIFSA Cape Chamber held it's 93rd AGM Meeting on Wednesday the 13th of April at 18h30 at Kelvin Grove.

Honorary Membership Certificates were presented for Membership exceeding 50 years. The following members were awarded:

ABC Press – 58 years membership
Albion Press – 72 years membership
Associated Printing – 54 years membership
Brembridge Hall & Co – 57 years membership
Colourtone Press – 51 years membership
Creda Communications – 52 years membership
Die Nooitgedacht Pers – 67 years membership
Laughton & Co – 70 years membership
Pegasus Litho – 57 years membership
Premier Stationery Manufacturing – 63 years membership
J Ryan cc – 69 years membership
SA Litho Co – 80 years membership
AL De Jong – 52 years membership
Handy Printing Works – 68 years membership

The AGM was followed by the Annual Dinner and the guest speaker Mr Clem Sunter delivered a talk on 'The games foxes play ... planning for extraordinary times'



The Cape Chamber would like to thank:

- ◆ **RSA Litho (Pty) Ltd for the Ctp Imaging and Printing of Annual Reports and Menus,**
- ◆ **Paperlink (Pty) Ltd for the paper and**
- ◆ **Sappi for the table wine and soft drinks**

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BBBEE BREAKFAST SEMINAR & FOLLOW-UP:

PIFSA employed the services of BEE₂Business to ensure that its members are fully prepared for and informed on the new BEE requirements, as there are currently many incorrect perceptions on BEE.

This initiative included updating and informing members on BEE matters and looking at introducing practical solutions on assisting with implementation, current procurement requirements, identifying black partners and securing business contracts.

A BEE Scorecard Development (BEESD) programme was structured for PIFSA members and an information session was held on the 22nd of April at Kelvin Grove.

Topics that were discussed at this breakfast session included:

- Understanding the new codes of good practice on BEE
- Reviewing Business Unity, South Africa's comments to government
- Certain amendments to tax laws that effect BEE planning
- Strategy aimed at addressing current BEE procurement requirements of procurement departments
- Introducing the PIFSA / BEE₂Business initiative to assist members with BEE and transformation

The Speaker was Mr Louis McLaren, the Managing Director of BEE₂Business Empowerment Services (Pty) Ltd, a company that specialises in consulting with traditional white-owned enterprises / suppliers on BEE matters and Transformation Strategies. Mr McLaren is a Fellow of the Financial Planning Institute of South Africa and a Graduate in Accounting Sciences. Mr McLaren is the AHI's (Afrikaanse Handels Instituut) representative dealing with Black Economic Empowerment (BEE) at Business Unity South Africa (BUSA). He was a member of the BUSA sub-committee that recently prepared the final comments for government on the Codes of Good Practice on BEE.

Following up from our well-attended national information sessions in this regard we are pleased to announce that a series of 3 workshops will be held in Cape Town to provide members with a complete solution to their Broad Based Black Economic Empowerment needs. The salient details concerning the said workshops will be forwarded to you in due course.

As a forerunner to the above-mentioned workshops a Procurement Managers Workshop will be held on 12 May 2005 in Centurion. To benefit from this Workshop and to invite your clients (Procurement Officers & Buyers), please contact Ken Leid at the PIFSA Cape Chamber for further details:

E-mail: kleid@cape.pifsa.org or Tel: 021-595 1367

Please note that only clients of PIFSA Members who have attended or will attend the Chamber Workshops will be accepted for registration.

We would like to thank those members who attended this informative breakfast session in the light of bringing BEE 2 Business to bridge the Economic Divide!

MEMBERSHIP UPDATE

Have you supplied us with your:

Membership Update Form?
VAT Registration Number?

If not, please forward to: rene@cape.pifsa.org or fax: 021-595 1376



WORLD CONGRESS 2005

GRAND HOTEL DINO, BAVENO, LAGO MAGGIORE ITALY

Success through Excellence

TOOLS FOR LABEL CONVERTERS IN A GROWING EUROPEAN MARKET

Introduction

'Success through excellence' is an appropriate theme for the 2005 FINAT Congress – the prime event in the calendar of the industry association, which promotes the interests of self-adhesive labelling.

