

Volume 10 March 2008

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Dear ITA Newsletter Readers,

Theme for 2008: **The Future is in Your Hands!**

The New Year is steamrolling ahead at an alarming rate. How much of your dreams and hopes have you already turned into action? Or will year end come with your great plans and ideals still shelved in the clouds?

We remind you of our first annual **Black Tie Dinner** at the Michelangelo Hotel in Sandton, rescheduled for 2 July 2008, when we will recognize **achievements in our industry**, for which **we'll call on you soon for nominations!** Please watch this space!

And don't forget these events on the drawing board: **Kilimanjaro** expedition in August/September, our 9th annual **Golf Day** and the launch of our **national competition** for primary, secondary and tertiary training institutions focusing on carbon footprint and climate change. Let's make this a year to remember!

We bid farewell to Delanie Bezuidenhout and wish her success in her new venture.

At your service!

Linda Botha (ITA acting GM)

- ITA Heart Beat: Welcome to new members
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**THE ITA HEART-BEAT
- OUR MEMBERS -**

WELCOME! With each new member we are able to speak with a louder collective voice as well as extend the benefits from our various programmes to a broader community. To this effect we want to welcome the following new members to the ITA Community:

Sylvara Technologies cc

N@VIGATE Message from the ITA President:

Keith Anderson

Why Every Employee Needs a Global Mindset - excerpts from the book by Professor Govindarajan -

The Quest for Global Dominance: Transforming Global Presence into Global Competitive Advantage.

"The economic landscape of the world is changing rapidly and becoming increasingly global. For virtually every medium-sized to large company in developed as well as developing economies, market opportunities, critical resources, cutting-edge ideas and competitors lurk not just around the corner in the home market—but increasingly in distant and often little-understood regions of the world as well.

How successful a company is at exploiting emerging opportunities and tackling accompanying challenges depends crucially on how intelligent it is at observing and interpreting the dynamic world in which it operates. Creating a global mindset is one of the central ingredients required for building such intelligence. "

"There is a mistaken belief that Global mindsets are only for those employees that deal with customers or Vendors in other countries."

"The value added by a global mindset, and the value subtracted by its absence, is likely to be strongest in the case of those individuals who are directly responsible for managing cross-border activities."

"Thus, if a company is in the early stages of becoming systematic about cultivating global mindsets, the highest returns would come from focusing on these more senior levels. "

"Nonetheless, if the company's goal is to capture and sustain global market leadership in its industry, it absolutely has to regard the development of a global mindset as a goal that encompasses each and every unit and each and every employee. "

"In thinking about how to cultivate a global mindset, it is critical to remember that the key word is cultivation, and that the quest for a global mindset is a ceaseless journey. Living as we do in a complex and dynamic world, there is no upper limit to the extent to which one could continue to explore the world's diversity as well as the linkages across this diversity. "

"... global mindset must continue to grow and adapt to changing environments and times. The development of mindsets follows the same generic path as the development of all types of knowledge"

EVENT SPEAKERS

We are looking for future speakers for the Phakisa seminars, especially if you can identify SMME business opportunities for the ICT industry. If you can rise to the challenge, tell us who you are and what subject you can present.

ITA SME DEVELOPMENT PROGRAMME - PHAKISA

PHAKISA was launched successfully on **27 February 2008** at a one day conference @ **Bytes Technology Conference Centre in Midrand**. Our world-class speakers covered a variety of current topics of value to SMME's –Factors for success or failure in business startups; Networking & support resources; Global Opportunities; Patents & Copyrights; and more. ITA plans to host an exciting PHAKISA event every quarter and encourage support from the business community at large.

"I find that my conscience will not allow me to continue business as usual." - Steven Spielberg

ITA Spotlight: Electronic WASTE

Known in industry as e-Waste, the discards of our modern electronic age has become a huge problem, posing several risks, mainly due to certain elements used in the manufacturing of all these wonderful gadgets and toys that almost rule our lives today.

Up to 36 chemical elements are used in composition of product material, and of primary concern is Mercury, Beryllium, Arsenic, Cadmium and Lead, all toxic substances which must be disposed of properly to avoid harmful (even deadly) contamination. Also, most of the plastics in use have been doped with fire retardant halogens, making it difficult for recycling.

African Sky estimates SA discards about one million tons of electronic scrap a year, mostly dumped in contravention of the National Environmental Act, most of it in ignorance and much of it without concern. Here is some useful sites to explore and get involved... it is your problem too!

<http://www.e-waste.org.za/>

<http://www.ewaste.co.za/>

<http://www.ban.org/>

ITA advice line: Generators and Insurance.

The ESKOM blips of late has created a huge surge in demand for generators – homes and businesses alike – albeit the privilege of those who can afford the cost of owning electrical (semi-)independence. This does however present a few problems not normally considered in the dark moment of decision. Of primary concern here is the confusion surrounding insurers and their apparent reluctance to provide cover for this new wave of demand. An insurer will look at many associated risk factors, considering you will want cover for theft, damage (wilful, accidental, wear & tear, lightning, etc.) and then you will want cover against resultant losses from outage too (fridge contents, appliances blown, etc).

Thus be rest assured, an insurer will be willing to provide cover if you comply to their requirements and adhere to their criteria. One specific requirement is for installation by a recognised and certified professional. There is also an appeal by industry to SABS to investigate standardisation for this emerging market.

Some useful site to explore for more in-depth information:

<http://www.gener8tors.co.za/faq.htm>

<http://mymoney.iafrica.com/insurance/948755.htm>

As an alternative to high-cost generators, check this useful site:

<http://www.inverter.co.za/>

FROM THE ITA NEWS HOUND:

Extract courtesy www.thebigchange.com



Budget speech good for entrepreneurs and SMEs.

Tax specialist Dr. ROBIN BEALE, PKF, explains why.

The new simplified, turnover-based tax system for small businesses, announced by Trevor Manuel in his budget speech today, is to be welcomed, even though some caution is in order.

The simpler tax matters are for the small business, the better. The new turnover-based tax proposed for these businesses will be a combination of VAT and income tax, with business owners paying tax on their total turnover without making any deductions for expenses. However, there is a danger that small, unsophisticated businesses could unwittingly miscalculate their taxes. Therefore a simpler turnover system is preferable.

For the detailed article got to

<http://thebigchange.com/budget-for-entrepreneurs/>

ITA EVENTS CALENDER 2008

www.ita.org.za/events.htm

ITA BLOG: Feel free to post your comments!
www.ita.org.za and follow the link at the top of the page

*** AWARD EVENING ***

We are finalizing the categories for awards and soon you will be invited to contribute your nominations for achievements that you think worthy of consideration for these awards.

Please watch this space for further news!!!

For cooments e-mail lindabotha@ita.org.za

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Advertise on the ITA Website for only R500 per month or market your next event or product launch to the extensive ITA Database for only R350 per in text mail-shot. For more information, questions or comments,

contact Linda Botha on 011 312 3050 or send us an e-mail to lindabotha@ita.org.za

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