

HIS MAJESTY'S KING MSWATI III SUPPLEMENT

# HALALA

HAPPY BIRTHDAY

PLUS:  
SYMPHONY,  
SNOWEE,  
NOBUHLE  
MDURA

KING HAS  
OUTSTANDING  
PASSION FOR  
ESWATINI - PM

PAGES 2-3

Inside:

PAGES 2,3 8,9,10

Exclusive interviews:

- Taiwan Ambassador
- Eswatini UK High Commissioner



HIS MAJESTY'S



Khula Mlisa

BIRTHDAY SUPPLEMENT

## INTERVIEW WITH THE PM:

# "KING HAS OUTSTANDING PASSION FOR ESWATINI"

**H**is Excellency the Right Honourable Prime Minister of Eswatini Mandvulo Ambrose Dlamini today shares his first-ever interview as PM on the occasion of His Majesty King Mswati III's birthday.

Dlamini is a man who thrives on delivery, excellence and integrity. This we learn more of as we interviewed him for this special publication.

He is just about six months into the position but already in various sectors he had been applauded for his plans to stimulate economic growth, together with the government and the support of all stakeholders. He is a focused leader, who in the corporate sector won many local and international awards of excellence due to his great work ethic.

At this time last year, he was excelling as the Chief Executive Officer of MTN Eswatini and this year he is the Prime Minister of the country.

In this wide-ranging interview Dlamini shares with us his journey from corporate to politics, the plans that government has to improve service delivery and also what support he and his team require in order to have a successful term. Dlamini also shares insights into his view of the wonderful leadership of His Majesty King Mswati III as this publication is about celebrating his birthday. Of note he states that the king's passion for Eswatini and Emaswati is outstanding. This is something that many others we interviewed also shared. This common view from the various interviewees indeed shows that our leader



His Majesty King Mswati III with Prime Minister Mandvulo Ambrose Dlamini.

has the country at his heart at all times. This is how the interview with the Prime Minister went;

**Good day Your Excellency, thank you for agreeing to be a part of your first such celebratory interview as Prime Minister. His Majesty King Mswati III, the great leader of Eswatini, turns 51 this month. Please share your well-wishes for him on his birthday?**

I join Emaswati from all corners of the Kingdom, on behalf of His Majesty's Government, to wish the King a Happy Birthday with many returns of long life and blessings from the Almighty

God. Bayethe wena waphakathi. Khula Mlisa.

**Interestingly you are also turning 51 this year, personally share how does it feel like to have reached the 50 milestone last year and what are you looking forward post 50?**

Reaching half a century of life can only be attributed to the blessings of the Almighty God. I am grateful for the many opportunities, blessings and, of course, challenges that life has thrown at me because through all these experiences I have grown as a God fearing Liswati who has dedicated his life to the improvement of humanity in both the private and public sec-

tor.

I am humbled by the trust their Majesties have bestowed on me to lead His Majesty's Government with the mandate to revive our economy and improve the lives of all Emaswati across the land. Indeed, a life lived without hope and aspiration is worthless. With the wise counsel and guidance from His Majesty and the support of all Emaswati I have no reason to doubt that we will turn the corner as a country economically and continue preserving our peace and stability.

**This publication is all about celebrating the**

## "Taiwan and Eswatini true friends in prosperity"

**O**ne-on-one interview with Taiwan Ambassador to Eswatini on the relations we have as well as the country's well-wishes for His Majesty King Mswati III on his birthday.

The Kingdom of Eswatini and the Republic of China (Taiwan) have enjoyed cordial relations since 1968. This relationship has contributed to the development of the country in many sectors such as health, education, agri-

culture and information communication and technology to name but a few.

For over 50 years the two countries have enjoyed warm mutual diplomatic relations that have grown from strength to strength in those various sectors aimed at improving the quality of life for all. This has also seen an improvement in the medical, technical, electrification, agricultural and economic performance of the country.

To this end Taiwan remains committed to supporting the kingdom's National Development Strategy. In the education sector we have also seen a large number of students also get an opportunity to study in Taiwan.

As His Majesty King Mswati III turns 51 years old we interviewed the Ambassador of the Republic of China (Taiwan) in the Kingdom of Eswatini Jeremy Liang to share more about these relations as well as

well-wishes for the king. He also shares his first impressions he got when he met the king describing him as a 'visionary leader with enormous energy and potential.' Over the years he says his first impressions have been proven right. He also shares what he feels would be a befitting gift for His Majesty on his important day. And he sums up our relations as, "Taiwan and Eswatini are true friends and partners in prosperity."

**G**ood day Ambassador, thank you for agreeing to this interview. His Majesty King Mswati III, the great leader of the Kingdom of Eswatini, turns 51 this month. Please share your well-wishes for him on behalf of the Republic of China on Taiwan on his birthday?

On behalf of the government and 23 million people of Taiwan, I extend my most sincere and warmest wishes to His Majesty King Mswati III for his 51st birthday. This is indeed a momentous occasion worthy of celebration far and wide. Although Taiwan and Eswatini are more than 11,000 kilometres apart, our people could not be closer in heart and spirit. God bless His Majesty King Mswati III and the Beautiful Kingdom.

The relations between Taiwan and Eswatini have been going

on for over 51 years and most significantly through most of the leadership of King Mswati III, how would you describe his role in ensuring that the relations stay strong?

His Majesty King Mswati III's commitment, dedication and love for Taiwan is like Sibebe Rock: immovable and unshakable. Bilateral relations are going from strength to strength, and there's no challenge we cannot conquer together. Taiwan and Eswatini are true friends and partners in prosperity.

**Taiwan has supported Eswatini in many sectors, as we surge towards vision 2022 a vision close to the heart of HMK, how will Taiwan support this especially in the key sectors like ICT and agroprocessing?**

Taiwan can help His Majesty King Mswati III realise the National

Development Strategy -- Vision 2022. Taiwan ICDF is working with its local partners in sowing the seeds of Eswatini's bright agroprocessing and ICT future. More cooperation, more mutual support and more good old-fashioned hard work will see the beautiful Kingdom cross the finish line in first place and fine style.

**The President of Taiwan Tsai Ing-wen was the Main Speaker at the Eswatini Golden Jubilee celebrations last year, how do you feel being accorded such an honour?**

President Tsai Ing-wen was deeply moved on being afforded such a rare privilege. Her first state visit to Eswatini was already an extremely special personal experience. But addressing His Majesty King Mswati III and the people of the Beautiful Kingdom



## HIS MAJESTY'S

51

## Khula Mlisa

## BIRTHDAY SUPPLEMENT

**birthday of HMK, and you have shared many different memories with him from your times at Nedbank and later at MTN and now as PM. Please share your first ever encounter with HMK and also which have been some of the most memorable ones?**

Every moment with His Majesty the King is momentous and meaningful. To me there is no insignificant or less valuable time I have had the honour to share with him. I continue to learn a lot from His Majesty and every encounter with him is an opportunity to benefit from his wisdom.

**What character attributes inspire or do you admire about HMK?**

His Majesty is an inspiration to me and he is my guide. I am grateful to have earned his trust to serve in the Office of Prime Minister. There is a lot to admire about the King, but his passion for Eswatini and Emaswati is outstanding. The King is determined to see all Emaswati live the best life they can achieve, hence he has given this country the vision to attain first world status by the year 2022.

**On a lighter note, if you were an ordinary citizen what is a gift you would give HMK on his birthday?**

It will be a tall order to get a physical gift that befits the King. However, His Majesty has consistently asked the Nation to sustain the peace and stability the country enjoys as a gift to him and Eswatini. It is through a peaceful society that relevant plans and strategies of development can be achieved. It remains the greatest gift I as a person and we as a Nation can give to His Majesty and to our country.

**This is also the one-year anniversary of Eswatini having undergone a name change from Swaziland, how do you perceive the future of this country despite the economic challenges it faces?**

Firstly it is important to explain that we have not changed our name but reverted to our original name Eswatini. I have all the reason to believe we will turn the corner and achieve economic growth through unity of purpose and determination. Government has put together a Strategic roadmap that clearly shows the route we have to follow to achieve our vision as a Kingdom.

**How has your first six months as the country's Prime Minister been and what do you hope to achieve in your term?**

As expected, the first six months in office has been dedicated to stabilizing our economy through a number of interventions – the foundation being expenditure control, while putting together an accelerated strategy for economic renewal. Our soon to be launched Roadmap rests on several pillars. They are agriculture, agro-processing, manufacturing,

ing, tourism, mining, ICT, Education, amongst others. We will rely on the support of all Emaswati to realise the gains of economic growth which are the basis of this strategy.

**Many people have wondered how well you would transition from a corporate environment where you truly excelled to politics, how has that transition been like?**

Change in any working environment is inevitable and predictably comes with challenges. While the formula to achieve excellence in the private sector may have some similarities to that of the public sector, there are still a lot of principles

that can be incorporated into the other. It therefore remains important to adopt those private sector principles that will benefit the public sector while strengthening the current public sector principles that have the most potential to enhance service delivery. The process of adapting to any change is constant, and with the guidance of His Majesty the King and the support of Cabinet and all Emaswati I have adapted well.

**At Sibaya you impressed many with your powerful analogy of the eagle, please share any prayer you have for us as a nation as we work on an economic revival?**

It remains relevant and true that, for us as a country, to scale over the challenges we are currently facing, we need to let go of bad habits and sustainable development killers such as corruption. My prayer is that we work in unity to rid this country of corruption and ensure that every public cent is directed towards service delivery and the upliftment of the lives of Emaswati. The process to economic renewal requires a lot of sacrifice from all of us.

**What support do you need to make this a very impactful term?**

Our vision as a country cannot be attained in isolation but with the support of all Emaswati and our international partners.

As a Cabinet we are grateful for the support we have received since assuming public office and remain resolute in our determination to pull the country out of the financial challenges in our midst. We will continue to rely on public support and feedback to ensure we steady the ship to calmer waters.



during 50/50 celebrations was an honour of a lifetime.

**Kindly share your first ever encounter with HMK and how you found him to be like as a leader and person?**

I had the honour of making the acquaintance of His Majesty King Mswati III in the 1990s whilst serving in the Department of African Affairs. I'm a great believer in first impressions. And my first impression of His Majesty King Mswati III was of a young, visionary leader with enormous energy and potential. Upon presenting my credentials to His Majesty King Mswati III last August at Lozitha Palace, I knew I was absolutely correct. We encounter many people in life, but there are only a handful we remember and keep near to our hearts until the end. His Majesty King Mswati III is one of these special people.

**Taiwan has done a lot in many sectors to develop Eswatini what have been the highlights of your relations with us?**

Taiwan has cooperated with Eswatini in many areas since establishing official diplomatic relations in September 1968. Agriculture, education, electrification, health care, ICT, renewable energy and vocational training. The list goes on and on. A highlight for me is Her Majesty the Queen Mother's greenhouse project overseen by the Philani Maswati Charity. It empowers hundreds of women in rural communities and builds better tomorrows. To share the field with so many honest souls at the launch ceremony brought a tear to my eye. I could truly see and feel how much good Taiwan and Eswatini are doing together in



**Ambassador of the Embassy of the Republic of China (Taiwan) in the Kingdom of Eswatini Jeremy Liang with His Majesty King Mswati III.**

the Beautiful Kingdom.

**What gift do you believe His Majesty deserves on his birthday?**

It's not a case of deserves. It's a case of needs. His Majesty King Mswati III cares deeply for the

people of Eswatini and wants only the very best for the Beautiful Kingdom. Like-minded countries around the world must stand by his side as he strives to accomplish even more in the days ahead.

Taiwan Can Help His Majesty King Mswati III

realise the National Development Strategy -- Vision 2022.

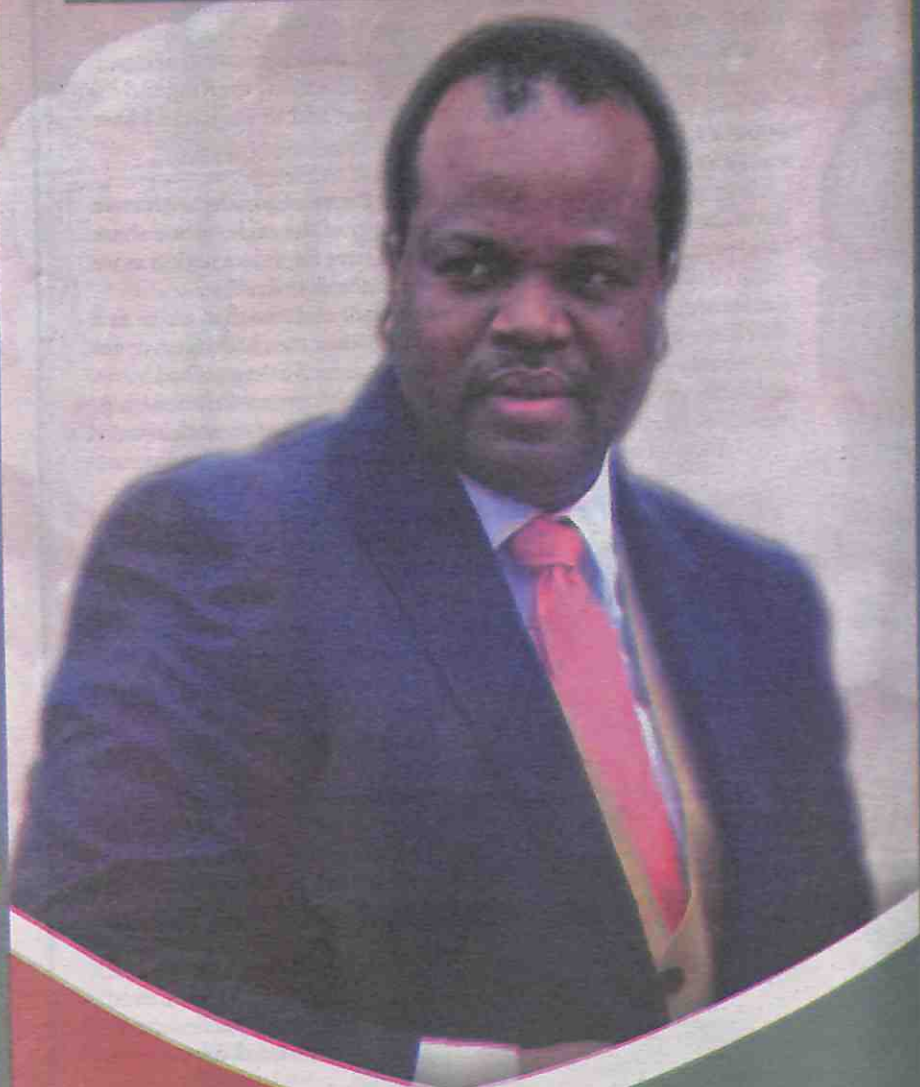
This is the greatest gift we can give and encapsulates the philosophy defining bilateral relations over the past 51 years: Promises made, promises kept.





# HAPPY 51<sup>st</sup> BIRTHDAY

YOUR MAJESTY



The Board of Directors, Management and Staff of National Maize Corporation wish to congratulate his Majesty, King Mswati III on his 51st birthday.

