

TRANSCENDING BORDERS

The official Publication of the
Cross-Border Road Transport Agency
March 2023



National Stakeholder Consultative Forum
Provides an Update on
Issues affecting the industry

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VISION

Leading passenger and freight cross-border land transport regulator, connecting the African continent.

MISSION

To drive an integrated African continent through excellence in cross-border road transport regulation, law enforcement, advisory and facilitation of unimpeded flow of goods and people

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PROTECT SOUTH AFRICA

TOGETHER WE CAN BEAT THE CORONAVIRUS

FROM THE CEO'S DESK



Dear Industry Partners,

Let me take this opportunity to welcome you to this edition of our external publication, **Transcending Borders**. The release of the edition coincides with the end of our financial year as the **Cross-Border Road Transport Agency**. This is a critical period for us as an Agency because it means we are wrapping up in preparation for the financial year end as well as to prepare for the new financial year. As part of wrapping up, we must introspect and take stock of our performance throughout the year.

The approaching financial year is a special year for us as the Agency. What is special about it is the fact that our Agency will be celebrating its 25th Year Anniversary on 1 April 2023. This huge milestone provides an opportunity for us as an organisation to take stock of our journey thus far as well as to look forward and craft the future. In other words, this juncture calls for us to look back, retrace our steps back to 1998 and place ourselves in a better position to craft the road ahead for C-BRTA. As the Agency that is proud of its history and mandate, we will be celebrating this milestone throughout the 2023/24 financial year because 25 years is a long period for any organisation's professional life.

Furthermore, this milestone gives us an opportunity to visualise the future of the Agency which mainly rests on us becoming a regulator of note in the cross-border road transport industry. We have set ourselves the goal of becoming one of the best regulators in Africa and contribute further towards building the Africa that is self-reliant and economically viable. Given our mandate of facilitating transport and trade in Africa, we intend to emulate our performance over the years as a way of living

up to the promise of being counted amongst the best transport regulators in Africa.

As we prepare for the year-long festivities to celebrate our 25th year anniversary milestone, we will also be forging ahead with our programmes and initiatives which are geared towards improving and introducing efficiencies in the cross-border road transport industry.

This publication is used as a tool to share the Agency's activities and programmes with our stakeholders so that they are kept in the loop. As an organisation that is heavily reliant on extensive stakeholder engagements to deliver on its mandate, a publication like this becomes an important communication vehicle to keep stakeholders informed about the cross-border road transport industry matters.

Inside this edition, we have covered several stories which are centred on the programmes and initiative that we are championing as the C-BRTA. These include the expansion of Cross-Easy permit application system to several countries in the Southern African Development Community (SADC), the recently held stakeholder consultative forum as well as the tour operators' workshop which was held in Rustenburg. These are informative articles which you will find in this edition.

Please enjoy the read!

Regards,

Lwazi Mboyi

CEO: Cross-Border Road Transport Agency

The C-BRTA promotes **Cross-Border Tour Operations** at **Meetings Africa 2023 Conference**



The Sandton Convention Centre was a hive of activity as part of the South African Tourism’s Annual Meetings Africa event which was held from 27 February to 01 March 2023. The C-BRTA was amongst the many industry exhibitors who participated in this event that brings all tourism experts under one roof. Meetings Africa focuses on working towards finding solutions to advance the tourism industry and provides an opportunity to network and collaborate towards building a better tourism sector.

The event was officially opened by then Minister of Tourism, Ms. Lindiwe Sisulu. The Minister mentioned how proud she was that the event was a success, “Meetings Africa is our continental opportunity, to collectively review and realign our African business events industry. Opening trade corridors across the continent must also open pathways for intra-African tourism to thrive, and vice versa”, she stated. Ms Sisulu further went on to say she does not doubt that the industry will be able to recuperate swiftly after a dormant two years caused by the COVID-19 Pandemic.

The C-BRTA got an opportunity to interact with a variety of existing and potential clients who were interested in the products that the Agency has to offer. A number of guests were

interested in the different type of permits the Agency has to offer and were impressed with the convenience offered by the Cross-Easy permit application system.

Speaking at the opening, the South African Tourism Board chairperson, Thozamile Botha, highlighted the importance of quality connections for Africa’s success. “Our mission is to grow Africa’s business events sector and work alongside our partners across the continent to drive the continents growth,” said Botha.

He further stated that “The business exchanges and connections made at Meetings Africa 2023 are expected to have a long-term impact, leading to new partnerships, and increased business opportunities to benefit the industry for years to come”.

Mr Sibulele Dyodo, Executive Manager: Facilitation and Advisory, emphasised the importance of the C-BRTA participating in these type of events. “The Facilitation and Advisory division is working hard to ensure full visibility and participation in tourism associated events. Meetings Africa provided the Agency an opportunity to engage and showcase its offering to potential clients, thus resulting in building more collaborations and partnerships within the tourism industry. Well done to the team that participated in this event”, he said.



Cross-Border Trade & Transport Information Platform

The Cross-Border Road Transport Agency [C-BRTA] has recently launched a cross-border trade and transport information platform that houses valuable information on cross-border road transport, cross-border trade, state of corridors, condition of border posts and market opportunities that exist in the Southern African Development Community [SADC].

