

CEO'S FESTIVE SEASON MESSAGE TO THE PUBLIC – 2018

The festive season is almost upon us again, and it is a time to be merry in the company of our loved ones and friends. As we prepare to unwind, relax and celebrate, it is important to pause for a moment and reflect on the year that has passed. This moment of reflection will help us gauge how far we have come and what needs to be done in order to accomplish the objectives we had set out for the year.

As the Eastern Cape Liquor Board, we bask in the success of our fruitful partnership with various stakeholders who have made our work extremely possible. We realize the complexity of regulating liquor industry, and it is increasingly becoming clear that without the support of our noble stakeholders our vision of becoming a world class liquor regulator will remain a pipe-dream. I, therefore, take this opportunity to convey our heartfelt word of gratitude to all our stakeholders for their unwavering support and dedication. These stakeholder partnerships have enabled us to achieve great strides in our endeavors to improve and streamline the regulation of liquor industry

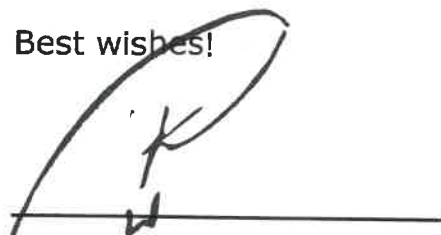
Board Members: Prof. L. Majova- Songca (Chairperson), Adv. Z. Mapoma, Mr Z. Hewu, M. Bathembu, **CEO:** KC Maneli

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Christmas is the time of the year when everyone has an extra cash and ready to enjoy by over-indulging in alcohol. We wish to encourage everyone to consume alcohol responsibly, especially during this time of the season. I would also like to urge Liquor traders to trade responsibly, observe opening and closing times. Those who are on the road must ensure that they never drink alcohol before they drive their vehicles – it is deadly. Our message is simple, if you are having a drink, do not drive and do not walk on the public roads when you are under the influence of alcohol; drinking and driving are incompatible! As a passenger, you must never get in a car with a drunk driver; rather report to the law enforcements.

On behalf of the Board, I wish you a joyous festive season and a prosperous new year!! Don't be a statistic... avoid driving under the influence of alcohol!

Best wishes!



Chief Executive Officer

K.C Maneli