



## **WELCOMING ADDRESS**

**BY**

**DR TOMAZ AUGUSTO SALOMÃO  
EXECUTIVE SECRETARY OF SADC**

**ON THE OCCASION OF THE OFFICIAL OPENING OF THE  
SADC COMMUNICATIONS STRATEGY REVIEW  
WORKSHOP**

**LANSMORE HOTEL, MASA CENTRE  
GABORONE, REPUBLIC OF BOTSWANA  
NOVEMBER 12, 2012**

Honourable Mokgweetsi Masisi, Minister of Presidential  
Affairs of the Republic of Botswana;  
Your Excellencies Heads of Diplomatic Missions;  
Deputy Executive Secretary, Regional Integration;  
Deputy Executive Secretary, Finance and Administration;  
SADC National Media Coordinators;  
Members of the SADC Media Awards Regional Adjudication Committee;  
Members of the SADC Publicity Advisory & Editorial Board;  
Members of the SADC Management Team;  
Distinguished Media practitioners;  
Ladies and Gentlemen,

It is my honour and pleasure to welcome you all to this important workshop aimed at responding to the decision of the SADC Council of Ministers to review the SADC Communications Strategy, including the annual SADC Media Awards. I am impressed by the participation of Member States at this meeting and wish to encourage you to show the same commitment in your attendance of, and participation in SADC programmes – particularly those that have a bearing on the promotion of the SADC Brand.

We are gathered here today to implement Decision Seven (7) of the SADC Council of Ministers meeting held in Maputo last August. Through that decision, Council directed the Secretariat to convene this meeting to review the SADC Communications and Promotional Strategy and make recommendations to Council for consideration during its meeting in February 2013.

The implementation of this decision rests on all of us, primarily on you - SADC National Media Coordinators and Regional Adjudication Committee Members. You are, within the context of the SADC Regional Integration agenda, in your respective Member States, the custodians of SADC information. You are entrusted, by our Member States with the instruments necessary to build media capacity to enable the people of our region to understand issues of regional integration and create awareness and visibility of SADC.

**Your Excellencies, Ladies and Gentlemen,**

I strongly believe that the putting into place of SADC National Media Coordinators, Regional Adjudication Committee, the SADC Public Relations Unit, the SADC Declaration on the role of communication in regional integration, the SADC Protocol on Culture, Information & Sports and other such structures are aimed at strengthening our capacity to further implement commitments in these domains.

I am encouraged by the fact that the Regional Adjudication Committee has regularly held its annual meetings and adjudicated on the SADC Media Awards since it was established by the SADC Council of Ministers in August 1996.

I wish to commend those Member States that have consistently shown respect to the Rules of Procedure of the Regional Adjudication Committee, as endorsed by the SADC Council of Ministers 16 years ago.

I wish also to commend those of you who have managed to implement

some aspects of the SADC Declaration on the Role of Information and Communication. I also wish to encourage those who have had challenges in the execution of their obligations to continue with their efforts.

Allow me to take this opportunity to remind ourselves of the obligations entrusted upon all SADC National Media Coordinators. The most important tasks, as set out by the SADC Council of Ministers in August 1995, are that:

- a) SADC National Media Coordinators must arrange media conferences, interviews, briefings and visits to SADC projects in their respective countries;**
- b) SADC National Media Coordinators must encourage local media, particularly national news agencies and electronic media to assign SADC Desk reporters responsible for covering SADC matters in addition to their routine news assignments.**

These are in addition to many other important functions that the SADC National Media Coordinators and RAC members should have been implementing since 1995. We, therefore, need to take stock of our successes and challenges in implementing these and other functions as we undertake this holistic review of the SADC Communications Strategy.

Today, as we take one step further in repositioning SADC Communications, we have the daunting task of affording the people of the SADC Region the opportunity to become architects of their destiny

through communication and information flow. This is the challenge that we must embrace in the spirit of moving our region forward.

Let me take this opportunity to express our gratitude to Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), for the support to make this event a reality.

Thus, I trust that the outcome of this workshop will be a product that I, in my capacity as the Executive Secretary of SADC can present to Council in February.

**Your Excellencies, Ladies and Gentlemen,**

With these few remarks, I wish to once again welcome you to this workshop.

I thank you for your kind attention.

Merci beaucoup

Muito Obrigado

Thank you