

# Gagasi FM becomes the proud partner of the Durban Chamber's annual gala dinner

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Gagasi FM has become the official radio partner for the Durban Chamber of Commerce and Industry's 159th annual gala dinner.



The dinner has over the years earned its position as one of Durban's premier corporate events of the year. This year the annual gala dinner is scheduled to take place on 16 April at the Durban ICC and it attracts high profile personalities from business, political parties, government institutions and other strategic sectors.

"This partnership will go a long way towards us reaching two strategic goals which are to build a closer relationship with the Durban business community at large, and to allow us to be part of the solution to the country's youth unemployment problem by taking an active role in promoting SMMEs. Although Gagasi FM has a larger audience than any other commercial radio station in KZN, and this has been the case for the past couple of years, skewed perceptions exist around this powerful brand amongst the business community of the City. Perceptions which we feel are at the mutual loss of Gagasi FM and the City's business community. We thus see the Durban Chamber Dinner as a vital platform for us to engage with Durban businesses. Over and above this as a Station with 1.8 million listeners, 1.2 million of whom are under the 34, Gagasi FM is perfectly poised to partner with the Chamber and its members as a powerful force in driving the growth and sustainability of the City's SMMEs. We view SMME development as a responsibility we all have as the business community of the City of Durban, a responsibility which we are dedicated towards," says Gagasi FM Managing Director, Vukile Zondi.

This year's gala dinner will also see the introduction of the incoming President of the Durban Chamber, Zeph Ndlovu who is the General Manager at Transnet Port Terminals. Corporates and individuals can attend the dinner by booking seats or tables on [www.durbanchamber.co.za](http://www.durbanchamber.co.za). Big businesses can also benefit from the DCCI Enterprise Development Beneficiary Status when they buy tables for the SMMEs.

Gagasi FM, which is celebrating its ninth anniversary, will conduct a series of discussions on-air in the build-up to the dinner. The discussions will cover various elements in terms of what the Chamber does, as well as give the gala dinner preview in terms of what people can expect this year.

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## Gagasi FM



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