



Industry



Commercial



Business



Manufacturing

5 platform advertising initiative

Cape Business News, founded in 1980, is a specialist publication that provides business readers with comprehensive news on a monthly basis with extensive coverage of the Cape's general business trends, events, statistics, new products, services and projects. It is primarily a promotional vehicle for companies which have the Cape Business community as a primary target market.

t: +27 21 250 0400

Advertising opportunities:
sales@cbn.co.za

Editorial opportunities:
editor@cbn.co.za

CAPE Business News

Our news means business

Follow us on:



cape.bus.news



Cape Business Newsroom



@_BusinessNewsCt

www.cbn.co.za

hypenica

General information

Cape Business News print stats



39 878

readers per edition



EDITORIAL PILLARS

Cape Business News gives you access to:

INDUSTRY
COMMERCIAL
BUSINESS
MANUFACTURING

6 200

print copies per edition

46

annual features

11

print editions

Cape Business News online stats



21 126

unique visitors

A visit is counted every time a user accesses the website. (per month)



36 522

page views

A page view is recorded everytime a page on the site is viewed.



21 086

e-newsletters

Newsletters sent out every day.



2:33

minutes

Average time that a user spent on the site.

www.cbn.co.za

Overview

- Give your advertising strategy maximum exposure with Cape Business News 5 Platform advertising initiative.
- Using 5 advertising mediums to reach your industry specific target market with a reach on nearly 80 000 readers.
- Best of all your save on our special discounted rates

Five comprehensive mediums used:



Print advertising example

CAPE Business News

ISSN 1028-1215

FOUNDED 1980 SA: R15.00 (Incl. VAT)

Western Cape rocks!
Tourism up by 18% **5**

Cyber security
Wake up SA! **12**

Plans to double Inga's capacity
No money without EIA. **21**

Tricky tides for fishing sector

A HIGH COURT decision which lifts an interdict that precluded the Department of Agriculture, Forestry and Fisheries (DAFF) from awarding hake fishing rights for the inshore trawl fishery is certain to send ominous ripples through the local fishing industry.

The matter dates back to the beginning of the year when large inshore hake fishing enterprise Viking Fishing applied for an interdict to stop a new fishing rights award amongst a multitude of new players. In essence, Viking – which was founded by Nico Bacon way back in 1980 and is now one of the biggest five fishing companies in South Africa – would have lost 60% of its hake catch quota. This development, Viking argued, would render its key hake fishing operation unviable, and ultimately result in massive job losses at its Mossel Bay processing plant.

The DAFF's position stems from a long standing determination to transform the local fishing sector, bringing in more new black participants.

On the surface there has been much transformation in the fishing sector in the last two decades – but perceptions linger that much of the 'catch' is still in the net of white-owned corporations. Currently South Africa's biggest fishing company Oceana is controlled by food brands giant Tiger Brands – which overshadows the significant minority interest of empowerment company Brimstone and a (very rewarding) employee share incentive scheme. Frozen hake specialist I&J is controlled by consumer brands giant AVI, also overshadowing empowerment initiatives. The largest black owned fishing ventures are Premier Fishing – controlled by African Empowerment Equity Investments (AEEI), Sea Harvest (controlled by Brimstone) and the TerraSan Group.

It seems likely that Viking – which does have significant empowerment participation – will appeal the process with the company, in a press release, noting the court's ruling was not unanimous. One of the three presiding judges handed down a dissenting judgement, finding that it did demonstrate a clear right to the interdict originally granted in January.

If the DAFF believes the court decision vindicates its determination to bring new entrants in the hake inshore trawl sector then the billion rand question is whether

the same logic will apply when other fishing rights are awarded in the 2020 catch allocation. This could have serious implications for other industry players – especially those that are not perceived as 'black controlled'.

It's worth remembering that the court ruled that the decision made by the DAFF cannot be said to be "irrational, inexplicable or unreasonable" – which is perhaps understandable considering the importance of increasing the participation of smaller black businesses in the mainstream economy.

Anthony Clark, an analyst at Vunani Securities with a deep understanding of the food and fishing sectors, said the court ruling would have significant upside from 2020 for black-owned and managed fishing companies – both large and small.

He pointed out that the hake inshore trawl and deep water sector was mainly controlled by large companies such as Viking, Oceana, I&J, Lusitania, Mar Pro and Sea Harvest.