## KHULA MLISA!

### OUR PRODUCTS

White Maize, Sihlobo Rice, Umnjeni Beans and Split Beans



National Maize Corporation



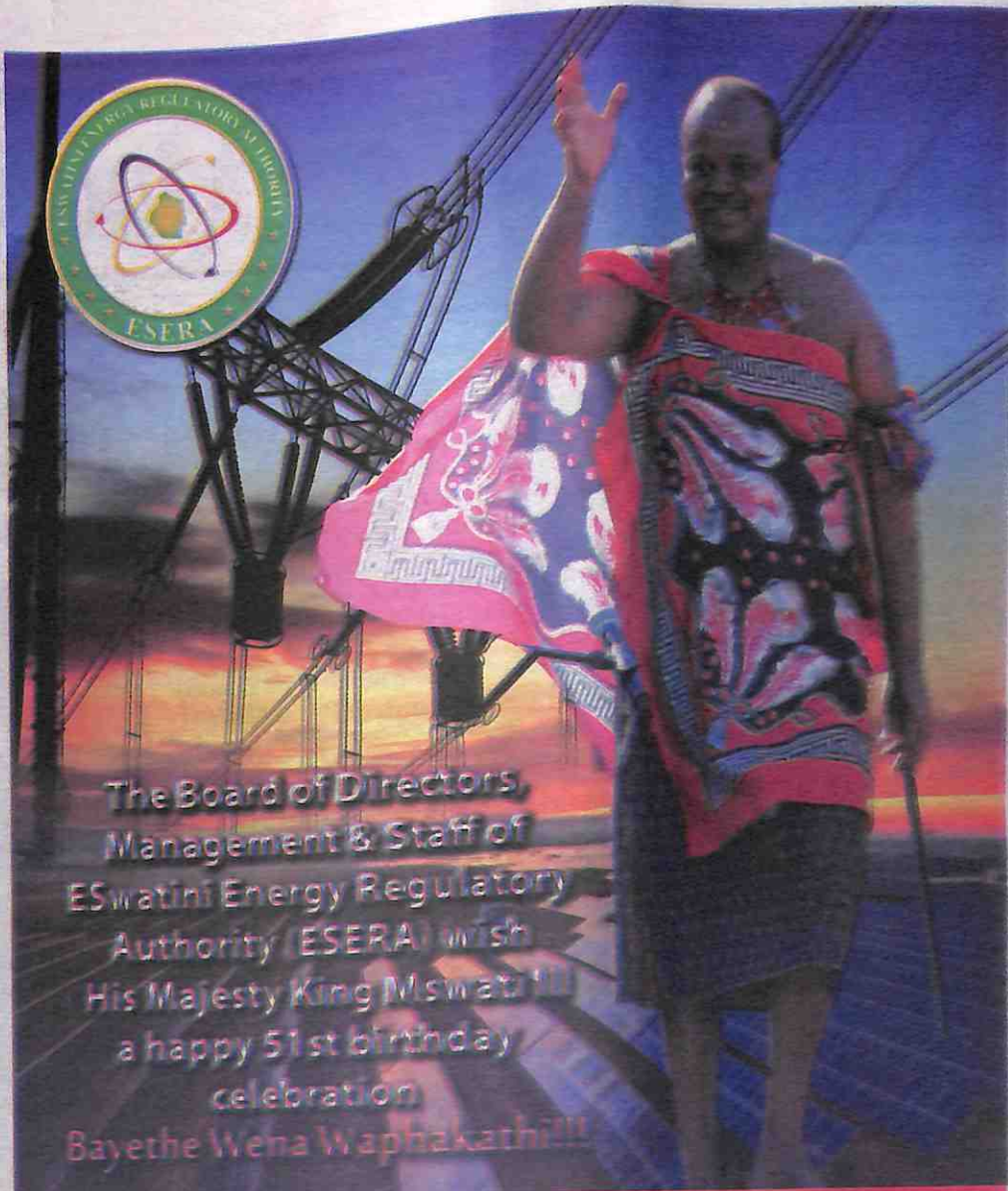
(+268) 2518 7432



info@nmc.co.sz



www.nmc.co.sz



The Board of Directors,  
Management & Staff of  
ESwatini Energy Regulatory  
Authority (ESERA) wish  
His Majesty King Mswati III  
a happy 51st birthday  
celebration  
**Bayethe Wena Waphakathi!!!**

### ESWATINI ENERGY REGULATORY AUTHORITY (ESERA)

1st Floor, Rhus Office Park, Karl Grant Street Mbabane.

P.O. Box 71337 Mbabane H100. Tel: (+268) 2404 2105

Fax: (+268) 2404 8474. Email: info@esera.org.sz. Website: esera.org.sz



### HAPPY BIRTHDAY YOUR MAJESTY!!!

The Management and Staff of  
National Disaster Management Agency  
would like to congratulate His Majesty  
King Mswati III on His 51<sup>st</sup> birthday

**Bayethe! Wena Waphakathi!!**

Tel: +268 2404 2777/ 0256

Fax: +268 2404 4622

Email: info@ndma.org.sz

Web: www.ndma.org.sz

P.O. Box 8999, Mbabane, H100, Eswatini  
RHUS Offices Park, Lot 195 Karl Grant Street  
Mbabane, Eswatini



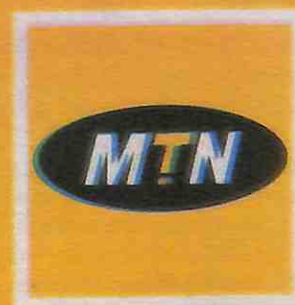




# Happy 51st birthday Your Majesty.

MTN Eswatini would like to wish a happy 51st birthday to His Majesty King Mswati III as he celebrates another year. May your life be filled with peace, good health and happiness. Bayethe Wena Waphakathi.

**#HereForYou**  
**everywhere you go**



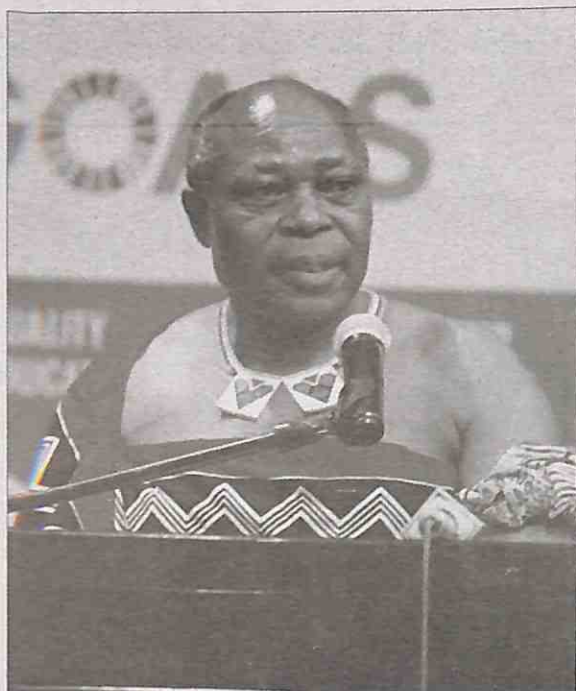


HIS MAJESTY'S

51

Khula Mlisa

BIRTHDAY SUPPLEMENT



## PAUL DLAMINI SHARES

BY NATHI GULE

“His Majesty King Mswati III is a perfectionist and a leader with many positive qualities. I have met many leaders but he stands out for his love for the nation, development and always striving to improve the quality of life for everyone.”

These are the words from Paul Dlamini, who in the previous cabinet served as the Deputy Prime Minister and has recently been appointed as Ligoqo Chairman. Dlamini had been with the civil service for many years and has worked closely with His Majesty in various portfolios including as Shiselweni Regional Administrator.

Interviewed on the occasion of His Majesty's 51st birthday, Dlamini demon-



strates a great deal of humility and is quite passionate as he speaks about how he views the king and what he has done for the nation.

BY SIBUSISO DLAMINI

As the country celebrates 51 years of independence and His Majesty King Mswati III's birthday, a commodity that seems to be the talk of the streets is electricity or rather its costliness.

Whilst the country gradually develops, the demand for electricity has skyrocketed and the populace has been complaining as to why the costs are so high. The Swazi Observer then took some time to sit-down with the Minister of Natural Resources as we discussed 51 years of the country's Independence and His Majesty's Birthday to get answers on where the Nation stands with its resources, including electricity. “When I got into the office, I was just like every other citizen in the country and complained about how costly electricity is, and how it wasn't making sense for the Eswatini Electricity Corporation (EEC) to make profits, at the expense of the populace who are clearly finding it tough to make ends meet. But, then I got to learn of how the EEC gets to make money. EEC proved to me what makes them save so much, and I can gladly tell you that our electricity is amongst the cheapest in the region, and this is because there's a department at EEC that deals with always monitoring the region's cost and capitalize on buying the electricity when it's at its lowest cost. Remember we buy electricity from a number of countries in the region, from South Africa, to Mozambique to Angola, you name them. They just do this so well, that's what helps them make so much money. It really has nothing to do with what the actual price, and I think this is information that should be shared to the public to make them understand why electricity is so costly. I believe the process should be much more transparent,” he said.

When asked on the solution that government was working on to ensure that the country produces its own electricity, Bhembe pointed at renewable electricity as the alternative.

“Renewable electricity is the route that government wants to take right now. The country should be taking advantage of the sunlight and the wind we have, and that's what we are working on. But again, the reality is that all these forms will never produce enough, so we will also have to go for fossil fuels to make sure that we have adequate electricity because the demand keeps on increasing,” he said.

### Message to His Majesty The King

The one thing about our country is that he is a visionary.

He sees things way before and we must just pray to the Lord for the ability to understand what he seeks for us and to help work hand-in-hand with him as we develop our Kingdom. Long live your Majesty, Beyethe!

## RENEWABLE ELECTRICITY IS THE FUTURE - MINISTER

### Government's strategy to ensure that taps never run dry

Before joining politics after being appointed by His Majesty King Mswati III in the new government, the Minister of Natural Resources Peter Bhembe worked in the water industry for well over two decades, from 1995 to be specific, where he was the head honcho at the Eswatini Water and Services Corporation (EWSC). He has also been member of the South African Institute of Electrical Engineers (SAIEE);

the International Water Association (IWA) and the IWA Strategic Council.

With so much knowledge and skill on the nitty gritty of the industry, there's no perfect person to give a reflection of the country's water systems than Bhembe.

Firstly, we quizzed the Minister on the state of the country's water.

“I think we are in line with all the world standards and we have

long been leading in the region. This year's theme when celebrating World Water Day was, ‘leaving no one behind’, and it speaks to EWSC and government as a whole, is working on at the moment. The world is looking at ensuring that everyone gets access to clean water because water is life, and water is at the core of nearly all industries, so we need to make sure that we clean water. Clean water saves us from the finances of so

many illnesses, so this statement is widespread and can be interpreted for all different spheres,” he said.

When asked on the importance of recycling water, the Minister made it known that it was much cheaper to at-least try and save water by using it sparingly other than recycling methods.

“Luckily enough for me, I have served in the water board in SADC as Chairman and have



HIS MAJESTY'S



Khula Mlisa

BIRTHDAY SUPPLEMENT

# EXPERIENCES, WELL-WISHES FOR KING

"It is quite humbling to have an opportunity to join the nation in expressing our well-wishes to His Majesty King Mswati III as he turns a year older. I am thankful to have this chance to wish him well as he is quite a very good leader with the best interests of the nation," he said.

Dlamini noted that ever since the king started leading the nation, he had been exposed to how other countries develop thanks to travelling and this had set the tone for him to also wish for the nation to be as developed as the other countries he had seen.

He said from what he observed if the nation would work at the pace and to the wishes of His Majesty the country would continue to achieve great development.

"It is evident from all the development around that His Majesty has contributed positively to the country's growth. Look around and you can agree with me that the development has doubled if not tripled since he started leading us and



this is because of his passion to see the country among the best in the world," he said.

Dlamini said some of the evident developments were in infrastructure especially roads as well as education and there has been an improvement

in the quality of life of many citizens. "It is the king's wish that poverty would be completely eradicated for everyone," he said.

Dlamini also noted that the king was a very good custodian of Eswatini's culture and traditions

as they have continued to be preserved over the years and improve to even better levels with each year.

"It is befitting that His Majesty set the Vision 2022 target because through it as a nation we are all now able to work towards keeping up with the pace of the development the king would like us to be at.

His Majesty wants Eswatini to be among the first world countries and it is up to every citizen to support this vision," he said.

Dlamini said as His Majesty was turning 51 years old, he noted that the grace and blessings of God were truly with the nation.

"For us who believe in God, we have seen that if you do not put God first in everything then your life will not prosper.

It is therefore great that the king also puts his trust in God and God has continued to keep him for us hence the nation prospers," he said.



● "Renewable electricity is the route that government wants to take right now. The country should be taking advantage of the sunlight and the wind we have, and that's what we are working on. But again, the reality is that all these forms will never produce enough, so we will also have to go for fossil fuels to make sure that we have adequate electricity because the demand keeps on increasing,"

## Happy 51<sup>st</sup> Birthday

The Board of Directors,  
Management & Staff of  
ERG Trading (PTY) LTD  
wish His Majesty King  
Mswati IIIa happy 51st  
birthday

Bayethe Wena Waphakathi!!!

**ERG Swaziland (PTY) LTD**

Lot 660, Tabankulu Street Matsapha Industrial Site  
Tel: +268 2518 4600/02, Fax: +268 2518 4609  
Cell: +268 7602 4041 Email: [ergswd@swazi.net](mailto:ergswd@swazi.net)



SUPPLIERS OF: WATER TREATMENT CHEMICALS & SPECIFIED INDUSTRIAL CHEMICALS | PVC PIPES & FITTINGS  
STEEL PIPES | STEAM PIPES & FITTINGS | STORAGE TANKS | TELECOMMUNICATION MATERIALS | BUILDING & CIVIL MATERIALS

Bhembe.

The Minister further revealed that 95 percent of Emaswati were covered in terms of clean water.

"When you weigh us against our counterparts from the region, we are much more ahead than them. 95 percent of the Emaswati population is covered with clean water and this is something we have to be proud of," said the Minister.

The last time the country experienced water rationing was during the tumultuous El Nino times, where Bhembe was still heading EWSC then SWSC, and when asked on what measures the company and government had taken on ensuring that such a situation isn't an

occurrence again, Bhembe said the answer to that problem was be building more dams.

"What the drought exposed us to at the time is that we don't have enough storage for our water, hence the plans to have more dams.

When you take a look at this year's budget speech, government is working on the construction of another dam to cater for Mbabane - Manzini, as well as a couple down south to cater for the southerners.

If the drought hits again, we should have stored enough water to make it a point that we do not suffer, even if the drought goes on for a whole two years," he concluded.



HIS MAJESTY'S

51

Khula Mlisa

BIRTHDAY SUPPLEMENT

## 'UNDER LEADERSHIP OF HMK,

On behalf of the High Commission of the Kingdom of Eswatini in London, I take this opportunity to wish His Majesty, King Mswati III, a Happy Birthday. *Sitsi lunwele loludze Mbangazitha. Khula Mlisa. Wena Waphakathi.* May God Almighty bless you with many more years of a fruitful and productive life.

## INTERVIEW WITH ESWATINI UK HIGH COMMISSIONER

BY NATHI GULE

The Eswatini High Commissioner to the United Kingdom His Excellency Christian Muzie Nkambule joined the civil service in 1985 and since then has diligently served the nation in various portfolios. With his rich history of service as well as interactions with His Majesty King Mswati III, we interviewed him to share his experiences on that and more.

He also speaks highly of the leadership qualities that HMK possesses, "he is the engine behind the country's enviable success stories," he said.

This wide ranging interview also gives a view of



how Eswatini is viewed by the world and how our future may look like in the eyes of the high com-

missioner.

The Eswatini High Commission in London is the official representative body of the Kingdom of Eswatini in the United Kingdom, Great Britain and Northern Ireland and is also accredited to the following countries: Bulgaria, Cyprus, Greece, Italy, Malta, Portugal, Spain, Denmark, Finland, Iceland, Norway and Sweden.

Here is how the interview went.

