

# Office of the Deputy Director General: Roads

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## MARKETING REPORT

### AFRICA ROADS CONGRESS 2011

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Province of the  
**EASTERN CAPE**  
ROADS & PUBLIC WORKS



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## 1 Introduction

Our transport networks provide an essential medium for the province's, the country's and the continent's economic development. Projects are being implemented to develop cross border road networks, upgrade road technology and to repair dilapidated and pot hole ridden roads.

Project stakeholders, including governments, roads authorities, operators and concessionaires are continually concerned with keeping up with the demand for paved and efficient road networks. None of this will be possible without capital injection into roads infrastructure projects. Investors and financiers need to find a middle ground and understand the requirements of partnership agreements. Without investment and effective management systems, Africa's road networks will be abandoned, development will suffer and the economy will suffer due to decreased trade.

Africa Roads 2011 is committed to finding the best solutions to your challenges! We have assembled road authorities and operators, government officials, concessionaires, financiers and investors to show you how to best implement and manage your roads projects. You will learn how best to ensure a return on your investment and also how you can deliver an enviable, sustainable project on time.

**This for the delegates will entail learning how to:**

- Build a road network that adheres to policy parameters
- Beat the bottleneck in funding and development
- Draft PPP agreements to everyone's satisfaction
- Understand the importance of road infrastructure to corridor development

## 2 Purpose of the Project

The sub-programme of marketing is a very intricate one, with ever-changing objectives for the marketing of each project it endeavours. The objectives for the participation at the Africa Roads Congress are as follows:

- Market the Emerging Contractor Development Programme to a vast audience
- Present Emerging Contractor Programme to Africa's top operators and end users at Africa's Roads Conference exhibition
- Have Department of Roads and Public Works Logo featured on the industry's most extensive marketing campaign
- Learn from other industry leaders taking this market forward – This, done by the delegates.
- Showcase products and solutions to a targeted audience of industry experts
- Get insight into the latest tools to enhance Roads operations



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Here are the 8 reasons why you should be at the annual meeting place for key industry stakeholders:

- **Benchmark against the global standard of safe, well maintained road networks**  
Learn how to overcome the challenges of maintaining sustainable road networks
- **Improve regional road transport infrastructure development**  
Develop effective strategies for Africa's road transport
- **Beat the bottleneck in infrastructure funding**  
Learn how to secure funds for road infrastructure development
- **Win the support of roads financiers and investors**  
Understand the financial considerations for transport projects
- **Position your business as a valued partner in the road development industry**  
Understand tender processes and learn how to win contracts
- **Find out how to improve mobility and relieve congestion in major cities**  
Source the best technology to improve efficiency
- **Generate funds from toll roads**  
Identify best practice in implementing effective tolling strategies
- **Create a cost effective and reliable road transport network**  
Identify the best strategies to design and implement road maintenance systems

### 3 Purpose of the Report

This document provides the status of the Africa Roads Congress as at **17/03/2011**. The purpose of this report is to tabulate what took place in preparation of the attendance of the function and what was achieved on the day.

### 4 General issues requiring Resolutions

When going to conferences, the means by which promotional and branding material is to be transported to the city/town/venue should be established prior to the departure of the marketing team.

Courier services for out of town conferences must be established on time as well as who will pay for the costs.



## 5 Work Done

The marketing team arrived in Johannesburg on the afternoon of the 07<sup>th</sup> March 2011 and the following was the work done:

### Day 1: 7<sup>th</sup> March 2011

- Travelled to Johannesburg to prepare for Africa roads Congress
- Fetched all the equipment and promotional material for the exhibition.
- Set up all equipment for exhibition at the venue (International Convention Center)

### Day 2: 8<sup>th</sup> March 2011

- Attended the Africa Roads Congress and manned the exhibition stand for the Emerging Contractor Development Programme
- This process included answering questions about the programme and giving away of promotional material

### Day 3: 9<sup>th</sup> March 2011

- Attended the Africa Roads Congress and manned the exhibition stand for the Emerging Contractor Development Programme
- This process included answering questions about the programme and giving away of promotional material

### Day 3: 9<sup>th</sup> March 2011

- Attended the Africa Roads Congress and manned the exhibition stand for the Emerging Contractor Development Programme
- This process included answering questions about the programme and giving away of promotional material

### Day 4: 10<sup>th</sup> March 2011

- Attended the Africa Roads Congress and manned the exhibition stand for the Emerging Contractor Development Programme
- This process included answering questions about the programme and giving away of promotional material

### Day 5: 11<sup>th</sup> March 2011

- Attended the Africa Roads Congress and manned the exhibition stand for the Emerging Contractor Development Programme
- This process included answering questions about the programme and giving away of promotional material



### 5.1 Key Deliverables

Description	Status	Achieved
Branding Material: Branded Wall Banner, Retractable Banners & Branded Clothes for the team.	Completed.	All branding material was done and present on the days of the exhibitions.
Promotional Material: Brochure, branded pens, branded cooler bags	Completed	All promotional material were done and present on the days of the exhibitions.
Departmental logo & Coega logo present on the Africa Roads Congress material	Completed	The two logos were present in all documents.
The presence of delegates at the conference	Completed	Mr. U. Tele was leading the delegations and was accompanied by Mr. M. Ndudane from the Department (Roads Unit). Mr. S. Galada and Mr. J. Matiza were present from Coega.
General success of our involvement in the function	Completed	Everything was done to precision.



6 Picture Collage

