

SOECA

State Owned Entities Communicators Association

Spearheading Coordinated Communications



2 FEB 2014

Letter of endorsement for SOE Review

COLLABORATION BETWEEN THE STATE OWNED ENTITIES COMMUNICATORS ASSOCIATION AND "SOE REVIEW"

Following the launch of SOECA in 2014 and recognizing the absence of a dedicated media platform focusing on news in the SOE sector, SOECA would like to endorse *SOE Review* as a publication that serves our sector.

We are cognizant of the fact that our counterparts in the private sector are spoilt for choice when it comes to media platforms that address their information needs but there aren't such platforms that talk to the SOE market.

Whereas it was, and still is, the desire of SOECA to start such platforms, where they already do exist and given the capital outlay required to start such, SOECA has decided to endorse this already existing magazine.

In the few months the magazine has been in the market, it has sought to profile the activities of SOEs, dissect policies affecting SOEs, and highlight the unique challenges faced by SOEs and serve as a platform for sharing best practice. SOECA supports *SOE Review* in this endeavour and fully endorses the publication and its related activities in relation to SOEs as key tools for lifting the profile of the SOE sector and its constituents.

We hope our members, SOEs in general and those who interact with this sector will use this platform to the fullest advantage.

Yours sincerely

Congress Mahlangu
SOECA President

Vusi Mona
SOECA General Secretary

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