It builds on last year's Congress focus, innovation, and underlines the challenges of an increasingly international business environment for the label converter. Held jointly with GIPEA – Italy's national label association – in Baveno, on the beautiful shores of Lago Maggiore, the FINAT Congress programme is designed to brief label converters and suppliers on current industry status, trends, opportunities and threats; and to inspire delegates – drawn from all levels of FINAT membership, from converters to coaters and laminators, raw material suppliers, press and press ancillaries manufacturers – with some pertinent success stories from many parts of the global labelling community.

The Italian flavour of the Congress is established early, in the opening 'industry update' session, with the keynote speech on European industry delivered by Andrea Pininfarina, Vice-President of the Italian Employers' Federation Confindustria. A macro economic update from Angelo Barrel, Vice-President of Assografici and Past-President Intergraf follows; and GIPEA's President, Alberto Ghiotto, provides an overview of the current label market in Italy. The annual, much-valued, labelstock update and an examination of the legal challenges of international trade complete the session.

RFID tagging and smart labelling is the focus of the second session, on innovations and trends; and in the final session, the floor is turned over to converters from many corners of the world, who present their own stories of achieving success through excellence in a variety of ways: managing generation change; quality management; product diversification; niche marketing in pharmaceuticals; lean manufacturing; digital applications; and in-mould labelling. The session concludes with an overview of success in label industry waste management in Italy.

FINAT AND GIPEA MEMBERS, WHO ARE LABEL CONVERTERS, BENEFIT FROM A DISCOUNT OF 40% ON THE PARTICIPATION FEE.

FINAT President Fritz Beglinger then closes the formal proceedings, but delegates are invited to attend, in the afternoon, a series of open FINAT committee meetings as well as a workshop on the brand-new FINAT End User Study 2005, for members considering buying it. There is no question, however, that one of the prime benefits of attending the FINAT Congress is the outstanding networking opportunity it always represents – both during the extensive social programme and in the conference breaks. Delegates will have the opportunity to meet an extensive range of leading suppliers from the self-adhesive labelling sector at the FINAT Tabletop Exhibition, which will feature throughout the breaks of the congress programme.

With a special partner programme running concurrently with the formal conference sessions, including the special awards ceremony celebrating the prizewinners in the 25th FINAT Label Competition, FINAT Congress 2005 promises to be an event that will certainly be remembered – not only for its value in business terms, but also for its wonderful location.



PROGRAMME DETAILS:

Thursday, 9 June 2005

09h00 - FINAT General Assembly

The Board presents an account of activities carried by and on behalf of the association during the past 12 months and seeks members' approval for the medium term strategy, action plans and resources for the coming year.

10h30 – Coffee break & opportunity to visit tabletop exhibition

11h00 - SESSION I – INDUSTRY UPDATE

Chair: Jakob Landberg, Nilpeter (DK)

The first part of Session I features an overview of keynote trends and developments in the hosting country in the context of the wider Europe. FINAT and GIPEA are pleased to introduce internationally renowned names commonly associated with the Italian success in industrial design and manufacturing as well as printing and media. All will speak in their capacity as representatives of the Italian industrial community.

11h15 - “Keynote: Driving Performance and Growth in a Global Market Highlights and Perspectives”

Andrea Pininfarina, Vice President Confindustria (I)

In his capacity as Vice President of Confindustria, the Italian employers' federation, Andrea Pininfarina, takes a global perspective. Based on practical examples, he will look at the critical factors of success for industrialised companies in the 'old' world to maintain competitiveness in an increasingly global market.

12h00 - “European Printing Industries Economic Update”

Angelo Barrel, Vice-President Assografici (I)

The emergence of digital technology, new on-line communication and advertising media as well as the evolution and expansion of the European single market have drastically changed the face of the European printing industry. From its traditional core business, the printing and publication of books, magazines and publications, the sector has embraced these other media and has consolidated globally. From his past experience as CEO of the printing division of Italy's leading media company Mondadori, Angelo Barrel, Vice President of Italy's printing association Assografici and Past-President of Intergraf (the international printing industry umbrella), describes how the European printing industry has managed to reposition itself and what lessons can be learned from this by the label printing community.

12h30 - “GIPEA/Italian Label Update”

Alberto Ghiotto, President GIPEA (I)

Alberto Ghiotto started his career at one of the main label converters in Switzerland, before joining the family company Sutermeister in Milan where he, after holding different positions in the production department, became Managing Director. Since 2002 Alberto is the President of Gipea, the Italian National Label Association as well as a Board member of GCT (Organization of the Printing and Converting Industries). Alberto will present an overview of the Italian label market.

