



Savour the sea

Enterprise Development Gets a Boost on the West Coast



[SALDANHA BAY] – The Sea Harvest Corporation and the West Coast Business Development Centre (WCBDC) have signed a Memorandum of Association (MoA) that will see the fishing company invest R250 000 to promote economic growth by way of Enterprise Development on the West Coast. The announcement was made at the company's head office on Monday, 25 January 2016. WCBDC is a one-stop shop aimed at making the dreams of many aspiring small business

owners within Saldanha Bay and surrounding areas a reality.

According to Sea Harvest Corporation's Commercial Executive, Gerrit Nortjé, the quarter million rand will be used to train and mentor individuals who have taken the bold step of starting a business. "We have a long standing relationship with the Centre with numerous donations made towards its operational costs by the Sea Harvest Foundation, through which our company channels its corporate social investment

(CSI) spend. The most recent handover was in December 2015 when we allocated a total of R70 000 to the WCBDC, National Sea Rescue Institute (NSRI) in Langebaan and Siyabonga, an NGO that cares for vulnerable children and adults. However, the most recent fund allocation is, specifically, for Enterprise Development, as opposed to CSI," explains Nortjé.

The WCBDC's Shandre Summers says without the support of Corporates like Sea

Harvest, the organisation would not be able to provide the support and facilities needed to assist new entrepreneurs and, in so doing, contribute to the achievement of government's National Development Plan goals in respect of the role of SMME's in our developing economy.

Nortjé adds that all the funds have already been transferred into the WCBDC's coffers.



Sea Harvest employee, Ricardo Boysie, hands over a cheque to Magda Coetzee of Siyabonga.



Sea Harvest Operations Director, Terence Brown, hands over a cheque to the WCBDC's Morgan de Beer.



Sea Harvest Foundation Board member, Abigail Murray, hands over a cheque to the NSRI's Casper Frylinck.



(Lt to Rt) Ricardo Boysie, Sea Harvest; Morgan de Beer, WCBDC; Magda Coetzee, Siyabonga; Terence Brown, Sea Harvest and Sea Harvest Foundation; Casper Frylinck, NSRI; and Abigail Murray, Sea Harvest Foundation.



(Lt to Rt) Welmarie Coetzee, Sea Harvest; Shandre Summers, WCBDC; Gerrit Nortjé, Sea Harvest; and Terence Brown, Sea Harvest.

Sea Harvest is one of the largest vertically integrated fishing companies in South Africa. Established in 1964, the company employs over 2,400 people, and owns 12 deep-sea fishing trawlers. Sea Harvest is the leading brand in the South African frozen fish segment with over 40% volume share. Its global footprint spans Australia, the USA and Europe. Brimstone Investment Corporation Limited, an investment holding company listed on the Johannesburg Stock Exchange, is the company's largest shareholder. The company is committed to operating sustainably – the South African hake industry was the first hake industry in the world to be certified by the Marine Stewardship Council (MSC), the gold standard for sustainability.