*Good day Your Excellency, thank you for agreeing to this interview. His Majesty King Mswati III, the great leader of this nation, turns 51 this month. Please share your well-wishes for him on behalf of the Eswatini High Commission in London on his birthday?*

On behalf of the High Commission of the Kingdom of Eswatini in London, I take this opportunity to wish His Majesty, King Mswati III, a Happy Birthday. *Sitsi lunwele loludze Mbangazitha. Khula Mlisa. Wena Waphakathi.* May God Almighty bless you with many more years of a fruitful and productive life. Thank you, Your Majesty, for being a visionary and focused leader who is always churning great dreams for the total emancipating of emaSwati from the cobweb of poverty and deprivation. As a Nation, we feel highly privileged to have you as our greatest asset and an engine behind the country's enviable success stories over the entire 33 years of your rule. May all your dreams and aspirations for the future prosperity of this country come true.

*The relations between UK and Eswatini have been going on for over 51 years and most significantly through most of the leadership of King Mswati III, how would you describe his role in ensuring that the relations stay strong?*

His Majesty is well versed on different issues of Foreign Service and International Affairs. When the opportunity avails he gives wise advice. The King is open minded and always welcomes new ideas. This is important as it allows the Mission liberty to engage with Governments and International Organisations, promoting the country's interest.

The 'Kingdom-to-Kingdom' relationship between Eswatini and the United Kingdom has been a cementing factor that has characterised the diplomatic ties between the two states since independence, as well as over the entire reign of King Mswati III. It is for this reason that the Monarch in the United Kingdom has always had a soft spot for the Kingdom of Eswatini. Besides studying in the UK, His Majesty has been a frequent visitor to Britain and has had frequent interactions with the Queen. The relationship between the two countries is further reinforced by our joint membership of the Commonwealth Organisation, from which Eswatini has benefitted immensely along her long development journey.

On a bilateral front, Eswatini has benefitted a great deal from a wealth of technical assistance and numerous scholarships that have been offered to Swazi students to study and enhance their professional skills overseas.

May I at this point implore my fellow emaSwati to take advantage of the reopening of the British

### Happy 51st Birthday The Embassy of the Republic of China (TAIWAN) Would like to congratulate His Majesty King Mswati III on his 51<sup>st</sup> Birthday Anniversary.

Eswatini's Loyal Development Partner



His Majesty King Mswati III and President Tsai Ing-Wen

"Taiwan has been a model citizen in global civil society. Since our democratization, we have persisted in upholding the universal values of peace, freedom, democracy and human rights. It is with this spirit that we join the alliance of shared values and concerns for global issues."- President Tsai



SUPPORT TAIWAN'S INTERNATIONAL PARTICIPATION

Doc.18687



HIS MAJESTY'S

51

Khula Mlisa

BIRTHDAY SUPPLEMENT

# POSITIVE SPINOFFS ARE ENDLESS'



High Commission in Mbabane to double their effort in further solidifying the country's diplomatic ties with Britain on all fronts. Now that the British High Commission will be at our doorstep, Eswatini should invigorate her efforts to create a positive image about this country among the people of the United Kingdom.

*How generally is our nation viewed by these countries?*

Eswatini is viewed as a paradise by that segment of the European population that has had the privilege to visit our beautiful country. Eswatini is perceived as a safe haven for Investors, Tourists and Expatriates alike. It is always refreshing when people share their positive experiences and impressions about this country following their visits here. They are usually fascinated by our King, our cultural practices as well as our traditional structures. The unique Monarchical Democracy intrigues our European visitors, as well as people from other Kingdoms. Our system of governance raises a lot of curiosity especially among European, Asian and Caribbean Countries who frequently approach the Mission with requests to establish diplomatic relations with Eswatini. This is an indication that there are countries out there who are desirous to establish closer ties with the Kingdom of Eswatini.

To that end, I can only implore Eswatini to upscale her effort to create a positive image about her governance system among the nations of the world. While our Monarchical Democracy remains our greatest asset and a key ingredient in our peace and political stability. However, it remains unknown and misunderstood by the international community. As a result of some distorted views, which are a product of lack of information, our governance system is unfairly viewed in the bad light in international circles. We need to embark on aggressive corrective measures that will infuse positivity in our entire governance system.

*How as the High Commission ensured it stays true to the mandate of promoting and maintaining sound and effective socio-economic and political relations between Swaziland and countries of accreditation?*

The Mission's work is guided and informed by policies and programmes that are pursued and implemented by the Ministry of Foreign Affairs and International Cooperation. In this regard, we endeavour to keep our communication lines open

in order to keep ourselves fully informed and appraised on projects and current affairs that

impact on our relationship with the countries to which we are accredited. Furthermore, we engage in regular consultations with government departments and various stakeholders on a number of issues to keep ourselves abreast with contemporary development issues and trends. We always keep ourselves fully focused on our core mandate and business which is to promote foreign investment, trade and tourism. We are also tasked to create a positive image about our country in those countries that fall under our radar. It is always our primary interest to safeguard the interests of the Kingdom of Eswatini should we be confronted with situations that compel us to do so. The Mission also participates in meetings and activities of Intergovernmental Organisations such as the Commonwealth and International Sugar Organisation. There are enormous benefits that

accrue to Eswatini as a result of our active participation in the activities of these organisations.

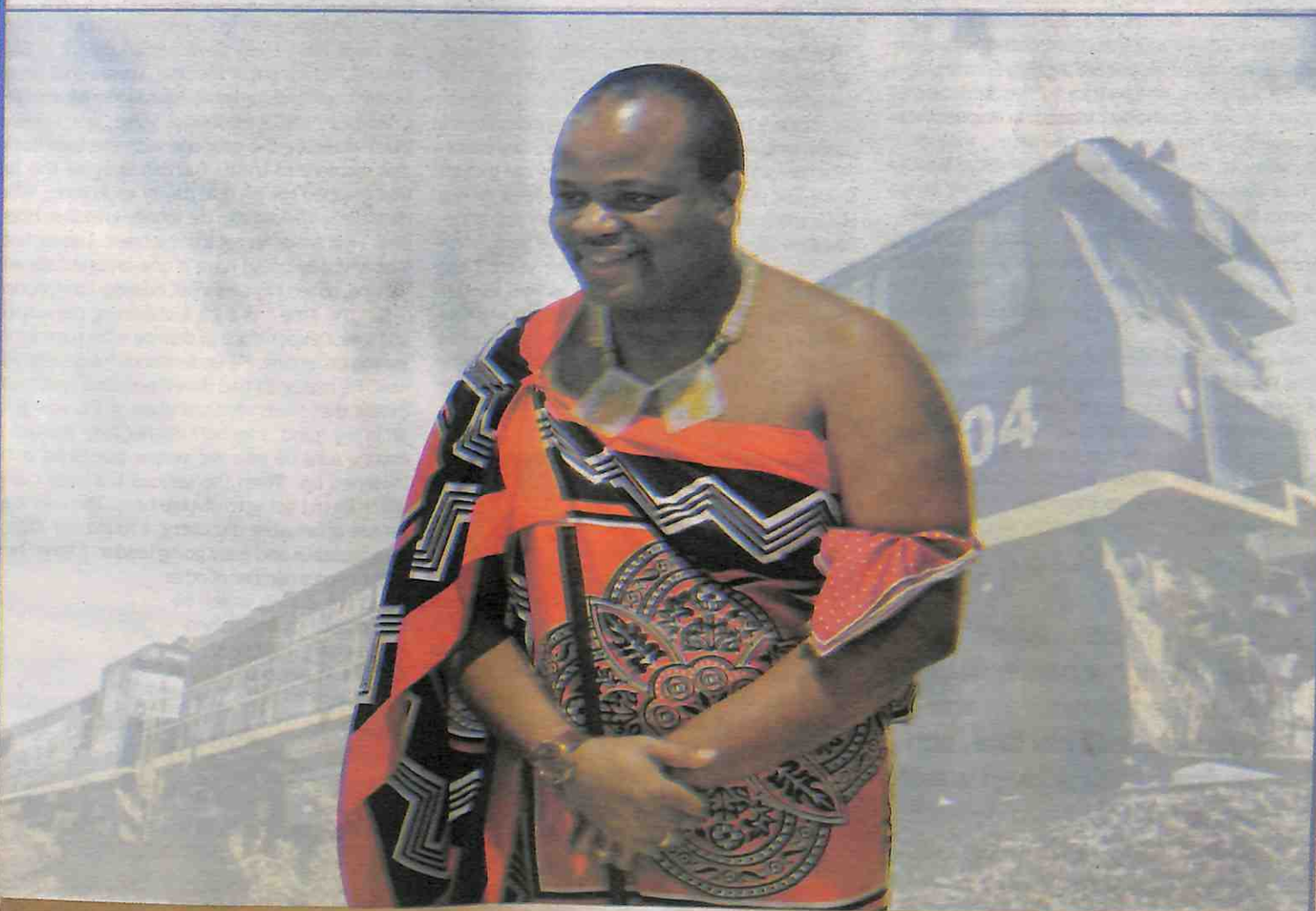
For instance, Eswatini nationals receive full scholarships from the Commonwealth Scholarship Commission. The country's benefits from the International Sugar Organisations, include research information on sugar markets as well as strategic information from critical studies on this commodity.

*Please share your profile of serving the country in various portfolios and what it has meant to you to be of service to the nation?*

I joined the Civil Service late in 1985 and served in two Ministries before being transferred to the Ministry of Foreign Affairs in 1989. I was immediately posted to Brussels to work as a First Secretary

## ESWATINI RAILWAYS

*Efficiency Re-defined*



The Board of Directors, Management and Staff of Eswatini Railways would like to take this opportunity to join the Swazi Nation in wishing His Majesty King Mswati III a Happy 51<sup>st</sup> Birthday.

## BAYETHE WENA WAPHAKATHI

● Eswatini is viewed as a paradise by that segment of the European population that has had the privilege to visit our beautiful country. Eswatini is perceived as a safe haven for Investors, Tourists and Expatriates alike.



Tel: +268 2411 7400

Website: [www.eswatinirail.co.sz](http://www.eswatinirail.co.sz)



HIS MAJESTY'S



Khula Mlisa

BIRTHDAY SUPPLEMENT

From pages 8-9

## 'UNDER LEADERSHIP OF HMK, POSITIVE SPINOFFS ARE ENDLESS'

(Trade) for seven years. In 1996 I was appointed the first Consul of the Kingdom of Eswatini to South Africa, based in Johannesburg. This is a post I held until the end of 2000 when I was recalled back home to head the Trade Promotion Unit under the Ministry of Foreign Affairs and Trade.

I worked for three years in that post and in 2004 I was once again privileged to be posted abroad as a Counsellor (Deputy Chief of Mission) in Washington DC, USA. I worked there for a period of four years. In 2007 I was transferred to Malaysia to work as Deputy Chief of Mission as well.

In 2009, I was appointed Chief of Protocol of the Kingdom of Eswatini, a post I held for six months. Subsequently, I was once again posted back to Malaysia as Deputy Chief of Mission. In Malaysia I was later appointed Acting High Commissioner for a period of sixteen months.

Whilst in Malaysia, in 2008 I was given a special assignment of setting up two Embassies in the Gulf region, that Kuwait and the United Arab Emirates (Abu Dhabi). And again in 2010 I was given the same assignment to set up the Eswatini Embassy in Doha, Qatar. These were very tricky and strenuous assignments as we were still new in that part of the world as a country. I had to adjust very fast to the 'dos and don'ts' of those countries.

Then in 2014 I was then confronted with a big surprise. His Majesty appointed me High Commissioner of the Kingdom of Eswatini to the Republic of Mozambique. Big shocker indeed. In Maputo I was responsible for six other countries; including Madagascar, Malawi and Mauritius. Whilst in Maputo I was elected to be the Treasurer of the Africa Group of Ambassadors and High Commissioners.

Two and half years later i.e. in 2016 His Majesty appointed me as High Commissioner of the Kingdom of Eswatini to the United Kingdom, making me Ambassador to more than twelve countries all over Europe.

When I went to bid farewell to His Excellency The President of Mozambique, His Excellency told me that being appointed to London is a very serious national assignment that I should never take for granted. He said it is tantamount to a great honour. Indeed, when I arrived in London, I was pleasantly surprised to learn that it is a Capital City that has the highest number of Embassies in

**"if my people, which are called by my name, shall humble themselves, and pray, and seek my face, and turn from their wicked ways; then will I hear from heaven, and will forgive their sin, and will heal their land"**

the world. I have always thought that this status was the preserve of Washington DC.

My most memorable day in London was on 1<sup>st</sup> March, 2017, when I entered Buckingham Palace to present my Letters of Credence to Her Majesty Queen Elizabeth II. I remember very well that when I entered into that famous room all I could see was the Queen and nothing else. I was very much focused. Mind you I wasn't born when Queen Elizabeth took the throne following the demise of her father King George VI in 1952. I'm always fascinated by the fact that I was only able to see the furniture and everything else, in that famous room, on the pictures when I saw them days after the noble event.

Therefore, since my arrival in London, I have made my resolve to apply myself fully to the assignments and duties that are brought to my attention on a daily basis. I take my appointment as the Kingdom's High Commissioner to the United Kingdom very seriously. In fact, I work diligently to the best of my ability to deliver as per the



expectations of my country and the appointing authority.

The opportunity I have been afforded to serve my country in all the various portfolios all over the world means a great deal to me and my family. It hasn't been as easy journey to execute such challenging assignments. In particular, I am indebted to my wife and kids who stood by me through thick and thin, encouraging me to keep moving even when the going got tough. I am also grateful to my brother and sisters who have been exceptionally supportive to me over the years. I also thank my church (Motjane AEC) as well as other church communities and fellow believers who have been relentlessly offering their prayers on my behalf. It is only God who has made it possible for me to travel this far in my entire tour of duty in the Foreign Service.

**Kindly share your first ever encounter with HMK and how you found him to be like as a leader and person?**

My first personal encounter with HMK was during my time when I served the country in Johannesburg, SA. I was privileged to be introduced by my King to President Mandela in my capacity as Consul. I was privileged to be bestowed with such a rare encounter. His Majesty happened to be in South Africa at the time. President Mandela said! "Ndiyabulela ukuthi inkosi isebenzisa amakwenke angangawe....". Yes I was a kwenkwe (boy) then.

My second very serious encounter with the King was in August 2012 when he was on a State

Visit to Colombo, Sri Lanka. I was the Acting Ambassador based in Malaysia then. We were done with everything and His Majesty was about to leave the hotel on his way to Mozambique for a SADC Meeting. Almost out of the blue, I heard that unmistakable traditional summon: *Ngemandla Nkambule!!!* I rushed to the Presidential Suite, not knowing that I would be the only one with the Lion during that moment of truth. You can imagine the fear that grabbed me on that day of reckoning. When His Majesty walked into the lounge *kwacima tibane kimi*. I will never forget that moment. I never knew that anybody could have a one-on-one talk with the King, no security personnel, nothing. *Langishonela!*

But the King has such a charming personality and a vast experience in dealing with such intimidating situations. He understands his people very well. He realised I had developed cold feet to the extent that I was visibly shaken. A lot was going on in my mind. Ingabe!! His Majesty started by making sure he asks me simple questions until I loosened up. Then the serious business came, which I'm not going to divulge here. Through it all, I made a valuable discovery; I found my King to be a sociable and easy going leader. I have been with him on a number of other occasions during which he has consistently maintained his true self. He takes delight in people who demon-

strate knowledge of the subject matter under discussion and answer questions eloquently and truthfully. He also likes it when your bilateral discussions with him do not stray away from work related issues. During our dialogue in Sri Lanka, I could have talked about people or made requests for personal favours, but I never did.