He said the 15-year quota allocations announced by DAFF in December 2016 meant the inshore hake quota to be distributed to more entrants and allowed 12 new BEE entrants. This would bring the total number of participants to 27 – and mean existing players would see a reduction in their 15-year quota allocation to allow transformation to start in the fishing sector.

Clark felt that a precedent had been set in the court ruling with DAFF winning an important ruling on transformation. BEE fishing counters are now very well placed to gain better allocation quota in the 2020 process."

What the court ruling does bring into stark relief is a question around the value of empowerment equity participation in companies that are essentially still white controlled.

In press reports Viking CEO Tim Riddell was at pains to stress that the company had scored 92.7% on its BEE scorecard - but that this statistic was disregarded by the DAFF.

This 'overlooking' of a seemingly credible empowerment status was also an issue when Oceana embarked on acquisitions in South Africa – specifically for parts of Lusitania Fishing and for the fishing business of the old FoodCorp group.

Viking, will no doubt, fight on. The company has invested extensively in operations - owning and operating a fleet of 31 fishing vessels as well as sprawling seafood processing facility in Cape Town (with smaller facilities in Mossel Bay and Durban).

While its significant holding in the hake sector is uncertain, the company also holds positions in the small pelagic fishery for sardine and anchovy, west coast rock lobster (see accompanying story) and prawn fishing. In recent years Viking has diversified into fish farming (or aquaculture), holding interests in abalone, finfish, mussel and oyster farms. These operations are, obviously, not subject to government regulated catch allocations.

Interestingly Viking has established a network of factory outlets where fresh and frozen seafood products can be purchased at reasonable prices. Sea Harvest has a similar venture – albeit with a fast food bent - with its fish and chip shop in Sea Point.

If anything, the court ruling in the DAFF's favour suggests the more established Cape Town fishing companies will need to undergo a period of introspection and re-invention.

Oceana has already stressed in its investment presentations that its exposure to DAFF fishing allocation rulings is limited to less than a third of its operations. The Lucky Star canned pilchard business is not dependant on catch allocations, and a large chunk of Oceana's business now lies in Louisiana with the Daybrook fish meal and fish oil operations.

Continued on P2

New smart park in Atlantis.

THIS is the fifth suburb to benefit from the park design that resulted in the City's Recreation and Parks Department receiving an award for excellence from the Institute for Landscape Architecture two years ago.

Smart parks are about bringing quality, durable and creative facilities to previously underserved communities and providing something for everyone – whether they're after passive or active recreation. The City's Organisational Development and Transformation Plan prioritises safe, integrated communities and excellence in basic service delivery and the smart parks embody all of these priorities.

Built at a cost of just over R12 million, the park in Atlantis boasts a multipurpose lawn area with large trees that provide shade for picnics and general relaxation. The play area features custom-designed equipment for toddlers as well as an adventure play area for older children. For the lovers of sport and exercise, there is a synthetic pitch and multipurpose court that can accommodate various sporting codes, an outdoor gym for calisthenics, and pathways for a leisurely stroll or jog.

"Our smart parks are essentially about bringing quality facilities to people's doorsteps – facilities that are inclusive because they offer something for everyone. It's an opportunity for communities to come together in ways that they may not have been able to before. More importantly, these parks have raised the bar with their innovative design and construction methods that use materials sensibly and efficiently. We have to think outside the box if we are to adequately address our societal