13h00 – Lunch & opportunity to visit tabletop exhibition

14h30 - CONTINUATION SESSION I

Chair: Luc Dusart, Dow Corning (B)

The second part of Session I focuses on overall trends in the European self-adhesive label material consumption. Whereas label materials have always been a consolidated global trade, in recent years we have seen an acceleration of pan European label business. This session therefore also highlights the legal framework in which cross border label transactions need to take place.

14h30 - “Labelstock Update”

Jules Lejeune, Managing Director FINAT (NL)

Last year, FINAT commissioned EIM, an independent research company from The Netherlands, to perform the collection and preparation of pan European Label-stock consumption statistics. Collected from 8 leading label-stock companies, the FINAT Label-stock Statistics provide a very representative overview of trends and developments in the European self-adhesive label business. FINAT's MD Jules Lejeune presents a summary of the main results.





15h00 - “Challenges of International Trade”

Fabio Ferretti, Legal Consultant to Dow Corning (B)

Fabio Ferretti is a former in-house counsel who created his own legal practice aiming at offering outsourced preventive legal solutions, from contract drafting support to legal training, including definition and implementation of internal legal processes. His presentation will take you through the main legal issues in setting up a contractual relationship where buyer and seller are not located in the same jurisdiction, including some comparisons between civil law and common law legal systems.

15h45 – Coffee break & opportunity to visit tabletop exhibition

16h15 - SESSION II – INNOVATION & TRENDS

Chair: Noel Mitchell, Avery Dennison (D)

”Smart” is the keyword for this last session of the first day. Two leading experts in the field of smart label technology will bring label printers up to date on the latest status and how self-adhesive labels may contribute to higher supply chain efficiency and product functionality and thus enhance added value.

16h15 - “Smart labels offer smart solutions”

Mike Fairley, Director Strategic Development, Labels Group, Tarsus (UK)

Mike Fairley was one of the co-founders of Labels & Labelling magazine and the Labelexpo exhibitions, both now part of the Tarsus Group. He is the leading expert on narrow and mid-web printing and converting technologies and their applications. As a prelude to the next presentation, Mike will present an overview of the main smart, smart-active and intelligent label solutions today and why they are in demand by the end user.

16h45 - “RFID: Opportunities for label, packaging and printing industries”

Raghu Das, IDTechEx (UK)

Radio Frequency Identification has become the subject of widespread attention throughout the labelling and packaging sector. Driven by leading retailers like Walmart, Metro and Tesco, who are now demanding RFID solutions from their major suppliers at pallet level, the growth of RFID is expected to reach exponential figures in the next 10 years and will make the application of RFID solutions a viable option for individual product items. IDTechEx is the leading international knowledge centre on RFID smart labels, smart packaging and printed electronics. This presentation will provide an overview of how label printers should prepare to seize the opportunities to be created by RFID.

Friday, 10 June 2005

08h30 - SESSION III – CONVERTER EXCELLENCE

This session aims to highlight a wide range of success stories from world-class label printers across the globe. How have label printers successfully seized the opportunity to fulfil or create specific demands from customers? How have they tailored or driven technology changes to meet the needs of the market? How did they succeed in managing quality, productivity and change? How have they addressed common industry problems through co-operation? And above all: how can label printers learn and be inspired by the experiences from their peers?

Part I: Marketing Success

The first part of this session focuses the successful implementation and marketing of new products and technologies.

Chair: Andrea Vimercati, Pilot Italia (I)

08h30 - “Excellence in product diversification”

Chris Ellison, Owner and MD of OPM Group (UK)

OPM has been successful over a long period since Chris took over the control of the company based in UK. From the original focus on self-adhesive labels, OPM expanded into other areas of narrow web converting and now offers a range of end products - sachets, pouches and films as well as labels. OPM has won many awards for their high quality products and innovative solutions.

09h00 hrs. “Success through niche marketing in pharmaceutical”

Masato Iwata, Iwata Labels (J)

The clear choice of Iwata Labels to specialise and sell to the pharmaceutical market gave the company a strong growth and profitability. Masato Iwata, present owner and MD of the company, shares some of his companies past experiences, and presents a view behind the scenes of the traditionally reserved Japanese label market.



