

GEORGE HERALD

15 JANUARY 2009

'HOW CAN I SUPPORT GEORGE?'

Community leaders invited to presentation

The community leaders of the City of George are invited to attend a presentation on the proposed 'How can I support the City of George?' project.

Aimed at enhancing local economic development, this sustainable project has received support from George Municipal Manager, Cecil Africa, from a LED (Local Economic Development) point of view.

Identifying local products and services on offer in the City of George; establishing a comprehensive database of these products and services serving the City of George; 'showcasing' these products and services serving the City of George on a world-ranked website, are just a few of the initiatives to be implemented by the Africa

Trade Centre.

The Africa Trade Centre, a private sector trading platform, operating under a mandate from The Foundation for the Development of Africa, has been tasked to enhance trade throughout Africa by capacitating local economic development through a sustainable, co-operative process.

The City of George has been chosen by the Foundation for the Development of Africa, as the 'pilot' of this project' that will lead to a comprehensive 'Operations Manual' to be used in implementing the project in other communities throughout the continent.

"This 'I Support George' campaign and the spin-offs thereof will managed by, belong to and benefit the community of the City of

George," says Peter Mecalfe, chairman of the Foundation for the Development of Africa and the Africa Trade Centre. "The aim is to coordinate, consolidate and 'showcase' existing expertise, talent, products and services available in the community to the community and the rest of the world."

The presentation to community leaders serving the people of George will be held at the Banquet Hall in the Conference Centre at Fancourt on Thursday 29 January at 16:30 for 17:00.

Should you wish to attend the presentation, please contact Ina le Roux on 082 490 5584, or email: ina_leroux@foundation-development-africa.org.

For more information, see: www.isupportgeorge.co.za.