

Govin Reddy to represent SA in India

Media personality Govin Reddy is the International Marketing Council (IMC) of South Africa's new country manager for India, with duties to enhance Brand South Africa and to promote investment, trade and tourism. According to Yvonne Johnston, CEO of the IMC, Reddy's appointment underlines the growing importance of India to South Africa.

India is now South Africa's 13th largest trading partner. Trade between South Africa and India has grown by a massive 75% between 2004 and 2005, according to the Department of Trade and Industry (dti). South African exports almost doubled in this period, while imports increased by 55%.

Investment from Indian companies in South Africa is currently estimated at US\$200 billion. Indian Consul General in Johannesburg, Suresh Goel, recently said that he expects that another US\$500 million in investment will be flowing to South Africa in the next few years.

Shows the importance

"We are very happy that someone of Govin Reddy's stature will be promoting brand South Africa in India for us and it shows the importance we attach to this growing giant," says Johnston.

Reddy, who holds post-graduate degrees from the Universities of Durban-Westville and Northwestern in Chicago, is presently visiting professor at the Department of Journalism at Stellenbosch University and media consultant for the Thomson Foundation in Cardiff.

A vociferous opponent to apartheid, Reddy held editorial positions in media organisations in Harare and Rome before returning to South Africa where he became chief executive of radio at the SABC and subsequently its deputy group chief executive. He then went on to become chief executive of the *Mail & Guardian* and director of the Sol Plaatje Media Leadership Institute at Rhodes University.

Mission in October

The IMC will lead a South African investment mission to India in October this year to discuss future opportunities for trade, tourism and investment. This follows on the successful missions to the US and Europe hosted by the IMC in the past two years.

The IMC, which has the responsibility to brand South Africa and thus to promote investment, trade and tourism, already has country managers in the US - Simon Barber - and the UK- John Battersby.

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