09h30 “Excellence in digital applications”

Kerry Avery, Pemara Corporation Pty Ltd (AUS)

As a true enthusiast of the digital printing, Kerry Avery, Technical Director of Pemara, a leading Australian converter, explains how the introduction of digital printing can be successful from the first day. Exact market positioning and a proper digital workflow make returns on investments faster than with traditional printing processes.

10h00 - “Excellence in in-mould labeling”

Isidore Leiser, Stratus Packaging Group (F)

The Stratus Packaging Group, one of the leading label converting companies in France, shows how a full range of label applications offered to the same customer can create a positive effect also to the existing self-adhesive business. Isidore Leiser, President of the company, explains that the diversification into In-Mould Labels manufacturing can be a success for the company as a whole.

10h30 – Coffee break & opportunity to visit tabletop exhibition

11h00 - CONTINUATION SESSION III - CONVERTER EXCELLENCE

Part II: Management success

The second part addresses the organization process and structures behind converter success

Chair: Federico d’Annunzio, GiDue (I)

11h00 - “Excellence in Managing Generation Change”

Nigel Vincombe, Managing Director Collotype Labels (AUS)

Collotype Labels, based in Adelaide, Australia, Napa Valley, USA and Paarl, South Africa, has gone through a very successful generation change, when Nigel with two colleagues and partners took over the management of Collotype. The company has since then developed from a national to an international supplier of very high quality wine labels - many times award winning in FINAT.

11h30 - “Success through quality management”

Fernando Leiro, AGM & President Argentinean Label Association (RA)

Fernando Leiro is the owner of AGM, one of the biggest label converters in South America, and President of the Argentinean Graphic Arts Association. He speaks about the successful combination of different printing technologies under the same roof: success is defined by the ability to measure the performances, and make the most out of each process.

12h00 - “The Lean Transformation”

Art Yerecic, President & Owner Yerecic Label (USA)

Art Yerecic has transformed his company from traditional label production into a lean manufacturing business unit. Focus was put on customer value or company bottom line. Actions or procedures not maximizing these two were eliminated. This was done together with the employees who played an important role in generating ideas and solutions to enhance leanness. Art will explain how to transform a traditional, functional department label manufacturing and office environment into a lean, cellular environment and will present the benefits of the transformation.

12h30 - “Success in waste management”

Vittorio Ratto / Carlo Montalbetti, GIPEA/Comieco (I)

The collection and recycling of secondary labelling materials (liners, matrix and setup materials) is an important issue that cannot be addressed by companies individually. This paper will demonstrate how companies have co-operated successfully under the umbrella of GIPEA, the national label producer association, and Comieco (the Italian consortium for the recovery and recycling of paper and board packaging) to arrive at a common solution, which is both economically convenient and environmentally friendly. Vittorio Ratto, Honorary board member of GIPEA and Carlo Montalbetti, MD of Comieco, will make a joint presentation on how cooperation can be more successful than individual efforts.

13h00 – Closure of the Congress

13h15 – Lunch & opportunity to visit tabletop exhibition

14h30 – Open Committee Meetings

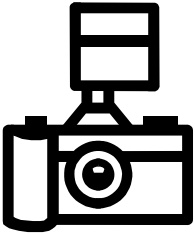
During one-hour parallel sessions, the three permanent committees of FINAT, the Converter Committee, the Technical Committee and the Marketing Committee, Delegates will have the opportunity to learn about the work carried out in these forums.





14h30 - WORKSHOP (FINAT End User Survey 2005)

The FINAT End User Market Study has established itself as a unique sourcebook on the market structure and the main segments of which it is composed, from food and beverage to automotive and chemical labelling. The 2005 update study will also embrace geographical trends, and will particularly examine current developments in the central and east of Europe. During the workshop delegates will be updated on the new features and highlights of the study.



We would like to apologise for title error of the following photograph which appeared in our February Newsletter:



LEFT: Gerry Pypers, Pat Legge & Dave Haldane at the Anatalis Stand



CROSS MEDIA TRAINING COURSES:

▪ CoreIDRAW Introduction Level

Date: 23, 24 & 25 May 2005

Time: 09h00 - 15h00

Cost: R1800 plus VAT per person including lunch (10% discount for 2 or more students)

Content:

What's in the box, Overview of DRAW, Know the tools, Basic shapes, Working with Text, Saving your work, Importing and Exporting files, Looking at Bitmaps. Installing and un-installing Corel applications etc.