Continued on P4



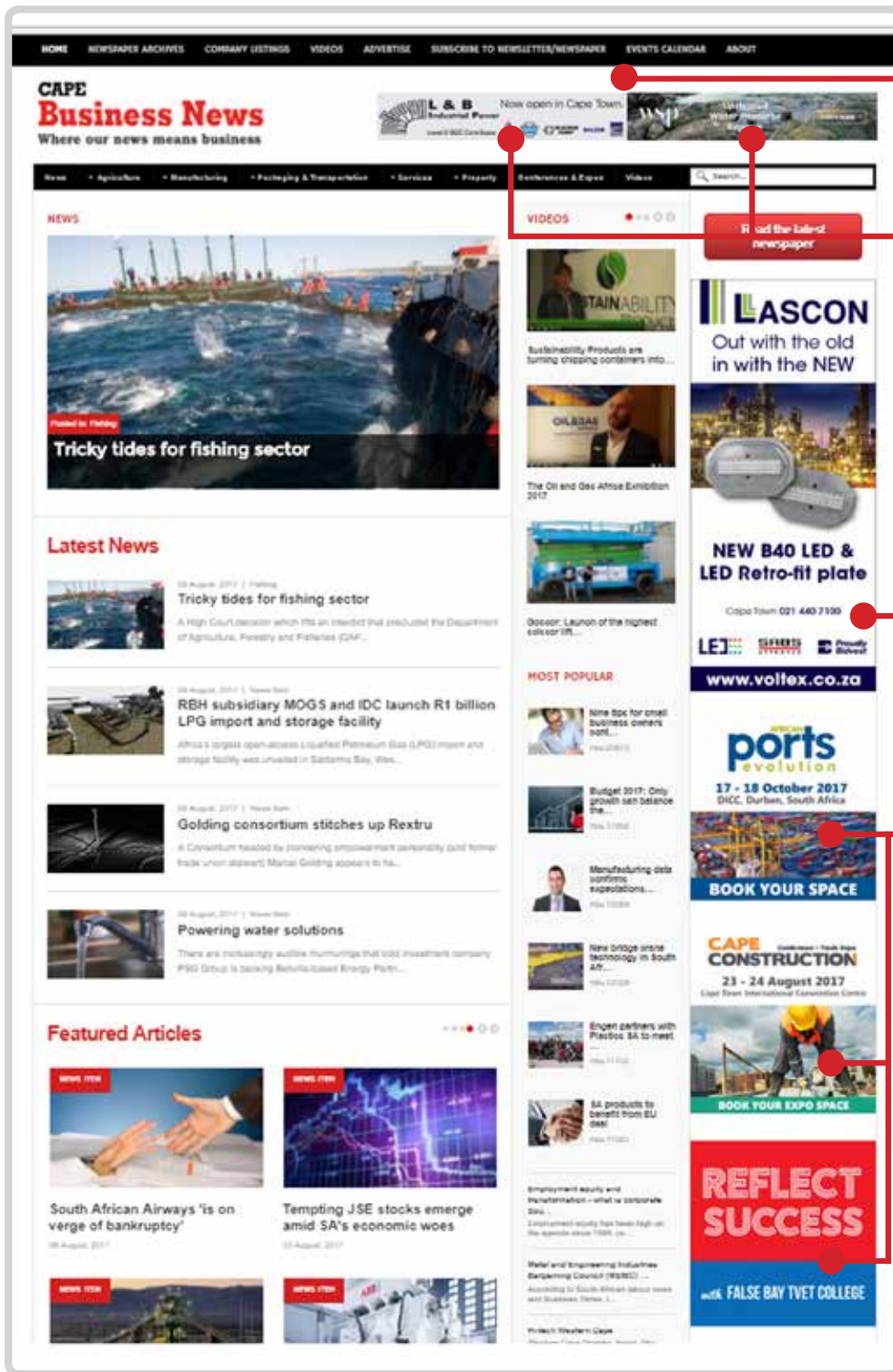
Bonfiglioli
Forever Forward

Unit 1 Platinum Park
Platinum Crescent
Montague Gardens
Cape Town
Tel: 021 551 2660
Fax: 021 551 3697
www.bonfiglioli.com

- Monthly publication
- Advertisement sizes may differ from example
- Targeted distribution

Example of print advertisement

Banner advertising example



Mega banner
(728 x 70 px)

Leader-board banners
(2 x 364 x 70 px)

Skyscraper banner
(270 x 600 px)

Righthand-sidebar banners
(2 x 270 x 270 px)

Cape Business News website

- Valid for 1 month

Newsletter examples

CAPE Business News
The No. 1 business newspaper for the Cape

Newsletter

AFRICAN AGRI INVESTMENT INDABA 20 - 22 November 2017
CTICC, Cape Town, South Africa
Secure your participation today! www.agri-indaba.com

Latest Articles

Tricky tides for fishing sector
A High Court decision which lifts an interdict that precluded the Department of Agriculture, Forestry and Fisheries (DAFF) from awarding hake fishing rights for the inshore trawl fishery is certain to send ominous ripples through the local fishing industry. [Read More](#)

RBH subsidiary MOGS and IDC launch R1 billion LPG import and storage facility
Africa's largest open-access Liquefied Petroleum Gas (LPG) import and storage facility was unveiled in Saldanha Bay, Western Cape. The R1.02 billion Sunrise Energy terminal is a public-private sector partnership between Mining, Oil & Gas Services (MOGS) and the Industrial Development Corporation. [Read More](#)