**What lessons and personal memories do you have serving under the leadership of HMK?**

I have learnt a lot about His Majesty in the workplace. He is a person who is exceptionally knowledgeable about the Government machinery and how it operates. He has an in-depth understanding of Programmes and Policies of Government Ministries and Parastatals alike. When confronted by journalists, particularly when travelling abroad, he is always well poised to respond eloquently to any question asked about his country. As an Ambassador, representing my King and country, I am always challenged to emulate His Majesty in this regard. Nevertheless, I have made my resolve to follow His Majesty's footsteps and upscale my performance as a leader who is rich in knowledge and understanding of issues. I also admire HMK's passionate drive for culture and cultural activities. As a result of my exposure on this front, I have developed a better understanding of the country's cultural practices coupled with traditional structures and institutions. When one is led by a leader like HMK, the list of positive spinoffs from any interface with him is simply endless.

**You are a spiritual person what is your prayer for Eswatini post the Golden Jubilee as we celebrate one year under our new name?**

My prayer for Eswatini is for God's divine intervention and guidance across the entire spectrum of her development journey. In particular, I am delighted to note that our country is led by a God fearing King who unashamedly stands behind the pulpit and proclaim Christ as Lord and ultimate architect of the fate and destiny of the Kingdom of Eswatini. He has not deviated from King Somhlolo's vision which directed Swatis to choose the Bible and eat it from within while shunning away from materialism. Some of the blessings that are enjoyed by this country emanate from His Majesty's public proclamation that God is our source and ultimate authority over the affairs of the Swati Nation. In Second Chronicles 7: 14, the Bible says **"if my people, which are called by my name, shall humble themselves, and pray, and seek my face, and turn from their wicked ways; then will I hear from heaven, and will forgive their sin, and will heal their land"**. The stand that has been taken by the King and the people of Eswatini to humble themselves and reverence God the Creator of the Universe is bound to open floodgates for the healing and rejuvenation of our country. On this promise, another Bible version says; **"...I will listen from heaven, forgive their sins, AND RESTORE THEIR LAND TO HEALTH"**.

**THAT IS MY PRAYER FOR THE KINGDOM OF ESWATINI.**

**Is there anything else related to the birthday as well as your relations with HMK that you would like to share with us as we conclude this interview?**

I am his humble servant and enjoy serving him when assigned to do so. Personally I enjoy his preaching during the end of year and beginning of the year services held at Lozitha. When he preaches, just at that moment, he tends to cease to be a Head of State. I guess it is because he fully understands the presence of God in any event. Above that, he never ceases to amaze me with his memory level. He remembers so many things at once without referring to a paper. That is a rare gift. As he celebrates his 51st Birthday Wekunene, we pray that God keeps giving him more and more wisdom to lead this country to greater heights.





HIS MAJESTY'S



Khula Mlisa

BIRTHDAY SUPPLEMENT

BY SIBUSISO DLAMINI

# PRINCESS SIKHANYISO'S HISTORIC APPOINTMENT MARKS NEW ERA

In the Kingdom's 50 years of existence, His Majesty King Mswati III made history when he appointed his eldest daughter Princess Sikhanyiso to the Cabinet, where she has been put to be in charge of one of the most impactful ministries in the country's quest to development - the Ministry of Information and Technology (ICT).

The Princess is also a Senator, and Her Royal Highness' appointment was met with much merriment in particular to the country's young women who have looked up to the Princess as Head of the Imbali regiment for over a decade.

The 31-year old Princess is not at a newbie at all to leadership positions having been leader of the Imbali and even led the traditional chastity rite, 'umcwasho', which was instituted by the His Majesty King Mswati III as means of combating the AIDS epidemic during its most problematic times in the early 2000's.

She has also held other influential positions as has been a member of the board of directors of big corporates, of such magnitude as multi-national mobile telecommunications giants MTN Eswatini.

This was a position she got only a few years after she had launched the Imbali Foundation in 2014, a foundation focusing on the health, education, and spirituality of Imbali YemaSwati (the regiment of Swazi maidens headed by the Inkhosatana). The Princess also runs the beauty pageant, Miss Swaziland Tourism.

Her Royal Highness is armed with a Master's Degree in Digital Communication she obtained from Sydney University. She also studied

Drama at Biola University in California, United States.

She had begun her education in the United Kingdom, Britain to be specific, at a mixed private school, St Edmund's College, Ware, in Hertfordshire, where she was in Challoner House.

The youth is in particular thrilled with Her Majesty's appointment because



she is a well-known arts lover. Not only did she just study drama, but she has also been an active artist. Whilst on her brief stay in Malaysia for an internship program at the Limkokwing University, she recorded a single titled "Hail Your Majesty" in honor of the King. The song came as a second song in her on her discography, as it followed her debut one titled 'Abeze Kim' which featured M'du and her brother Prince Lindani.

As the youngest politician in the executive, the Princess is faced with a mam-

moth task of keeping the House in touch with realities of the 'next golden generation' the very people who will take-over the baton and lead the country to its desired 'first world status.'

The youth which arguably make the majority of the country's population are currently the most unemployed and with the country's economy hanging by the thread, hope lies

in the Princess to be the country's voice to every decision that is made by the executive and bicameral legislature and further give them the realistic of the situations as well as incite a 'young and fresh' attitude.

As Minister of ICT, she will be challenged to ensuring that he swift change of government to the paperless era which will set-up a more accountable and efficient system. As a role model to the young girl child in Eswatini, this is an opportunity for her to prove her worth and why we need more young minds in positions such as hers to change the landscape of our politics for good.



## ...More Emazinyane join politics

Four more Emazinyane have been tasked with integral decision-making position in the country's political system as they joined Emabandla.

Following the appointment of Princess Sikhanyiso as Minister of Information Communications and Technology (ICT), His Majesty King Mswati III has seen it fit to replace her role as member of the Eswatini National Council Standing Committee, popularly known as Likoqo with Lizinyane Princess Temaswati. Princess Temaswati is the eldest daughter of Inkhosikati Make LaNgangaza.

Lizinyane Prince Majaha was appointed into the Ludzidzini Council together with Lizinyane Princess Temtsimba.

Lizinyane Princess Tiyandza has been appointed into the Royal Board of Trustees, where the Chairman is Finance Minister Neal Rijkenburg. The other members are King's Office Chief Officer Chief Mgwagwa Gamedze, Martin Gobizandla Dlamini, Bishop Mavovo Mkhonto, Chief Ndzabankulu Simelane and Reverend Grace Masilela.

### LUDZIDZINI COUNCIL

1. Chief Mdlaka Gamedze - Chairman
2. HRH Prince Majaha
3. HRH Princess Temtsimba
4. HRH Prince Masitsela
5. HRH Princess Elizabeth
6. Prince Fipha
7. Prince Gcokoma
8. Princess Dzandza
9. Chef Mshikashika Ngcamphalala
10. Chief Mphaphela Mabuza
11. Rev. Samson Mhlana
12. Sobantu Dlamini
13. Mhlambanyatsi Dlamini
14. Masende Sonnyboy Zwane
15. Hlobisile Ndlovu
16. Ncumbi Maziya
17. Mnguni Simelane

### BOARD OF TRUSTEES

1. Neal Rijkenburg (Chairperson and ex-offi-



cio member)

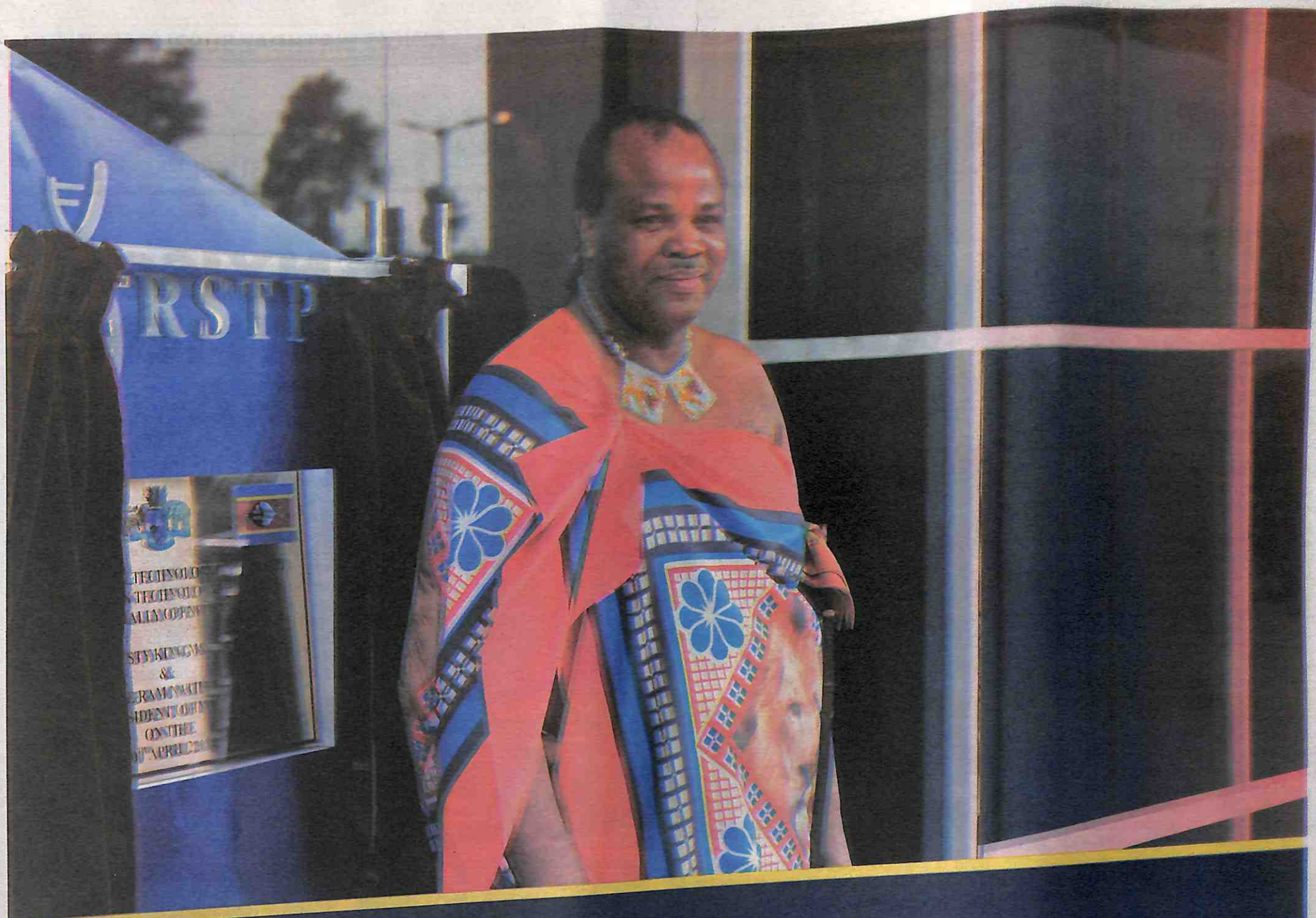
2. HRH Princess Tiyandza
3. Chief Ndzabankulu Simelane
4. Chief Mgwagwa Gamedze (Chief Officer



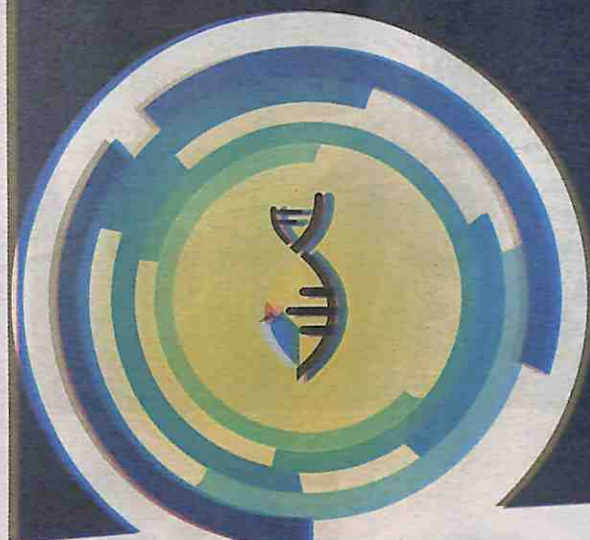
5. Martin Gobizandla Dlamini
6. Bishop Mavovo Mkhonto
7. Rev. Grace Masilela












The Board of Directors, Management and Staff of The Royal Science and Technology Park join the Nation in Wishing His Majesty King Mswati III a Happy 51st Birthday. Lunwelle Loludze Wena Waphakathi. Bayethe.



-  National Data Centre
-  Advanced School of I.T
-  National Contact Centre
-  Business Incubator
-  Biotechnology Park



Phocweni I.T Park  
P.O. Box 2316 Matsapha  
(+266) 2517 9448 - [www.rstp.org.sz](http://www.rstp.org.sz)

Nokwane Biotechnology Park  
P.O. Box 2316 Matsapha  
(+266) 2518 6386 - [www.rstp.org.sz](http://www.rstp.org.sz)





# Happy 51<sup>st</sup> Birthday

**The Board of Directors,  
Management and Staff of  
Macmillan Education  
Eswatini wish  
His Majesty King  
Mswati III a happy  
51st birthday celebration**

**Bayethe! Wena  
Waphakathi!!**



 **macmillan  
education**



**ADVANCING LEARNING**

900-16912



HIS MAJESTY'S

51

Khula Mlisa

BIRTHDAY SUPPLEMENT

DUMISANI HLOPHE

**T**he easiest birthday wish one can do is a prayer to a poor and needy person.

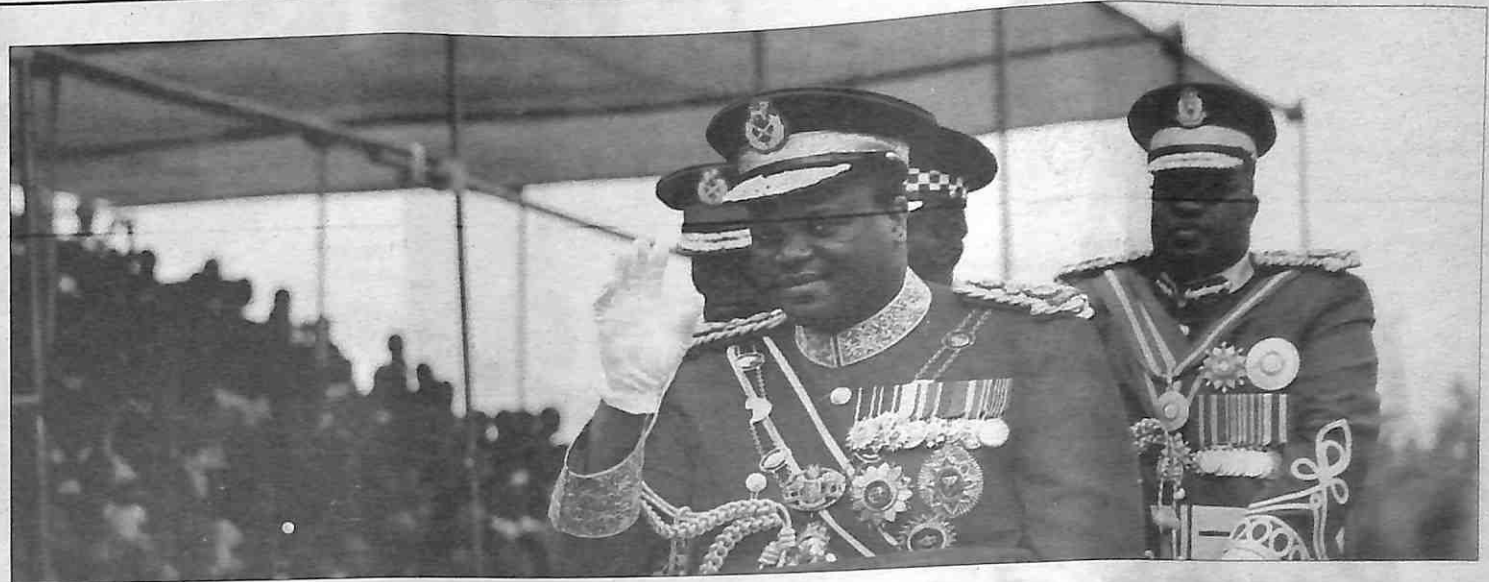
For such a person, it is easy to determine what will be valuable to that person. It could be a job, house, family, and whatever such a person needs.