▪ CoreIDRAW Intermediate Level

Date: 06, 07 & 08 June 2005

Time: 09h00 - 15h00

Cost: R1800 plus VAT per person including lunch (10% discount for 2 or more students)

Content:

Duplicating, The Object Tools, Applying Fills and Outlines, Lenses, Understanding the Docker Windows, Interfacing with Office files, Fonts and Bitstream Font Manager, Corel TRACE, Corel CAPTURE

▪ CoreIDRAW Advanced Level

Date: 20, 21 & 22 May 2005

Time: 09h00 - 15h00

Cost: R1800 plus VAT per person including lunch (10% discount for 2 or more students)

Content:

Advanced working with shapes, Using Shaping Tools, Creating 3D Images, Colour Palettes, Advanced Fills, The Print Engine, Customising DRAW

▪ **Introduction to Estimating**

Date: 25 & 26 April

Time: 09h00 - 15h00

Cost: R1100 incl. VAT - less 10% to PIFSA Members

Content:

A 2-day course covers the basics of estimating. It is particularly useful to staff that have been identified as potential junior estimators. This course also looks at the Printing Processes and Production Management so that the student is not learning about estimating in a vacuum.

▪ **Introduction to Printing (ID2)**

Date: 28 & 29 April with the exam on 3 May

Time: 09h00 - 15h00

Cost: R2028 incl. VAT - less 10% to PIFSA Members.

Content:

A 2-day course aimed at introducing the new entrant to the print and packaging industry. The course covers a brief history of printing and progresses into the various processes used in a typical print production environment. The course also covers pre-press origination, various printing processes and post press finishing techniques.

▪ **Finance for Non Financial Managers**

Date: 04 & 05 May

Time: 09h00 - 15h00

Cost: R2535 incl. VAT - less 10% to PIFSA Members.

Content:

This 2 day certified course will give you the complete grounding to a better understanding of the principles of business finance, a better grasp of the role of finance in the company environment including budgets and costing. Key economic indicators that effect business will also be addressed.

▪ **Time Management**

Date: 6 May

Time: 09h00 - 13h00

Cost: R1014.00 incl. VAT - less 10% to PIFSA Members.

Content:

This ½-day certified course will give you the complete grounding to a better understanding of the inhibitors and pitfalls to effective time management, the skills required to use your time efficiently and effectively, as well as to manage your time so that you are and remain on top of your day.

▪ **Public Speaking and Presentation Skills**

Date: 26 May

Time: 09h00 - 15h00

Cost: R1270 incl. VAT - less 10% to PIFSA Members.

Content:

Speaking in public has been pinpointed as the number one fear of over 40% of people. This one-day certified interactive approach to successful speaking and presentation will assist you to approach this challenge with confidence. Learn about how to prepare, how to look your best, how to quit when you are winning. 1 day Course.

▪ **Computer Basics**

Date: 9 & 10 June

Time: 09h00 - 15h00

Cost: R1100 incl. VAT less 10% to PIFSA Members.

Content:

This 2-day course will give the student a very good grounding in the basics of working on a computer. The course will cover: Windows XP Basics; Working with E-mails; Making and Opening Zipped files; Basics of the Internet and a Local Area Network; Basics of Spreadsheets, Word-Processors and Presentations; How to organise where data is stored on a computer and The Common File types and how to view them.

Contact: Ross Bartholomew

E-mail: ross@cape.pifsa.org

Fax: 086-670-5010

Visit us: www.crossmedia.co.za



INVITATION TO APPLY FOR MAPPP SETA DISCRETIONARY GRANTS

Notice is hereby given to all interested organizations within the MAPPP SETA's sub-sectors (Advertising; Arts and Culture; Electronic Media; Film; Packaging; Printing; Print Media and Publishing) that MAPPP-SETA intends to disburse discretionary grants for the implementation of projects that will raise the skills levels of women, people with disabilities, unemployed and employed workers.

