

GBOBA Bursary Fund and TETA - Joint Seminar

**“Nurturing Sea Fever”: a strategy for a sustainable competitive advantage
for the South African marine industry.**

South Africa has a centuries-long heritage of international seaborne trade. The great challenge, however, is to attract and develop the next generation of seafarers and maritime executives. A workforce with extra-ordinary competence in seafaring, engineering, survey, port and agency services will be needed to sustain and grow the local marine industry in an increasingly competitive market. Such competence cannot simply be found as needed, it must be nurtured over time. In the competitive race to attract and retain the best potential talent, the earlier the process begins the better.

While long-term talent development programs are normal in large companies, they are often beyond the capacity of small and medium sized enterprises, particularly when complicated by black economic empowerment, affirmative action and employment equity imperatives.

*The S.A.T.S General Botha Old Boy’s Association Bursary Fund, incorporating the Society of Master Mariners South Africa Bursary Fund, **together with TETA**, would be delighted to meet with you, together with other executives of maritime SMEs, at a forthcoming presentation and short seminar to discuss a possible strategy for dealing with this crucial issue - a strategy for growing a pool of competent and committed young people from which to recruit your workforce of tomorrow.*

The event: *A presentation and discussion on developing marine talent for the industry especially the small and medium-sized businesses, at the same time as discussing better business ability to get recognition for skills development, contributing to BBEEE and gaining tax relief.*

The venue: *Royal Cape Yacht Club.*

The Date: *Thursday 23 March 2017*

The time: *12.30 – 14.00-Seminar followed by a finger-lunch and networking opportunity.*

Your participation would be highly valued.

Keith Burchell, Chairman

**NOTE: RSVP: administrator@generalbotha.co.za
before Monday the 20th of March 2017**