


MUNICIPAL COUNCIL OF MANZINI		
QUALITY MANAGEMENT SYSTEM	Doc Ref No.	TC-ADMIN-FRM-033
	Revision Status	Issue 01
OFFICIAL SPEECHES	Revision Date	29.06.2021
	Approved By	Chief Executive Officer



KEYNOTE ADDRESS BY HIS WORSHIP THE MAYOR, COUNCILLOR GOODWILL DLAMINI, DURING THE HANDOVER CEREMONY OF A DONATION FROM COCA-COLA ESWATINI TO MANZINI MAIN MARKET VENDORS

DATE: 6th DECEMBER 2024 **VENUE:** MAIN MARKET RESTAURANTS SECTION


TIME: 10AM

- **PROGRAMME DIRECTOR**
- **DEPUTY MAYOR & HONOURABLE COUNCILLORS PRESENT**
- **COCA-COLA ESWATINI COUNTRY DIRECTOR, MANAGEMENT & STAFF**
- **MANZINI MUNICIPALITY CEO, MANAGEMENT & STAFF**
- **BUSINESS WOMAN ESWATINI CHAIRPERSON**
- **MANZINI MAIN MARKET COMMITTEE**
- **MANZINI MAIN MARKET RESTAURANTS SECTION VENDORS**
- **MEMBERS OF THE MEDIA**
- **LADIES AND GENTLEMEN**

GREETINGS TO YOU ALL.


- IT IS BOTH A PRIVILEGE AND AN HONOUR TO STAND BEFORE YOU TODAY AS WE GATHER TO CELEBRATE AND SUPPORT AN INTEGRAL PART OF OUR COMMUNITY—THE MANZINI MAIN MARKET; PARTICULARLY THE RESTAURANTS SECTION.
- THIS MARKET IS NOT ONLY A HUB OF COMMERCE BUT ALSO A SYMBOL OF THE ENTREPRENEURIAL SPIRIT THAT THRIVES IN OUR CITY.

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- FROM THE OUTSET, I WOULD LIKE TO EXTEND OUR SINCERE GRATITUDE TO COCA-COLA ESWATINI FOR THE GENEROUS DONATION THEY HAVE MADE TO THE SMALL-SCALE ENTREPRENEURS THAT WE ARE GATHERED ABOUT TODAY.
- THE EQUIPMENT AND TOOLS THAT WILL BE HANDED OVER TODAY WILL UNDOUBTEDLY HAVE A PROFOUND IMPACT ON THE QUALITY OF SERVICE PROVIDED WITHIN THE RESTAURANTS SECTION OF THE MAIN MARKET.
- I MUST HIGHLIGHT THAT THE MANZINI MAIN MARKET IS CHERISHED NOT ONLY BY THE CITIZENS OF MANZINI AND ESWATINI AT LARGE BUT ALSO BY INTERNATIONAL TOURISTS WHO MAKE IT A POINT TO STOP-OVER AT THE MARKET WHEN PASSING THROUGH OUR CITY.
- MANY TOURISTS EVEN TAKE THE OPPORTUNITY TO PURCHASE A WARM MEAL FROM THIS VERY RESTAURANT SECTION. THIS DONATION, THEREFORE, ENHANCES THE MARKET'S APPEAL, ENSURING THAT BOTH LOCALS AND TOURISTS ALIKE CAN ENJOY REFRESHING, ICE-COLD COCA-COLA BEVERAGES AS PART OF THEIR MEALS.
- ADDITIONALLY, FOR THOSE PASSING BY THE NEARBY STREET, THE KNOWLEDGE THAT THEY CAN POP-IN FOR A COLD COCA-COLA


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BEVERAGE ADDS TO THE CONVENIENCE AND ACCESSIBILITY OF THIS THRIVING MARKET.


