

CBT Coaches PTY Ltd.
Private Bay x 12
Box 6
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2030

10 September 2001

Dear Sir/Madam

CORPORATE IDENTITY LAUNCH: NATIONAL PORTS AUTHORITY OF SOUTH AFRICA

The concept of a brand is probably the most powerful idea in the commercial world. It is that illusive, intangible perception in consumers' minds that eventually impact directly on the bottom line.

In the case of the National Ports Authority of South Africa, this is particularly so. Not only did we have to contend with a previous brand that carried with it the legacy of a biased system, but also a brand that was faceless and easily conglomerated into the holding company.

That has all changed with the launch of our new company: the **National Ports Authority of South Africa**.

It was therefore with great anticipation and apprehension that we approached the launch of our new corporate identity at the Theatre-on-the-track, in Kyalami, on 23 August 2001.

I am delighted to report that the event was a spectacular success! We have received many complements from our top clients and most influential stakeholders and I am confident that our "new baby" will be remembered in the positive light it deserves.

Of course, the success of such a significant event cannot be attributed to a single company or individual - it is really the product of a team effort.

Please accept herewith my sincerest gratitude and appreciation for all your time, effort and dedication in the preparation and staging of our new corporate identity launch on 23 August 2001.

Kind regards



RIAH PHIYEGA
GENERAL MANAGER

PORTS & CORPORATE AFFAIRS

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National Ports Authority of South Africa A division of Transnet Limited

Registration Number 1990/000900/06

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