This birthday wish is mostly a need, rather than a want. It is a wish and a gift to elevate the life and situation condition of such a person. That is, add both a material, spiritual and emotional value in the life of the birthday person.

In this regard, sending a King a birthday wish must rank as one of the most difficult things to do. This is not limited to His Majesty King Mswati III, but all Kings.

The assumption that all societies make, is that Kings are materially rich; have more than they need; and that there are possibly other Kings and royalties that will offer the King far much more that one can ever do. So, what can I possibly wish and give His Majesty King Mswati III as he celebrates his 51st birthday?

Perhaps the answer lies on what, rather than who is the King. Maybe the answer lies in seeing the King not as an individual personified,



## THE KING'S BIRTHDAY IS THE BIRTHDAY OF HIS PEOPLE

but an embodiment of the society ye Maswati that he leads. EMaswati have a wise dictum that describes the King as: "Inkhosi yinkhosi ngebantfu bayo". This means the worthiness of a King is through the substantive quality of life of his people. That is, what makes a King, is not so

much an individual heritage and royal lineage, but the quality of life that such a King delivers, or produces amongst his people.

It is the same observation that Greek philosopher Plato made of Greek Kings - that their worthiness must be determined

by the quality of life they deliver to Greek Plato.

He went on to draw analogy with the profession of teachers and nurses. For Plato, a good teacher must be determined by the extent of the graduates he or she produces. Similarly, the worthiness of a



ETA Chief Executive Officer Linda Nxumalo.

**T**ourism has been identified as one of the four key sectors which can positively contribute to the economic growth of the country.

It is also a sector that is quite close to His Majesty King Mswati III's heart as in various speeches he makes mention of the potential it has to stimulate economic activity in the country.

So much so that in 2003 he launched the Swaziland Tourism Authority, now Eswatini Tourism Authority, and it was tasked with promoting tourism in the kingdom and beyond the bor-

ders.

ETA Chief Executive Officer Linda Nxumalo, who assumed duties six months ago, is alive to that mandate. In this interview, she embodies energy and zest that gives one confidence that the sector is destined for greater heights.

"Tourism is cross-cutting in every sector and therefore very important in the socio-economic development of the country.

With collaborated efforts and dedication there is doubt that we will live up to the objectives set for us," she says.

Out of the left side of her

## Tourism authority unpacks its gifts, wishes for HMK

office window at Dlanubeka Building in Mbabane on the sixth floor, is a scintillating view of picturesque mountains and scenic forestry. This provides a beautiful setting for the driver who sets the tone for the sector as it is a direct reminder of just what lovely natural resources we have in this unique country.

The main reason for the interview is to ask her to share her organisation's well-wishes at His Majesty King Mswati III's 51st birthday as well as give us an overview of the plans she and her team have for this critical sector.

This she does with ease, sharing smiles, warmth, naturally flowing mannerism, etiquette and exhibits firm professionalism during the interview. These are traits that are some of the unique value propositions the country sells to tourists to make us as one of the most sought-after destinations in the world.

### KING A VERY WISE LEADER, WITH GOOD PLANS - ETA CEO

The CEO believes that the nation is blessed to have a leader that is passionate about every sector like His Majesty King Mswati III. She also shared her well-wishes for him as he turns 51 years old on behalf of the organization.

"Bayethe wena waPhakathi. Khula Mlisa. May God continue to keep His Majesty and continue to help him lead this country with such wisdom. His Majesty King Mswati III is a very

wise leader and he has very good plans for us a country.

I wish that Eswatini realizes Vision 2022 much earlier than that year. As the tourism sector we will do everything we can to help His Majesty's government achieve the turnaround in the economy using tourism as a catalyst in that regard," she said.

She said that as the country is a quite peaceful it makes it a very good tourism destination. She said she wished that among the gifts the king would get is continued respect and full support of all his plans.

### WE CAN AND WE WILL - CEO PUTS CARDS ON THE TABLE

Giving more detail on how the sector can be a meaningful player in economic growth, she said as tourism was a cross-cutting sector, it touched on transport, hotels, restaurants and hotels in terms of generating revenue for the country.

"For us we need to increase the tourist numbers and also increase the revenue that the tourists spend here.

Currently the number of days spent by tourists in the country is an average of one day and we want to change that to more than three days. We want to realise a higher average revenue per tourist," she said.

She said it is essential to influence this revenue spend in the positive direction.

"The contribution from tourists right now to GDP is 1.3% we want

to move that to 5% so that we realise the revenues expected from us," she said.

Nxumalo did note that as a marketing organization it would not be easy to quickly realise the turnaround for at least 18 months as per marketing standards. "We just want to make sure we continue steering the business in the right direction so that we see a quick turn around though.

Our focus will be on our neighbouring countries like South Africa because it is easier to market to them and influence them to make a quick decision to come to Eswatini," she said.

Despite these plans tourism figures had declined by 5.1 per cent as per statistics revealed in the budget speech.

Nxumalo said she was cognizant of that.

"Our focus will be on the region. What we have noted is that most of the successful destinations like Singapore have their neighbours as their anchor clients/tourists. It is good to build your base on your neighbours then go to the rest of the world.

Already our statistics show that our main visitors are from the neighbouring countries and now we need to look at them staying for longer," she said.

She revealed that they would be doing more promotions in South Africa about Eswatini to push up tourist numbers.



HIS MAJESTY'S



Khula Mlisa

BIRTHDAY SUPPLEMENT

Doctor or any medical practitioner must be determined by the quality of life of his or her patients after medically attending to them.

Therefore, well-wishing His Majesty the King a great birthday is not necessarily a personified individualistic act of good will. The King, as the bible would say, is not the Alpha and Omega. Rather, King Mswati is the embodiment of eMaswati. In other words, wishing whatever greatness to the King on his 51st Birthday, or any other birthday, must naturally and inherently be aligned to the well-being of eMaswati as a whole. That is, His Majesty the King's emotional, spiritual and physical well-being is inherently a reflection of his people.

I assume therefore that His Majesty the King's Vision 2022 is his alignment to eMaswati.

According to the Monarch, this vision, seeks to "improve the standard of living for all our people through access to quality services, wealth creation, and employment opportunities". This is a noble vision for a people. Should this vision of a "high quality of the standard of living..." the King would have realized the siSwati dictum that "Inkhosi yinkhosi nge bantfu bayo".

In this regard, the best 51st Birthday gift that the HMK can get, is evidence that indeed Eswatini is a lot closer to the realization of Vision 2022.

The best birthday gift for HMK, should

be evidence that indeed, the quality of life in Eswatini is getting better; that there is wealth creation; and that employment opportunities are being created and the country is urging closer to the first world status in its own terms.

The best birthday gift that HMK should receive right now should be that his government is indeed delivering a better life for all the people of Eswatini. It is a greater sense of hope, faith and belief in a better future for all the people of Eswatini.

Just to go back to Greek Philosopher Plato, he once observed that "an unexamined life is not worth living". Thus, as HMK is fettered with birthday goodies: cakes; cards; singing; poetries...and many other gifts, it would be worthy for HMK to take a moment to reflect on both his own life, and the lives of his people.

Take a moment to thank the almighty for life itself. Be grateful to the creator that he has afforded a great responsibility over a people. Be grateful at such a blessing.

Continue to be alive to the reality that leadership is a responsibility as he does. And continue to renew and reinvigorate the vision and dream of a greater quality of life for eMaswati as he does through Vision 2022 and other noble initiatives.

Happy Birthday Ndabezitha.  
Lunwele loludze!



Eswatini has plenty of scenic sights to explore.

#### HOW TO LEVERAGE ON ARTS AND LOCAL ADVOCACY FOR TOURISM

A number of local artists have been on international media promoting their music and in turn promoting Eswatini. We asked Nxumalo how ETA can formalize such networks to ensure that they leverage on the arts in promoting Eswatini.

"We are working with Eswatini National Council of Arts and Culture and amongst other things is looking at pushing the tourism agenda at the same time with the arts. What I have also realized is that our artists are indeed loved in SA and beyond we will be looking at ways on how to leverage on that and get business value out of that," she said.

She said that already the Minister of Tourism and Environmental Affairs Moses Vilakati has worked on an initiative that answers the always boggling question on very tourists mind why Eswatini?

"We now have a calendar of events that explains what happens at every month in Eswatini and that says to the tourists why they should visit the country all year round including events like MTN Bushfire. We also

have a range of products that detail places of interests that you can visit from the Northern region all the way to the South with all the historical significance of each towns," she said.

She encouraged local advocacy in promoting Eswatini in that one can also direct tourists to their website [www.thekingdomofeswatini.com](http://www.thekingdomofeswatini.com)

#### Promote

"What we are doing as a team at ETA is also looking into how do we promote domestic tourism more? We are doing a lot of activities around that and we are taking a multifaceted approach including radio programmes, TV and social media so everyone knows more what is there," she said. She also said engagement was key with everyone so that we can all be advocates and ambassadors of tourism.

In conclusion she thanked His Majesty King Mswati III, Her Majesty Indlovukazi, the ETA Board of Directors, the parent ministry of ETA the Ministry of Tourism and government as well as the Hotels and Tourism Association of Eswatini and all stakeholders for their continuous support for their initiatives.

## JA producing Vision 2022 SMEs

Junior Achievement Eswatini (JAE) is good model of an organisation that is working towards supporting the vision of His Majesty King Mswati III and the nation to achieving First World Status by 2022 by producing out the next generation of innovative entrepreneurs.

This non profit organisation and a Member of JA Worldwide was established in the country in 2007 and officially launched in 2009 by the Minister of Education. JA Eswatini is an organization that offers business and entrepreneurial education programs to young people aged between 14-35 years and has seen a lot of successful outputs since establishment.

JA Eswatini is a trend-setter in investing and encouraging young people to own their future economic success in the 21st century global marketplace by focusing on the impact areas of youth, education and economic development.

JA Eswatini exists for the purpose of equipping the youth with the much-needed financial literacy, work readiness and entrepreneurship skills, enabling the youth to contribute and succeed in the local and global economy.

In an interview with the Executive Director Sboniso Madlopha he said JA was the providing foundational knowledge and development for attainment of Vision 2022.

He noted that our background as country is not entrepreneurial and hence we are more employment oriented than being employers however through programs such as JA things are changing.

"Vision 2022 calls for a different mindset and a serious paradigm shift. Moving from employees to employers should be the strategy hence there must interventions from as early as school to change the mind set of our generation from looking for jobs to creating jobs," he said.

First world status calls for more employers than employees. JA is therefore a strategic partner to government in achieving this milestone. "We believe that entrepreneurship to be triggered as a first alternative, hence we are helping to expose young people to pursue entrepreneurship for economic development. 2022 is about moving from food security issue to bring a net exporter. This should the mindset of the next generation that's what JA is contributing to help create entrepreneurs and give them an opportunity to try out their ideas," he said.

Madlopha noted that there was still a consumerism syndrome in the country as there was more spending than savings culture. "We spend and rarely save but this must stop here because 2022 requires us to be a saving and investing country and should be introduced at school level that is JA contribution towards 2022," he said.

JA does not only talk the talk but they walk it. For example among their many programmes there is the JA Company Programme.

This is a 15 week hands on entrepreneurship programme that provide learners the opportunity to run a real mini company while still in school. Offered to Form 4 learners, the programme gives learner participants practical experience on running a business.

Students then submit business plans and

end of year reports, which are marked by a panel of preliminary judges to come up with the best 10 schools. The top ten schools are then invited to the National Expo competition to showcase their businesses and compete for the best business concept and subsequently win awards in various categories. The winning school gets to represent Swaziland in the Africa Regional Competition. Just last year Manzini Nazarene High School pupils hoisted the country's flag high in the eighth Annual Company of the Year (COY) Competition for high school entrepreneurs organised by Junior Achievement (JA) Africa, coming second after Nigeria. The competition was held in Accra, Ghana from December 5-7. A total of 50 pupils competed for the Company of the Year Award by pitching their companies and products and engaging in a boardroom experience with a panel of judges, comprising international and Ghanaian corporate professionals and influencers. The theme for this year's event was 'Tech the Future by Storm.' Delta Air Lines, the leading US carrier in Ghana, had sponsored the competition.

Of note is that our local representative's company CEO Sizolwethu Maphanga won JA Africa CEO of the year which is proof that the future indeed looks bright for local business.

JA Eswatini urged government to continue to support youth entrepreneurship development initiatives even from a school because this will change the economic landscape of the country in a few years. He said this support would show that indeed government was at the footstage of development of the SMME sector. He said it was imperative to catch them young and instill 2022 in their upbringing.

Madlopha also wished His Majesty King Mswati III a happy 51st Birthday. "JA Eswatini Board of Directors, Management and Staff wishes His Majesty a majestic birthday. May he grow with more wisdom to lead the country to 2022 and beyond. Bayethe wena waphakathi!"

#### HERE ARE SOME OF THE SUCCESS STORIES OF JA ALUMUNI

Smiling Through excelling in agribusiness

Smiling Through Investments is an agribusiness firm that seeks to empower the agricultural sector by providing expertise and a marketing platform for them to out-class. It is 100% youth owned entity that seeks to rise above the odds of business. It was established in September 2013 due to the love of agricultural business. The objectives of the business are to provide quality, affordable agribusiness services, to provide fresh, quality and well packaged agricultural products, to enable agribusiness promotion and use of locally grown products, to develop and sustain the project as a recognized brand into the future, and to strive in growth and alliances as a youth established business.

They are engaged in green-mealies and bean seed production in Malkerns. Three of the managers of this company are JA Alumni. These are the CEO Gcina Dlamini, the Finance Manager Thabani Sibandze and the Marketing Manager Nothando Mamba.





**HAPPY**  
**51<sup>st</sup>**  
**BIRTHDAY**  
*Your Majesty!!!*

The Board of Directors,  
Management & Staff of  
Lomati Mine take this  
opportunity to wish  
His Majesty King Mswati III  
a happy 51<sup>st</sup> birthday  
celebration

*Bayethe Wena Waphakathi!!!*

[www.lomatimine.gold](http://www.lomatimine.gold)





**HAPPY 51 YEARS YOUR MAJESTY!!**

The Board of Directors, Management and Staff of DALCRUE AGRICULTURAL HOLDINGS take this opportunity to congratulate His Majesty King Mswati III on His 51st birthday celebrations



**Dalcrue** Agricultural Holdings  
"Simply Natural"  
Tel: +268 2528 3138/2528 3230/1  
Fax: +268 2528 3091  
Email: thulile@dalcrue.co.sz  
P.O. Box 15, Malkerns, Swaziland



**51 YEARS**

The Board Of Directors, Management and Staff of PUMA ENERGY SWAZILAND wish His Majesty King Mswati III a Happy 51st Birthday Celebration.



OLD MUTUAL

**OLD MUTUAL WISHES KING MSWATI III A HAPPY BIRTHDAY!**

Happy birthday to His Majesty King Mswati III from all of us at Old Mutual Eswatini.

Bayethe! Wena Waphakathi!



