

PMR awards represent competitiveness, innovation

Stories by Nomthandazo Nkambule

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PMR Africa Chief Executive Officer Johan Hattingh says the awards represent competitiveness, effectiveness and innovation in different sectors of Swaziland's business environment.

He said the awards also generated general awareness as well as brand awareness of companies. "The survey we embark on to come up with the awards profile Swaziland as a growth point and potential investment area for foreign and local developers and investors.

"It measures companies, institutions, government entities and individuals on their competencies as well as contribution to the economic growth and development of Swaziland. It also aims to measure brand awareness and marketing efforts," he said.

Hattingh said interviews were conducted in June, July and August. He said 108 chief executive officers, managing directors, owners of companies, senior employees were interviewed.

Hattingh said the awards were an indication of businesses' competitiveness. He said for companies to stay competitive, they must redefine the rules of the business game.

"The name of the game is that we have to move to a new business model.

"We need to find competitiveness today in the simplification of existing business models. Simplicity is the name of the game. Competitiveness is not a final goal. It is a tool towards prosperity and we have to define what we mean by that," he said.

Corporates, NGOs can partner to develop SD

THE corporate sector and non-governmental organisations (NGOs) can partner in numerous endeavours if they want to develop Swaziland, it has been observed.

Shiselweni Reformed Church Home-Based Care (SHBC) Chief Executive Officer Dr. Arnau van Wyngaard said the two sectors could partner in pursuit of corporate social responsibility (CSR) and conquer problems like poverty and HIV/AIDS.

He said in Swaziland most corporate companies were becoming aware of their responsibility towards society.

"Regarding HIV/AIDS, not only are clients of companies falling sick but also employees hence the corporate world assists a lot. Social responsibility is not the core business of corporations but that of generating profits, but nonetheless some do help.

environment

"However, there are many non-governmental organisations whose core business is to address social ills in the environment. By partnering with an NGO with a proven record, corporate companies can make a huge impact on society without moving away from their vision," he said.

Wyngaard said corporates must choose a partner that would deliver to collaborate with in CSR initiatives. He thanked First National Bank (FNB) for donating a car (double cab) to his organisation. Adding, he noted that Swazi MTN also assisted them.



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