A phased development approach was adopted, which imply that the cross-border trade and transport information platform will be expanded over time to integrate with other national systems/database sets. Upon completion, the platform will store and disseminate information in real-time on cross-border trade and traffic movements along regional transport corridors, as well as on new and on-going developments which impact on cross-border operations. The availability of real-time information will assist transport operators to better plan their journeys, while also enabling public-sector decision-makers to make informed decisions.

INFORMATION ON THE PLATFORM IS CATEGORISED UNDER THE FOLLOWING HEADINGS

- **Instruments** – regional road transport agreements & regional trade instruments;
- **Information and Resources** – publications & research, country handbooks;
- **Trade and Logistics** – logistics performance and traffic flow data;
- **Corridor Performance** – live corridor and border traffic feed;
- **News** – events and notices.

HOW TO ACCESS THE PLATFORM

- 1) Click on <https://infoportal.cbrta.co.za/Trade-Logistics>;
- 2) **Register** as a standard user (select username and password);
- 3) **Type** in **username** and **password**;
- 4) **Navigate** the platform.



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CROSS-BORDER
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The C-BRTA hosts a National Stakeholder Consultative Forum to Provide an Update on Issues affecting the industry



The C-BRTA recently hosted stakeholders from different Government Departments and Entities who are strategic partners in the cross-border road transport value chain as part of the Agency's National Stakeholder Consultative Forum Meeting in Menlyn, Pretoria.

The forum is one of the critical platforms which have been established in terms of the Cross-border Act 4 of 1998, as amended, and the Stakeholder Management Strategy to address issues of concern to various stakeholders within the cross-border road transport industry.

Furthermore, the objective of the forum is to provide a platform for all stakeholders to collectively find solutions to address the





challenges hampering the smooth flow of passengers and goods across the borders to other parts of the SADC region.

The C-BRTA, as the convenor of the forum, used the platform to update stakeholders about its plans, and the role that the Agency will be playing in the industry through its digital IT strategy and quality regulation through the Operator Compliance Accreditation System (OCAS).

The CEO of the Agency, Mr Lwazi Mboyi, addressed the forum and emphasised the need for all the stakeholders in the value chain to collaborate to take the cross-border road transport industry to greater heights. He shared the Agency’s plans and the role that the Agency will be playing in the industry towards promoting African Continent Free Trade Agreement (AfCFTA).



The C-BRTA hosts a Tourism Operators' Workshop to discuss opportunities in the industry



The C-BRTA hosted a Tourism Operators' Workshop in the North-West province in February 2023 as part of the Agency's Stakeholder Management Strategy of taking services to the people.

The purpose of the workshop was to build, strengthen and maintain closer working relations with Cross-Border as well as non- Cross-Border Tour operators and Tourism Associations. Furthermore, the workshop intended to share opportunities that exist within the cross-border industry with the current and prospective operators as part of the wider strategy to grow small businesses in this sector and the cross-border road transport industry in general. This will ideally influence prospective market entrants into the Cross-Border Tourism Industry as part of the Agency's strategic drive to increase

participation of previously disadvantaged individuals in the cross-border industry.

The Agency will have more of these outreach workshops in different provinces of the country. These will provide operators with the opportunity to meet with the C-BRTA management and to have dialogues on areas of concerns and challenges. These ongoing engagements form part of the C-BRTA's extensive engagements with various stakeholders in the cross-border road transport space with the aim of driving efficiencies in the industry. Furthermore, this will ultimately help the Agency to live up to its mandate of facilitating the seamless flow of passengers and goods across the borders, thereby improve trade in the region.

The C-BRTA hosts a Bus Operators' Forum to promote dialogue between the agency and operators



The C-BRTA derstands that listening to Stakeholder concerns and feedback can be a valuable source of information that can provide clarity and help the Agency improve its relationship with key stakeholders.

It is for precisely for this reason that on Thursday, 23 February 2023, the C-BRTA hosted a Bus Operator Forum. These forums are hosted on a quarterly basis to provide an ongoing platform to discuss various matters that affect operations in the cross-border road transport industry.

As part of the programme, there were several presentations which were followed by robust discussions. These included:

- Compliance levels of bus operators.
- Status update on the Operator Compliance Accreditation System (OCAS).
- Festive period operations report.
- Status update on the Johannesburg International Transport Interchange (JITI).
- BMA's role at the ports of entry.

The discussions also centred around the Agency having developed a stakeholder management strategy, policy,

and plan which aims to guide the Agency's stakeholder management framework. Operators were given an opportunity to participate in the consultation process that was conducted by the appointed service provider together with the Agency.

In his remarks the CEO, Mr Lwazi Mboyi stated that "these type of forums ensure that the agency has greater clarity and a shared vision amongst its key stakeholders and is also a way of influencing a variety of outcomes through consultations". He further gave an update the projects that the Agency will be embarking upon, including the Enterprise Development programme which is aimed at assisting start-up black-owned enterprises build a solid foundation for the future of their business and achieve sustainable success. This will be done through the Incubation programme that the Agency will be embarking on. The programme will address the issue of industry transformation. The CEO emphasized the need for the industry to work closely with the Agency; "We need to see what parameters to look at in the process and develop a clear position on how to go about transforming the industry", said Mr Mboyi.

YOUR feedback is important to US

The C-BRTA appreciates
your **time** and **feedback**.



RESPONSE



RESULT



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ADVICE



COMMENT



SURVEY

Inform us about your **experience**,
suggestions and **complaints**.

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