DO GREAT THINGS EVERY DAY

ombds 03/2019 113556

DOC:18550



*Happy Birthday Your Majesty!*

The Main Committee, Management and Staff of Tisuka TakaNgwane wish to join His Majesty in celebrating His 51st Birthday

**TISUKA TAKANGWANE**

Tel: +268 2510 1516/ 2510 1655 Fax: +268 2510 1391  
Email: tisuka@swazi.net



HIS MAJESTY'S



Khula Mlisa

BIRTHDAY SUPPLEMENT

# CELEBRATING A KING WITH A HEART FOR ARTS AND CULTURE

BY NATHI GULE

During national events you may catch a glimpse of His Majesty King Mswati III gesture with a smile, pleasant joyful laugh and a majestic clap of hands as he watches arts and culture performances on display in various forms.

He expresses genuine appreciation for the rich talent the nation has and this has over the years inspired many to take up the arts as a career and go on to excel even beyond the borders. In various interviews with artists who have performed in front of the king they all describe this as an unforgettable part of their lives. Such dreams result in getting a stage to perform before the king and these dreams are made into reality by bodies such as the Eswatini National Council of Arts and Culture (ENCAC) tasked with promoting and developing arts and culture in the country. ENCAC is a recognized authority in arts and culture, strives to develop and promote the preservation of arts and culture pride, while enriching the livelihood of the Swazi nation.

## Empowerment

This organisation promotes and develops arts and culture through regulating the industry, coordinating arts and cultural activities, advocacy and collaboration with key stakeholders, sensitization on cultural values and the socio-economic empow-



erment of artists.

The Council has as members, the different art codes under its umbrella, specializing in the different art codes, namely the performing arts which include music, theatre, dance and beauty pageants. Also under it are associations dealing with visual arts which include fine arts, craft, film & television as well as literary arts like book writing and publication.

We interviewed the ENCAC CEO Stanley Dlamini on the developments in the sector and the positive impact that the king has had on it. This interview is timely as the king celebrates

his 51<sup>st</sup> birthday.

"On behalf of the Board, management and staff at the council of arts and culture we wish His Majesty the King best health, joy, good life and ceaseless joy on his birthday and throughout his reign," he said.

Dlamini described His Majesty as an innovative leader who strives for perfection and bring new ideas from around the world that propel the sector to greater heights. He said his team strived to match that prowess to bring new exciting things to the sector as well. He appreciated the contribution of the king to the arts and culture sector.

## HUGE PROGRESS MADE IN ARTS INDUSTRY

The birthday celebrations are always punctuated with some entertainment displays for the thousands of people at the stadium and each year we look forward to them. Dlamini said this year would continue to bring some flair to the event.

"Every birthday is brand new. We strive to exhibit that from displays to performances. Our artists on the day will exhibit top level creative genius and performances to match a packaged gift of entertainment for His Majesty," he said.

Dlamini noted that the arts in the kingdom are at stage where huge gains have been made as artists are now even recognized on international levels. He said they were pleased with international podium results from various art codes achieved these past few years.

"Our choral music achievements in the region and global results attained by gospel artists and international tours by our circular artists are some of the landmarks for celebration," he said.

Indeed some of these include the likes of Sands who have been excelling beyond the borders and Symphony who shined in Portugal last year. Dusty and Stones also did the country proud in the Country Music Awards in Texas proving that indeed local arts had come of age.

While even in comedy the likes of Mdura have performed in various African countries with some of the biggest names in the arts.



## What is the future of the Eswatini arts sector

ENCAC recognizes the need for local artists to make a living from their talents and the role that the creative economy plays in any country.

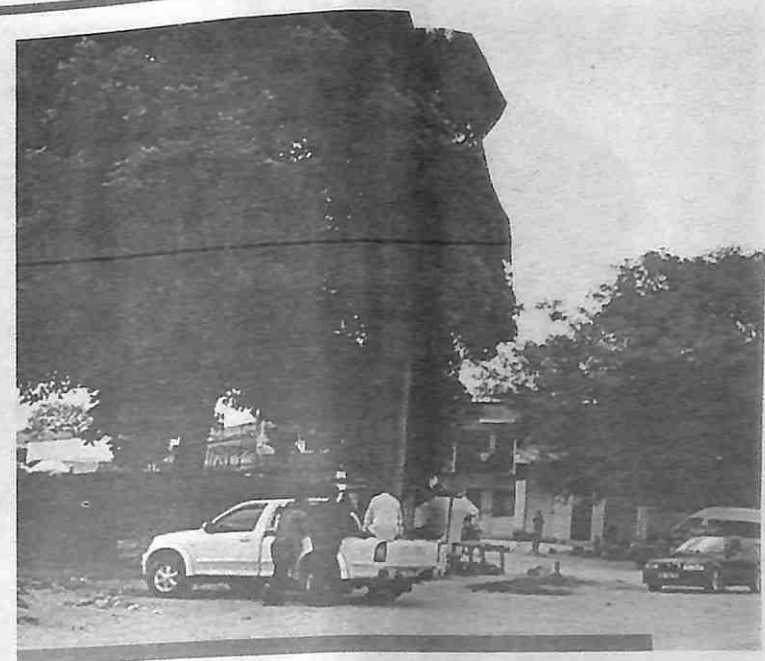
However the CEO notes that as a small country the reality is that artists cannot make huge incomes locally hence some have opted to promote their music beyond the borders.

"We need to ensure laws such as IPR and regulations are in place to protect intellectual property and further enact regulations for payment of royalties from public performances and other related festivals and spaces," he said.

Dlamini said there's an urgent need for arts academies and infrastructure for performing arts like theater houses, auditoriums and amphitheatre to promote consumption of local art. He also feels that the Information Communication and Technology (ICT) ministry can support the arts by fast tracking the diversity of local channels

to enhance local consumption.

"Our intention is ensuring mass consumption in local art so that our sector is defined and classified clearly in the national development index and influence the national economy and GDP. We also want to see art being made a subject in schools as already implementation in primary schools has ensured. Currently we engaging tertiary institutions to establish arts related qualifications diplomas and degrees to ensure that arts are a profession like most other professions and not an option for passing time," he said. In conclusion he expressed appreciation of having a leader that is a visionary and consistent dreamer. "These attributes are cornerstones for national development. Our prayers as a nation is for God Almighty to continuously give visions and dreams to His Majesty to share and direct the nation, in order for him to be the Solomon of our time," he said.



BY NATHI GULE

The Siswati word ebuhleni metaphorically means a place of beauty. Beauty comes in many forms.

One of those forms is the town of Buhleni in Northern Hhohho. Driving into this quiet town you are indeed met by simplistic and fresh beauty. Beauty in the form of a place that is still quite pure in terms of its setting. This place is set amongst scenic rolling mountains, valleys and eye-pleasing green vegetation land. The beautiful atmosphere and the clean air you breathe gives you a pulse feel of both the modern day Eswatini and that of yesteryear all intertwined to paint this picture of loveliness. It is a nice getaway from the fast-paced city centres

and gives you that warm, safe, comforting and welcoming feeling. This area is an epitome of tranquility and as such personifies the name ebuhleni, as beauty is peaceful.

Watching the residents go about their daily schedules you fall in love with the natural lifestyle they live. Everyone you meet from the streets to the shops still holds firmly to the values of ubuntu that make Eswatini what it is. They greet you with warm respectful and friendly smiles. They are curious to know where you are from and share excitedly with pride about where they are from as well.

On this occasion we are here to view the preparations for the King's 51<sup>st</sup> Birthday celebrations. The mere mention of His Majesty King Mswati III and they light up with



## We will make King, nation

Each year choral, traditional dances and displays form a main part of the entertainment at the arena.

While this may seem like it is usual it is actually a unique celebration of the natural talents that we have in Eswatini. The pure voices from the choristers and the cultural dance displays are always a marvel to watch and each year there are specifically composed dances and songs for the occasion. This is what makes us Eswatini and keeps fanning the fires of our unique culture that the world admires us for. This is our pride and joy.

This year the entertainers promise to bring their A plus game to the arena as they state that performing in front of His Majesty and the nation is an amazing honour. Chairman of the Entertainment Committee Puma Kunene attests to this. "The performers are showing a lot of dedication and passion to what they are preparing for the day and I must say that I am very happy with the progress of their rehearsals. We are almost

ready for this very big day," he said. The performers not only do this to entertain the crowds but it is part of who they are. Long after they had finished rehearsals there were pockets of the women's regiment still merrily dancing and singing along by the sides of the arena. A beautiful sight of passion and love for what they do. Indeed the main day will be quite a spectacle.

Here is what the performers had to say:

### SIPHELELE MHLANGA - CHORISTER

"We have been practicing and we will excel on the day. We promise something very good. We are all very excited to perform for the king and nation and personally I cannot wait to see him closer. I have only seen the king from far at the reed dance so it will be a great day for me. We have specially composed songs to make his birthday a great one!"

### THANDO LWETHU NDZINISA - DRUM MAJORETTE



HIS MAJESTY'S

51

Khula Mlisa

BIRTHDAY SUPPLEMENT

# EUPHORIA FILLS BUHLENI AHEAD OF BIG DAY



joy and excitement. The king is greatly admired by residents here and the prospect of Buhleni Royal Residence hosting the event once again gives them a blood rush of enthusiasm. From every corner of this town you get the same response in random interview on their anticipation of the event; "we are excited, we are happy, we cannot wait!"

## Arena

Interestingly the event was last hosted in 2015 here and it makes it special that it is being hosted here again so soon. Before 2015 it had been hosted in 2010 here. Hlangabeza Shabangu who is a Hhohho Regional Officer is one of those found at the arena hard at work in preparations for the main day. "We are very happy that this very important occasion is being hosted in Buhleni yet again. The preparations are taking shape and we are confident of meeting all our time-

lines in different teams," he shared in a brief interview. This is interview was done two weeks before the occasion and indeed the grandstands had been set and the place was already looking almost ready to host the nation with just a few last touch ups being done. It is these touch ups that excite residents as well. Nomile Fakudze who lives just about 10 minutes from the arena said every time the celebrations came to town she was excited because it meant development would come with it. "Look for yourself already the place starts looking even cleaner and our roads get a facelift and this is good for our development. We really appreciate it when the celebrations are held this side," she said. She said she had attended the celebrations as a young student but is looking forward to attending on April 26 because of the euphoria that comes with it. "I am very excit-

ed that I will be able to see my king up close right near where I live without having to travel a great distance. I will actually walk there and I look forward to spending the full day there being entertained," she said. Her friend Londiwe Mabuza then chirps in gleefully, "we will also get food don't forget that part and that is awesome!" Whatever the reason whatever the motivation what is clear is that Buhleni residents will cascade in their numbers and join others from the four corners of the beautiful Kingdom for the celebrations. These are also special celebrations as they are the first under our new name of Eswatini and Buhleni residents could not be happier that they were chosen to host this event. In terms of development the residents are in agreement that the soon to be completed Buhleni Police station marks a sign of great things to come. They will no longer need to travel as far as Pigg's Peak to a large police station. They also note that as much as the development may not be as rapid as in a city centre, they are not where they were four years ago when the event was last hosted and believe once the celebrations have come and gone Buhleni would have taken another step forward in beautifying itself and living up to its name of being a place of beauty.



## VENDORS RELISHING THE LARGE CROWDS AT BUHLENI

With the King's Birthday celebrations being hosted at Buhleni Royal residence it means a chance for local businesses as well as vendors to also get a chance to make some extra money.

This is one of the reasons they just cannot wait for the big day as thousands of people will be in their town. From market vendors to transport operators and airtime vendors, this will be a day like no other.

Margaret Gule, who sells fruits says every time the celebrations are held this side they make more

than they usually do. "It is obviously good for our businesses as we will get more customers than we normally do. For me personally though it is always just an honour to have 'lilanga liphume ngalana' (the King to visit this area).

We are excited about it in many ways."

Residents say even the shopping complexes become a hive of activity as people stop over for snacks and drinks on their way to the stadium to be a part of the historic event. This creates a lot of buzz in the usually quiet town.



## very proud - entertainers

"This will be a very special day and we are working on different and new displays to showcase to the public in line with the day's theme. I have performed before on such a stage, I was quite nervous at first but as we proceeded I enjoyed. It makes us happy to do our best and make the king and nation happy."

### LONTFOMBI NDZIMANDZE - LUTSANGO

"We are happy that culture is always a part of such events because it shows who we are to the rest of the world. We are excited about dancing and singing for His Majesty, the guests and everyone present. What I can assure is that we will deliver a presentation worthy of such a big day."

### MOSES PHAYNAPHU MNCINA - TRADITIONAL INSTRUMENTS

"I will deliver my best on this day. I have different instruments that I will be using and they will produce some lovely music for everyone to enjoy the

day's celebrations. I am very happy to get a chance to perform in honour of the birthday of our king!"

### KHOLIWE MASANGO - MAKHOYANE/STOLOLO

"If God keeps me to see this day I promise to deliver my best performance ever. We are using our talents to celebrate our king and the nation on the day and it is quite an honour indeed. I am very happy to be a part of the performers."

### ZWANGENDABA DLAMINI - GUITARIST

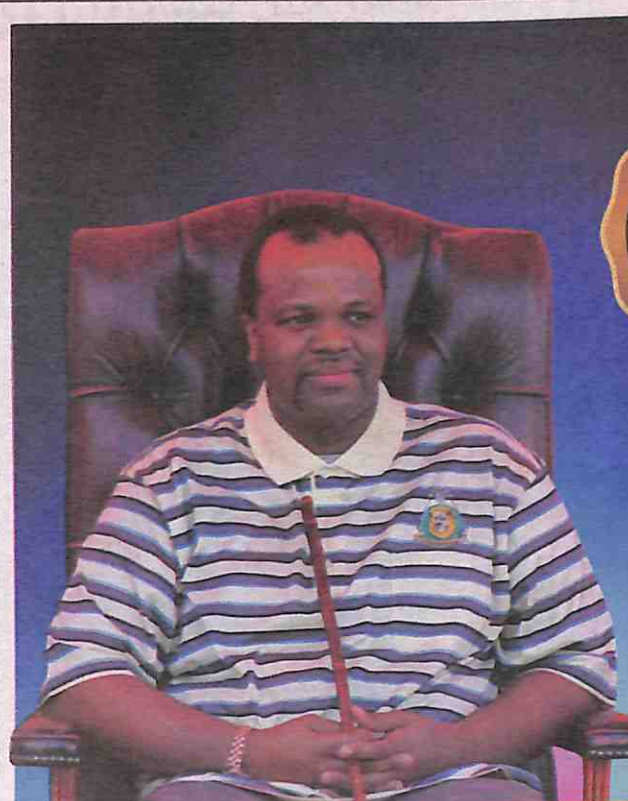
"Joy, joy, joy! I promise a lot of joy

for everyone at the arena through the music to be played. Personally I also always feel a lot of joy to have a

chance to play for His Majesty King Mswati III. I wish him a very happy birthday!"







**Happy 51<sup>st</sup> Birthday**

**BAYETHE!**  
WENA WAPHAKATHI!

The Board of Directors, Management and staff of AJ Electrical would like to wish His Majesty King Mswati III a Happy 51<sup>st</sup> birthday celebrations



Tel: 2518 4148 / 2518 5189  
Corner 3rd Tabankulu Streets Matsapha  
Email: ajelectricalsq@gmail.com

Doc.18911



**BRISAN PUMPS**  
(PTY) LTD joins Her Majesty Indlovukazi and the entire Swazi nation in Celebrating His Majesty King Mswati III 51th Birthday.


**Happy 51<sup>st</sup> Birthday Wishes**

**BRISAN PUMPS**  
CREATING WATER SOLUTIONS  
2518 4085 / 2518 5250 [brisanpumps@posix.co.sz](mailto:brisanpumps@posix.co.sz)

Corner 3rd & Tabankulu Streets Matsapha

Doc.18911

The Board of Directors, Management & Staff of MATSAPHA REPAIR CENTRE, AGRIMECH, MAHINDRA and TURNTech would like to extend their warm wishes and congratulations on His Majesty's 51<sup>st</sup> Birthday Anniversary



Happy Birthday

BAYETHE. WENA WAPHAKATHI!