Who can apply:

- Employers who are up-to-date with the payment of their skills development levies
- Accredited education and training service providers responding to needs established in the Sector Skills Plan and Chambers priorities
- Workers and/or Unions active within the sector
- Lead Employer Organizations
- Organizations contracted by MAPPP-SETA to implement specified skills development projects

How to apply:

Interested applicants can access copies of the Discretionary Grants Criteria and Guidelines as well as the Application Form on www.mapp-setsa.co.za or send an email requesting the documents to jhb@mapp-setsa.co.za.

Applications will **ONLY** be considered for the following:

- Learnerships and/or skills programmes
- Apprenticeships and internships for higher education qualifications
- ABET programmes
- Skills development for owners in SMMEs
- Design and development of curriculum and materials development in relation to identified Sector Skills Plan needs or Chamber priorities
- Capacity building for assessors/mentor training in relation to identified Sector Skills Plan needs or Chamber priorities.
- Training towards any other priority identified in the Sector Skills Plan or as a chamber priority.
- Bursaries for identified scarce skills at NQF levels 6 and 7.
- Recognition of Prior Learning (RPL)

The applicant must make an undertaking to address the identified areas of skill and/or competency gaps.

- Employment Equity Plan Implementation Programmes

The programme must involve training target groups in order to ascend the organisational hierarchy as part of achieving Employment Equity targets.

- Re-skilling to address retrenchment, structural changes, technological changes.

Closing date:

The deadline for submissions is **Friday, 13 May 2005 at 16h00**. Please address submissions to Ms Nombulelo Mathenjwa, MAPPP SETA, 1050 Printek Avenue, C/O The Cross Media Training Centre, Laserpark, Honeydew.

Information on the Chamber specific priorities is available on www.mapp-setsa.co.za or email request to jhb@mapp-setsa.co.za.



For further information, please contact the respective chamber coordinators:

- Advertising Chamber Coordinator – Dikeledi Mosalo on (011) 699 3060
- Arts and Culture – Dawn Robertson on (011) 699 3071
- Film and Electronic Media – Annabell Lebethe (011) 699 3060
- Packaging and Printing – Linda Mngadi on (011) 699 3060
- Print Media and Publishing – Margie Masipa (011) 699 3060

Late submissions will not be considered. Applicants that do not comply with the Guidelines and Criteria are requested to refrain from handing in a proposal.

CALL FOR EXPRESSIONS OF INTEREST

The MAPPP SETA, a statutory body, established to transform the skills profile of the Media, Advertising, Printing, Packaging and Publishing sectors is inviting prospective service providers to submit Expressions of Interest for the following two tenders

1. FEM Chamber Audit (MAPPP004/05)

Prospective service providers are invited to submit an Expression of Interest to conduct a national audit / evaluation of the following:

- Policies and legislation that impact the FEM sub-sectors
- Provision of training, particularly at community level
- Audits, databases and research related to skills development, funding trends, accredited and non-accredited training providers

This information will enhance the ability of MAPPP SETA and it's industry partners to plan and implement projects that will lead to increased skills levels within the film and electronic media sub-sectors. The end product will be a registry/database of service providers, funders, NGOs and CBOs active in the FEM sub-sectors.

Deadline for the submission of Expressions of Interest is **Friday, 6 May 2005 at 16h00**. All enquires should be directed to Annabell Lebethe at 011-699-3060 or annabell@mapp-seta.co.za.

2. PUBLISHING CHAMBER BASELINE STUDY (MAPPP005/05)

Prospective service providers are invited to submit an Expression of Interest to conduct

a baseline study of the publishing sector with the objective of enabling the Publishing Chamber to compile a sub-sector skills plan.

Deadline for the submission of Expression of Interest is **Friday, 29 April 2005 at 16h00**. All enquires should be directed to Margie Masipa at 011-699-3060 or margiem@mapp-seta.co.za.

Detailed Terms of Reference for both tenders are available online at www.mapp-seta.co.za. Please address submissions to Ms Nombulelo Mathenjwa, MAPPP SETA, 1050 Printek Avenue, C/O The Cross Media Training Centre, Laserpark, Honeydew.

Please quote the relevant reference number on your submission.

In line with the Employment Equity Plan of the Department of Labour, the Preferential Procurement Policy Act, the Broad-based Black Economic Empowerment Act and the policies and procedures of the MAPPP-SETA, it is our intention with this advertisement to achieve equity in the workplace and in our procurement processes by promoting equal opportunity and fair treatment in employment and procurement of goods and services through the elimination of unfair discrimination.