Golding consortium stitches up Rextru
A Consortium headed by pioneering empowerment personality (and former trade union stalwart) Marcel Golding appears to have sewn up control of iconic Cape Town company Rex Trueform, which owns the Queenspark fashion retailing chain. [Read More](#)

Powering water solutions
There are increasingly audible murmurings that bold investment company PSG Group is backing Bellville-based Energy Partners to the hilt. PSG owns 63% of Energy Partners and has already pumped considerable capital into the business, which specialises in commercial and residential energy saving solutions. [Read More](#)

CAPE CONSTRUCTION 23 - 24 August 2017
Cape Town International Convention Centre
[BOOK YOUR EXPO SPACE](#)

Newsletter banner (570 x 80 px)

Daily online newsletter

- Daily banner adverts
- 21 030 subscribers

CAPE Business News
The No. 1 business newspaper for the Cape

Newsletter

AFRICAN AGRI INVESTMENT INDABA 20 - 22 November 2017
CTICC, Cape Town, South Africa
Secure your participation today! www.agri-indaba.com

Latest Articles

African Agri Investment Indaba
There are increasingly audible murmurings that bold investment company PSG Group is backing Bellville-based Energy Partners to the hilt. PSG owns 63% of Energy Partners and has already pumped considerable capital into the business, which specialises in commercial and residential energy saving solutions. [Read More](#)

AFRICAN AGRI INVESTMENT INDABA 20 - 22 November 2017
CTICC, Cape Town, South Africa
Secure your participation today! www.agri-indaba.com

Banner advertisement (exclusivity for your company)

Exclusive editorial or Video of your company

Banner advertisement (exclusivity for your company)

Targeted electronic newsletter

- *Targeted mailer either editorial or video (video needs to be supplied) if not CBN can produce but additional costs will apply
- One day execution

Company listings

The screenshot displays the CAPE Business News website. At the top, a navigation bar includes links for HOME, NEWSPAPER ARCHIVES, COMPANY LISTINGS, VIDEOS, ADVERTISE, SUBSCRIBE TO NEWSLETTER/NEWSPAPER, and EVENTS CALENDAR. The main header features the CAPE Business News logo with the tagline "Where our news means business". To the right, there is an advertisement for L & B Industrial Power, noting it is now open in Cape Town, with logos for Level 2 BEE Contributor, SAHRA, and others.

Below the header is a secondary navigation bar with categories: News, Agriculture, Manufacturing, Packaging & Transportation, Services, Property, Conferences & Expos, and Videos.

Cape Business News

Sharing knowledge, connecting people, identifying opportunities

Hypenica enables markets to share knowledge, connect people and identify opportunities. It does this by means of smart media and smart events – offering a variety of synergistic and innovative database, research, exhibition, conference, publishing and online media products.

Our expertise and track record extends to both B2B and B2C environments and we are building a strong portfolio in the following niche sectors:

- Concrete and construction
- Consumer electronics
- Transport and logistics (infrastructure)

Address

Street: 7, Bell Crescent, Westlake Business Park
Postcode: 7966 Tokai
City: Cape Town
Province: Western Cape
Country: South Africa

Contact

Telephone: +27 21 700 4300
Fax: +27 21 702 4340
E-Mail: info@hypenica.com
Website: http://www.hypenica.com

Area of Operations
Chemicals in Industry

On the map

Fill in your address into the address field below the map and the shortest route will be calculated.

The map shows the location of Hypenica (Smart Media, Smart Events) in Cape Town. A callout box displays the CAPE Business News logo and a brief description of the company's services. Below the map, there is a "Get directions" button and a "From address:" input field.

- Valid for one year
- Company logo
- Detailed organisational description
- Site map to company location

Agreement

Gold Package (per edition)

- Print advert
- Banner ad (any ad of your choice* for one month)
- Daily mailer (4 banner ads per month)
- Listing (1 year)

** Terms & conditions apply*

20% DISCOUNT

ask your representative
for a quotation

Silver Package (per edition)

- Print advert
- Banner ad (any ad of your choice* for one month)

** Terms & conditions apply*

15% DISCOUNT

ask your representative
for a quotation

Bronze Package (per edition)

- Print advert
- Daily mailer (4 banner ads per month)

** Terms & conditions apply*

10% DISCOUNT

ask your representative
for a quotation