**Mahindra**

Matsapha Industrial Site  
[www.mahindra.co.sz](http://www.mahindra.co.sz) Mahindra Eswatini  
2518 6616/80 7602 9904

**TURNTech**  
ENGINEERING & BOAT REPAIR MATSAPHA  
TEL: 2518 6011

**MATSAPHA**  
REPAIR CENTRE

**AGRIMECH**

2518 6214  
Fax: (+268) 2518 5106

Address: 7<sup>th</sup> Street, Matsapha Industrial Site Postal Address: Box 1511, Matsapha, Swaziland M202  
Tel: +268 2518 5348 / 2518 5602 / Fax: +268 2518 5107 Email: [info@mrc.co.sz](mailto:info@mrc.co.sz)

Doc.20853



The Anti-Corruption Commission, Management and staff wish His Majesty continued wisdom and long life as we celebrate his 51<sup>st</sup> birthday.

Thank you Your Majesty for always having the best interest of your people at heart!!!



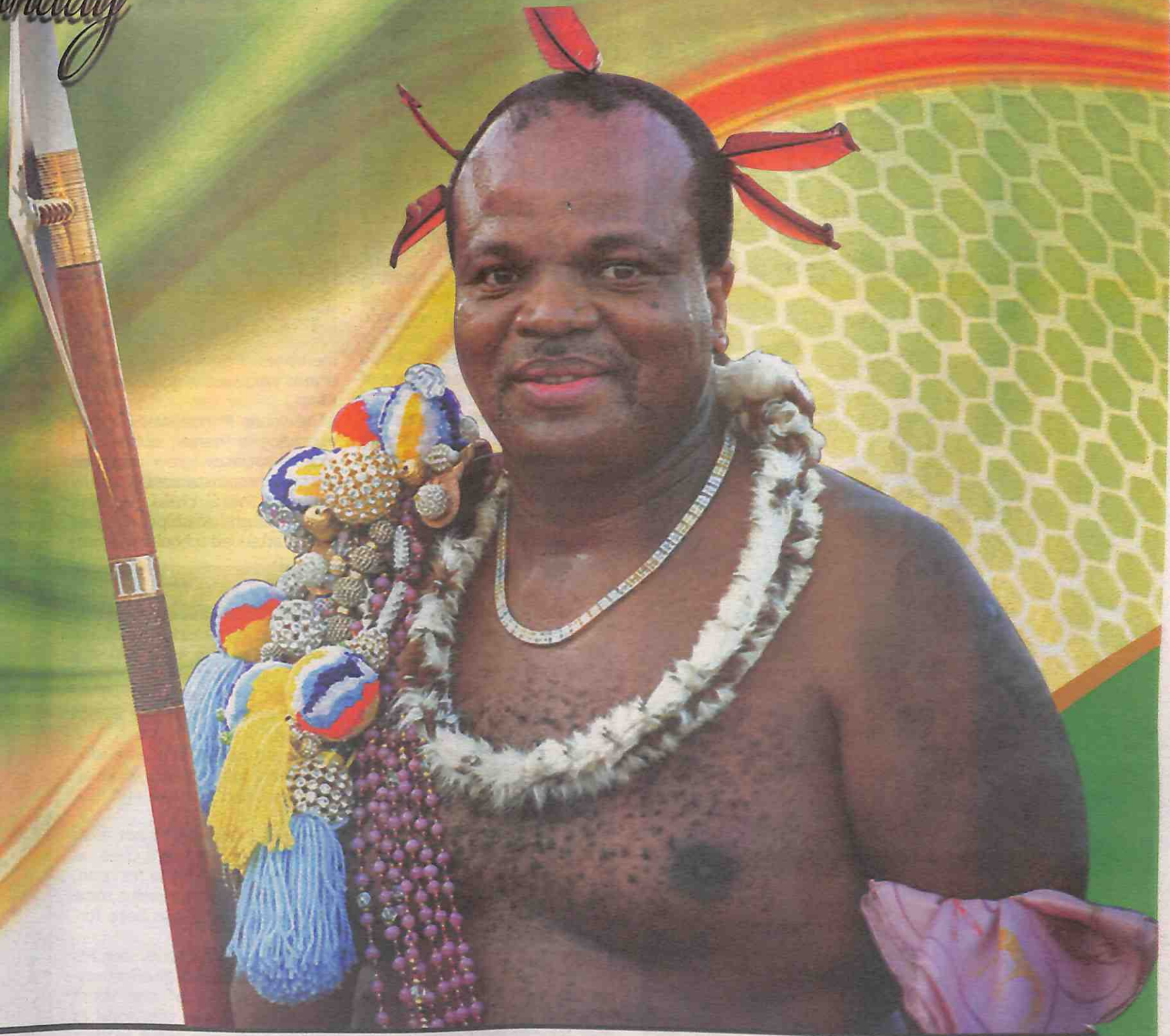
**Bayethe Wena Waphakathi! Khula Mlisa!**

"Let us give credence to sentiments expressed by the notion of abaya where all acts of corruption and malpractice were castigated. If we are to make a meaningful turn around to our economy, we need to restore financial stability. An excerpt from the Speech from the Throne 2019."



*Happy  
51st  
Birthday*

The Board of Directors, Management & Staff  
of Inhlonhla take this opportunity to wish  
His Majesty King Mswati III a happy  
51<sup>st</sup> birthday celebration



*Bayethe Wena Waphakathi!!!*

Inhlonhla (Pty) Ltd  
Suite 201, 2nd Floor, Development House  
Swazi Plaza, Mbabane, Eswatini

Tel: +268 2404 6330/ 2404 1662  
Fax: +268 2404 1314  
E-mail: [info@inhlonhla.co.sz](mailto:info@inhlonhla.co.sz)

  
**INHLONHLA**  
VISION - GROWTH - WEALTH

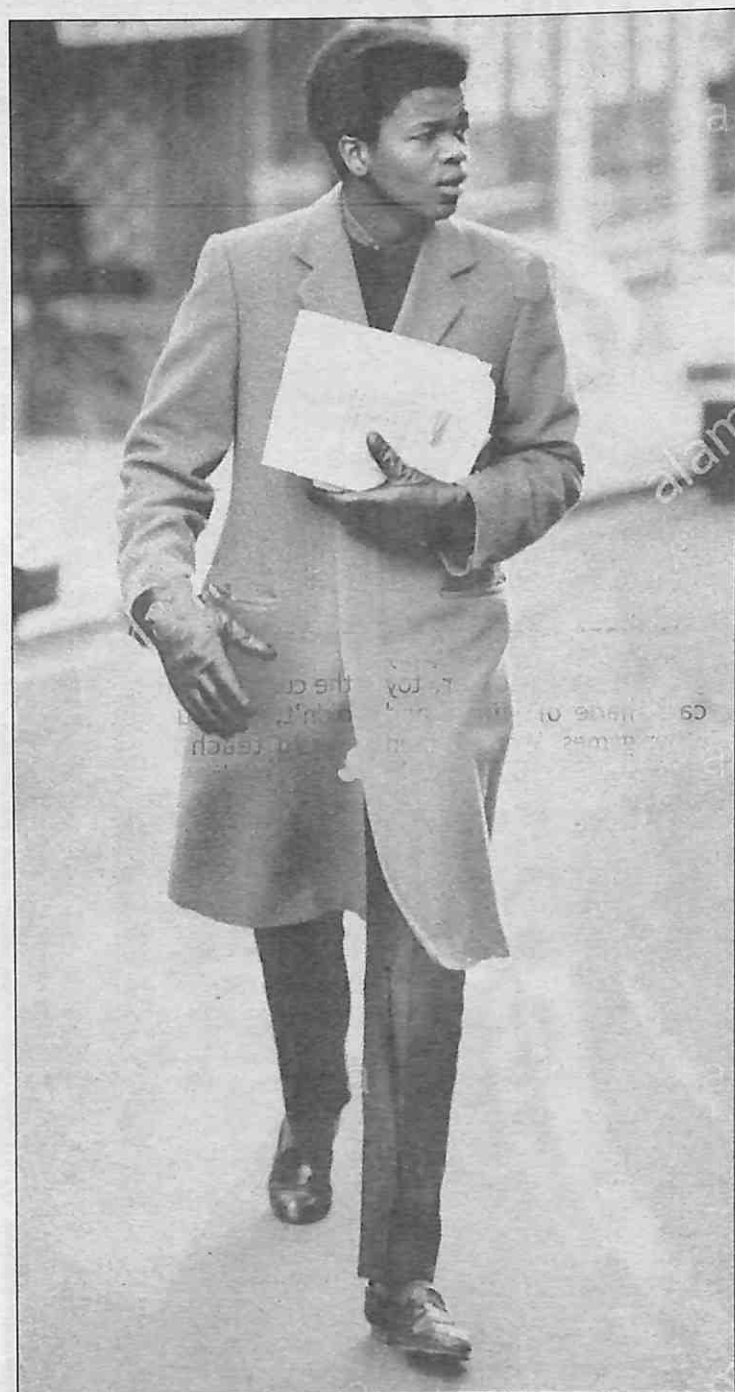


HIS MAJESTY'S



Khula Mlisa

BIRTHDAY SUPPLEMENT



# GROWING UP WITH

BY NATHI GULE

Constant kindness can accomplish much. As the sun makes ice melt, kindness causes misunderstanding, mistrust, and hostility to evaporate."

That immortal quote by the philosophical author Albert Schweitz vividly captures the importance of kindness to anyone regardless of status because it has the power to reward you in numerous ways.

Kindness and mutual respect are the key pillars of any successful relationship.

What if you woke up one day, picked up the newspapers and discovered that a person you grew up with, played games or even went to school with had just been installed to be a king of a nation? One can only imagine the kind of emotional kaleidoscope that would be stirring in your spirit at that moment.

The Swazi Observer tracked down four individuals who were close to the then Crown Prince Makhosetive, to find out their

One can only imagine the kind of emotional kaleidoscope that would be stirring in your spirit at that moment



memories of growing up with the prince who would go on and be King.

The young Prince Makhosetive, according to friends, siblings and close associates, grew up under normal circumstances like any ordinary Swazi child. He also went through hardships and good times, attended school like a nor-



mal child and played around with other children his age.

The four Fuma Mvubu, Clifford Mamba, Majahodvwa Khumalo and Prince Gcina shared their special moments they had with the King. We retraced their individual interviews to analyse and appreciate the common memories they each shared which gave

## Leadership qualities evident from early age

Reflecting on their childhood memories each of the King's friends and the sibling shared that he was quite intelligent, observant, had good listening skills and had been eloquent from an early age.

His oratory skills which capture audiences, locals and beyond the borders are evidently an inborn talent he honed from childhood.

Mamba who stayed with the King in England said, "He was one person who wanted to be engaged; one did not know what to expect when discussing issues as he would surprise you with his eloquence. He also liked to talk politics and liked history a lot in terms of how things are, how they happen and the way things were done in the past."

This was supported by his sibling Prince Gcina who also said,

"We were very respectful to our elders at all times. As he was very clever, the King would always pre-empt their questions and we would discuss how we would respond."

Khumalo noted, that the King was a very soft spoken individual, who was also humble and eloquent.

He said, "One would not even think he was the King's child, as he did not carry that in his head. He was soft spoken, unlike some of us who have always been forward."

The oratory skills have seen His Majesty King Mswati III effortlessly become one of the most dynamic leaders in the world as he also addresses other leaders from across the world with ease at the annual United Nations General Assembly in New York.

## Reaction to hearing our friend would be king

Khumalo is now former Member of Parliament for Lobamba Inkhundla says it took a while for the news that their close friend would now be a leader of the country.

"We were still young, but we honestly did not believe the rumour at first.

It was only when my father told us that we started believing it and we were quite happy. In fact, we talked among ourselves and the envy shifted to the prince now that we saw our

dream of having escorts come true. We thought if he became King, we would also have escorts. It was very funny," he recalls.

Mamba says they also had to adapt to the change in due course and were also filled with pride at having been a part of his childhood.

He recalls admirably witnessing even the shift in the commitment to duty he now had as soon as he was crowned.

"There you are with someone you have always seen as a regular



Prince Makhosetive, aged 5, with Princess Mantfombi, wife to King Zwelithini, at Lozitha Royal Residence.

fellow, only to see him in a different light because of the way he confidently carried himself and how he talked with the elders as well as how everyone respected him.

People were hanging onto his every word and action or inaction. It was a marvel to watch. It was so profound that the whole Swazi nation was looking up to him and that their livelihood depended on him; I thought this was a huge responsibility," he says.



HIS MAJESTY'S



Khula Mlisa

BIRTHDAY SUPPLEMENT

# THE PRINCE WHO WOULD BE KING



Fuma Mvubu, Clifford Mamba and Majahodvwa Khumalo.

us an understanding of what sort of childhood our leader had.

Their stories are each a fascinating account of genuine friendship, honesty, respect and kindness, which is why they had a lengthy relationship with King Mswati III.

Mvubugrew up and also attended school with the king and is

regarded as his closest childhood friend. When the young Crown Prince Makhosetive was sent to Sherborne School in Dorset, England, he would normally stay with the Mamba family during holidays and he would spend time with Clifford and others there.

His connection to Khumalo is

that they too grew up together in the same area.

The King has so many siblings but he was closest to Prince Gcina, one of the youngest of King Sobhuza II's sons, because of the age difference, which is smaller between them.

Prince Gcina is two years younger than King Mswati III.



Prince Makhosetive, in emajobo, aged 9 made from tingwe, at the wedding of Prince Maphevu, second Prime Minister of Swaziland to Inkhosikati LaTfwala in 1978.



Prince Makhosetive, aged 8, holding a bird which he shot with his pellet gun.

## King's hobbies, games preferences

Unlike the youth of today who have grown up in the digital era where hobbies are mainly being glued to games on smartphones or television, His Majesty had a fulfilling childhood as he played outdoor games with his close friends and siblings.

One of his closest friends Mvubu, born on the same year as the King shared a lot of playtime memories together.

He recalls that; "After school, we would play games such as soccer, toy cars made of wires, and other games. We also used to play with homemade slides 'umshéletane' on the rocks next to the Royal Residence and we also threw stones at bohoholo, running around chasing each other."

From a young age, we used to like marching like the soldiers we used to watch at Phocweni Barracks."

On the topic of hobbies Mambaalso provides a colourful insight.

"We had such fun playing together. In terms of television, his mainstay was action movies such as Rambo, MacGyver etc."

He would also play a bit of soccer. What I picked up at the time was that the prince was a very good dancer. He knew most of the current moves and if he didn't, my younger brother would teach him and he would pick up the moves pretty fast.

"He was good at break-dancing, moon-walking and all the Michael Jackson dance moves that were popular at the time."



## Respect a common currency in their upbringing

His Majesty's friends count respect as a common currency in their friendship from childhood as well as now that his is the leader of the Kingdom.

Khumalo said he was humbled that when the Crown Prince came back from England for the first time, he called them to Phondo Royal Residence to greet them (kutosivusela).

"It was a strange encounter but exciting too as we did not know how to act around him and what to expect. We said 'Bayethe' in unison and he laughed; we laughed nervously too. Even though we were close to him, we afforded him the respect befitting his status. He told us not to abandon sibhaca and advised us to always respect our elders and to take good care of ourselves," Khumalo enthused. Perhaps one quote that best sums up the personality of our leader which grew into his strong character is his

love for the good welfare of people.

This is shared by Mamba who said, "The King is very slow to anger."