- THIS DONATION ALSO REPRESENTS A SIGNIFICANT BOOST TO THE BOTTOM LINE OF THESE SMALL-SCALE ENTREPRENEURS. THE PROVISION OF FREE COCA-COLA BEVERAGE START-UP STOCK AS PART OF TODAY'S DONATION IS A REMARKABLE FORM OF EMPOWERMENT, AND WE ARE DEEPLY APPRECIATIVE OF COCA-COLA ESWATINI'S GENEROSITY.
- AS A MUNICIPALITY, OUR GOAL IS TO SEE ALL THE VENDORS IN THE INFORMAL BUSINESS SECTOR GROW THEIR BUSINESSES AND EVENTUALLY TRANSITION INTO THE FORMAL BUSINESS SPACE. WE DO NOT WISH FOR THEM TO REMAIN SMALL-SCALE ENTREPRENEURS FOREVER.
- TO THAT END, WE OFFER VARIOUS FORMS OF SUPPORT, INCLUDING ENTREPRENEURSHIP TRAINING, HEALTH AND HYGIENE AWARENESS SENSITISATIONS; AND WE EVEN FACILITATE ACCESS TO FUNDING SO THAT THEY CAN STRENGTHEN AND EXPAND THEIR BUSINESSES.
- AS A MUNICIPALITY WE ALSO CONTINUALLY WORK TO IMPROVE THE MARKET FACILITY; ENSURING THAT IT IS NOT ONLY CONDUCTIVE TO BUSINESS BUT ALSO ATTRACTIVE TO CUSTOMERS.

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- RECENTLY, WE INVESTED APPROXIMATELY E4 MILLION IN A COMPREHENSIVE REVAMP OF THE MARKET. HOWEVER, GIVEN THE LARGE NUMBER OF TRADERS WHO EARN A LIVING FROM TRADING IN THIS FACILITY (APPROXIMATELY 600), COUPLED WITH LIMITATIONS IN RESOURCES, WE HAVE NOT BEEN ABLE TO ADDRESS ALL THE GAPS. SOME TRADERS ARE STILL OPERATING FROM UNSHELTERED SPACES. THEREFORE, WE APPEAL TO MORE PRIVATE SECTOR PARTNERS TO LEND A HELPING HAND.
- ON BEHALF OF THE MUNICIPALITY, I WOULD ALSO LIKE TO EXPRESS OUR HEARTFELT THANKS TO BUSINESS ESWATINI FOR THEIR INVALUABLE ROLE IN FACILITATING THIS SPONSORSHIP. THIS GESTURE HIGHLIGHTS BUSINESS ESWATINI'S GENUINE COMMITMENT TO THE WELL-BEING OF THE VENDORS AT OUR MARKET.
- BUSINESS ESWATINI HAS FOR A COUPLE OF YEARS BEEN INSTRUMENTAL IN ORGANISING THE EXCITING "LUNCH-AT-THE-MARKET" EVENT, WHICH BROUGHT HIGH-RANKING GOVERNMENT OFFICIALS, CEOs AND OTHER INDUSTRY LEADERS TO DINE HERE AT THE MARKET.

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- IT IS NO DOUBT THAT IT IS THROUGH SUCH INITIATIVES THAT THIS GENEROUS DONATION HAS COME TO FRUITION. WE ARE EXTREMELY GRATEFUL TO BUSINESS ESWATINI FOR THEIR CONTINUED SUPPORT AND CONTRIBUTION TO THE UPLIFTMENT OF SMALL-SCALE ENTREPRENEURS AT THE MARKET.
- IN CLOSING, I WOULD LIKE TO URGE THE VENDORS IN THE MAIN MARKET RESTAURANTS SECTION TO TAKE EXCELLENT CARE OF THE EQUIPMENT AND TOOLS THEY ARE RECEIVING TODAY. MOST IMPORTANTLY, I ENCOURAGE YOU TO SPREAD THE WORD THAT YOU NOW OFFER EXCITING AND REFRESHING COCA-COLA BEVERAGES TO YOUR CUSTOMERS. LET EVERYONE KNOW THAT THEY CAN NOW GET ICE-COLD COCA-COLA BEVERAGES AT THE MARKET.
- I ALSO CALL UPON THE CITIZENS OF MANZINI AND THE GENERAL PUBLIC TO CONTINUE SUPPORTING OUR LOCAL TRADERS. AS YOU PLAN YOUR SHOPPING FOR THE MONTH, PLEASE CONSIDER PURCHASING ITEMS FROM THE MARKET, THEREBY CONTRIBUTING TO THE GROWTH OF THESE BUSINESSES.

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- ONCE AGAIN, ON BEHALF OF THE MUNICIPALITY, I WOULD LIKE TO EXPRESS OUR PROFOUND GRATITUDE TO COCA-COLA ESWATINI AND BUSINESS ESWATINI FOR BEING TRUE FRIENDS OF MANZINI CITY.

I THANK YOU.