From a young age, he has been someone who does not want to hurt anyone. He will toss and turn trying to find something positive in a person. He also tries to accommodate everyone from all walks of life and he wants the best out of people. His frustration comes when people do not do things that they are supposed to do. Personally, I think the King is a very valuable asset for the country and therefore, we have to manage this asset of kingship very well. The amount of effort we put in will determine the value of the asset."

These friends and others are among many who continue to join the country to wish the King well on his birthday and they witness each year of his growth to maturity and abundant with great pride.



HIS MAJESTY'S



Khula Mlisa

BIRTHDAY SUPPLEMENT

# A SONG FOR THE CORONATION



During the run down to the Coronation of His Majesty King Mswati III, I was summoned by the Celebrations Committee, headed by Babe Rhodes Sandanezwe Nxumalo, who was also the Regional Administrator for Manzini, who assigned me to write a special song which was to be used as the Coronation Anthem.

I was not given any idea regarding what it was to contain, or any guidelines about what to expect. All I received was a mouthful about how I was to be kept within wraps and that I was to give a progress report about it at the next meeting of the Celebrations Committee.

The secretive nature of the assignment

made it extremely difficult to carry out; I couldn't research freely, yet I had to be assured of factual correctness of my script. On the day that Prince Makhosetive, as he was then known, flew to England for the last time before His coronation, I made sure to be at the airport.

The visit was an experience. The crowds were overwhelming, the praise singers were outshining each other, but I couldn't hear what they were all shouting about. As the Crown Prince was about to board the plane, the Prime Minister, Prince Bhekimpi spoke briefly to him and all we could see was his constant nodding after each statement. He

had grown quite tall - even taller than the Prime Minister, yet his youthful features were unmistakable. This last point made an indelible mark in mind, such that by the time the plane took to the sky, my mind already had a stanza which was to be a supplication for the young monarch-to-be.

*"Simcelel'inhlanhlanelhlanipho  
Nenhliyoletfobekile  
Makabesibanesakhokusosonkhesivesem  
aSwati  
Makabusengekuthula  
Alimele njalo neliciniso  
SimcelelakuweMnikatiwetibusisotemaS  
wati."*

Loosely translated, the prayer that ran in mind was:

*"Grant him the wisdom and light up his path..."*

*Guide and grant him protection and a humble disposition at all times*

*May he be a beacon of light that will guide and carry his people forward*

*May he rule with Glory, Laud, Honour and Majesty*

*May the truth forever be his guiding principle -*

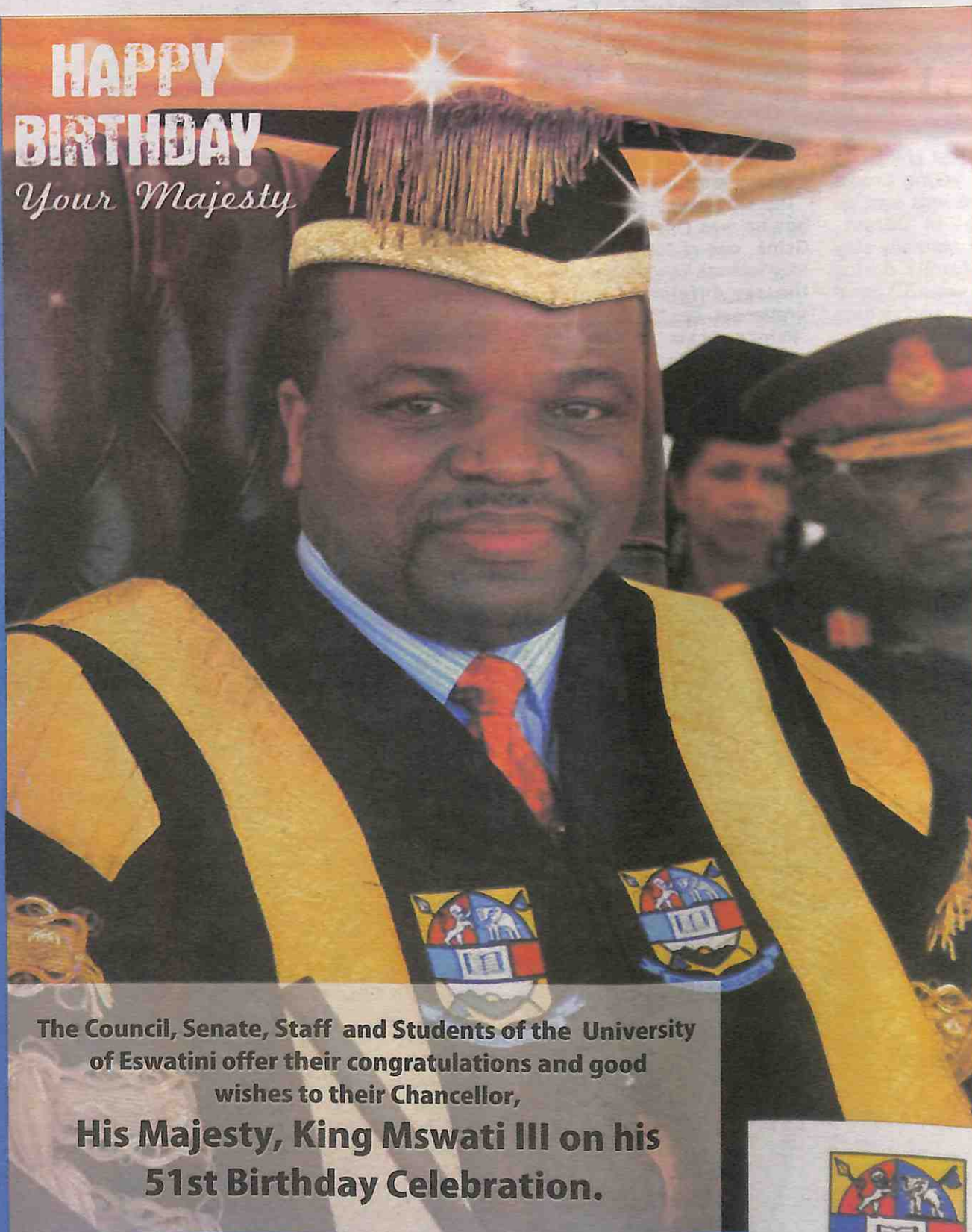
*For only you, Almighty, will ensure his success and that of the Nation he is to lead."*

This lines recurred in my mind and by the time I got home, the passage which was to be the central theme of the Coronation Anthem was already in its final form. What followed in the next few days was also like another series of dreams. I found myself in solitary confinement, reminiscent of St Peter's stay on the Island of Patmos, except that in my case, the Island was a flat along Gilfillan Street in Mbabane. For the next four days, I was to arrive just before 0800hrs and stay indoors until around 1600hrs. no visitors were allowed and I'm sure if cell phones were already in circulation, I would have been denied access to one.

The food was plentiful but apart from that, all I was armed with was my portable pianoforte, which I would frequently use to check my chords and progressions. I also expended lots of blank paper. This was long before the unveiling of computers for everyday use, to say nothing about computer music writing software. Everything was done manually and all chords had to be imagined by the writer and would only be tested for 'sing-ability' once turned over to live voices for testing.

By afternoon of the fourth day, the Coronation Anthem, "Bayethe Makhosetive" had been concluded and submitted to the Celebrations Officer. I was invited to briefly attend the next meeting of the Celebrations Committee, at which I was grilled incessantly about why I had mentioned certain things and why I had left out certain, significant others. My response simply to read the script and paraphrase - frequently unpacking the poetic language I had used. When I was through, it was approved and I was to prepare for it to be taught to a choir that would sing it.

**HAPPY  
BIRTHDAY**  
*Your Majesty*



The Council, Senate, Staff and Students of the University of Eswatini offer their congratulations and good wishes to their Chancellor,

**His Majesty, King Mswati III on his  
51st Birthday Celebration.**

**LONG LIVE YOUR MAJESTY!!!**

www.uniswa.sz



THE UNIVERSITY OF ESWATINI



# OK Foods

*Owners you can  
count on!*

ESWATINI

 OKFDtalks  OKFDtweets

**The Board, Management  
and Staff of OK FOODS  
would like to congratulate  
His Majesty King Mswati III  
on His 51<sup>ST</sup> Birthday  
celebrations.**

**"Eswatini strives to be a first world country by 2022  
and we want to be part of it!"**



# OK

*Owners you can  
count on!*



HIS MAJESTY'S



Khula Mlisa

BIRTHDAY SUPPLEMENT

## LONG WALK TO SCHOOL FOR YOUNG PRINCE MAKHOSETIVE

**W**alking about eight kilometres to school and back home every day describes the life of the young prince who would one day become the King of Swaziland.

And this was no ordinary walk. Young Prince Makhosetive used to walk barefoot, with his other siblings and friends, from Etjeni Royal Residence to Masundwini Primary School.

This is an account by some of the teachers at Masundwini Primary who, however, joined the school years after the young prince had left the school.

"As residents of the area, when we were young, we used to see the young prince walking with others to school barefoot.

He was at the school from first grade until Grade 5 when he was moved to Lozitha Palace School," one of the female teachers said.

When asked about the history of the school, she said, "The idea of the school came about after King Sobhuza II had seen his elder children suffering as they would walk kilometres from Etjeni to Nhlambeni Nazarene Primary. They would often get to school

● this was no ordinary walk as the young Prince Makhosetive used to walk barefoot from Etjeni Royal Residence to Masundwini Primary School

very late and they would receive punishment. Masundwini primary started at the army barracks, where most of the princes and princesses were moved. The young prince also attended classes at the barracks."

### Security

The school was later moved to Etingadzeni, now used as security houses, and eventually to where it is today.

His Majesty King Mswati III officially opened it on June 23, 1995.

Interviewed last year, the Principal, Richard Sibanyoni said the fact that the King received the foundation of his education at the school encourages them to work harder in ensuring a good name for the school.

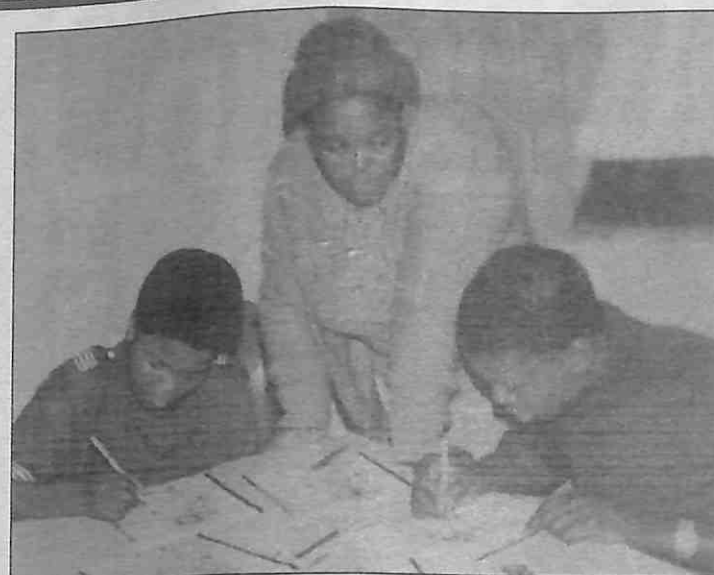
"It encourages us to know that we are running a school that has such important history. Hence, in everything we do, we always strive to ensure and uphold a good name because we know

that even elders are looking at our work. We also appreciate the efforts of His Majesty of ensuring that we have such a beautiful school, as children in the neighbourhood used to walk long distances to other schools," Sibanyoni said.

He added that the school has rich history, which every child who attends school there should know.

"It is our duty to educate young children about the history of the school. Besides the King, so many other princes and princesses also attended school here and we are very proud to have given them a foundation for their future," he said.

Some of the King's siblings who also attended school at Masundwini, according to Sibanyoni, include Princess Maxine, princes Guduza, Lonkhokhela, Phuzigazi, Simelane and Hlangabeza, to name but a few.



Mrs Beauty Nsibande, a teacher at Lozitha, gives Prince Makhosetive and Gadla Tfwala a science lesson.



Prince Makhosetive with his minder outside Sherbourne School.

## King's sibhaca team still going strong

**M**asundwini Primary School still prides itself of a good sibhaca team.

While still schooling there, His Majesty King Mswati III was part of the group, as sibhaca was his favourite extra curricula activity.

The Principal, Richard Sibanyoni, said they had pupils who were still

very passionate about cultural activities such as sibhaca and ummiso.

"Our sibhaca team is still going strong. I

n the past, someone from Swazi National School used to come and monitor the team and we used to do very well. However, of late we have not been joining competitions but we

still have sibhaca and ummiso," he explained.

### Excel

The school, Sibanyoni continued, has always tried to excel in various disciplines as it has been receiving trophies in agricultural fairs and in sporting activities such as athletics.

"More importantly though, we have tried

to instill good education in the minds of our pupils and the school has been doing well over the years. The pass rate, for instance, has not been below 80 per cent for years now. This year (class of 2012) we got a 94 per cent pass rate; we were at about 92 per cent the previous year," he said.





HIS MAJESTY'S



Khula Mlisa

BIRTHDAY SUPPLEMENT

## Sibhaca was our passion - Ndobe

One song Moses Mehlwabovu Ndobe recalls during their hey-days of dancing sibhaca is titled 'Kwanyakaza Umhlaba'.

This, Ndobe says, is one of many songs taught to them by babe Msweli who was leader of the sibhaca team that comprised of young Prince Makhosetive. Ndobe used to beat the drums for the team.

Found at his modest home at KaShali, the very down-to-earth Ndobe disclosed that sibhaca was their passion growing up as emasotja for King Sobhuza II.

"We were older than the prince but were in the same sibhaca team. Sibhaca was the prince's passion. The bonus was that even King Sobhuza loved sibhaca and always encouraged the team. Our leader was babe Msweli; he used to compose songs and then teach us. Even though we were still at school, we used to be very dedicated to sibhaca and would perform at all sibhaca festivals," he said.

Asked about the prince, Ndobe said he was a very friendly person.

"He was honestly humble, which probably was an indication that he would end up being a people's person. He had so much respect for elders and for his peers."

Ndobe also highlighted that the prince also had a passion for matching.

He said, "They used to watch soldiers march and eventually started doing it as well. They formed a group and King Sobhuza ended up buying them a uniform, as they also performed during national events."

On another note, Ndobe mentioned that when one meets the King now, they can definitely feel his presence.

"When discussing things with him, you can feel that he is listening. He does wish that more people would be involved in developmental projects. If it were for him, everyone would be happy," Ndobe said.

He also wished the King long life.

"Mbangazitha, seswele imilomo letinkhulungwane kukuhalisela. As your boys who grew up under King Sobhuza, we wish that God will bless you with many more years; more years than you have lived," he said.

# MCECESHWA: THE LEARNED ONE

His Majesty used to be known as 'Mceceshwa' among his peers, because he had a good head for figures.

While many pupils have a problem with mathematics, the King had no problem understanding the subject. In fact, he was so good at it that many of his peers often asked for his assistance.

To this day, many say his mathematics is brilliant and he too, confirmed at one

stage that he had always had a passion for the subject.

Those who shared a classroom with him say he was a whizzkid at multiplication and division.

In one earlier interview with the *Swazi Observer*, the King revealed that he had always loved maths, but also added that he was comfortable with chemistry, economics and business studies.

"I liked school a lot; I did not hate any

subjects but as you know, one cannot excel in everything hence I also had my favourites subjects, including mathematics.

I was also interested in psychology but never got the chance to pursue it at school, although I took time to read a lot of books on the subject.

"This information opened my eyes to a lot of things which I had overlooked before," His Majesty said at the time.



## INDLOVUKAZI PLAYED ENORMOUS ROLE IN MY LIFE - HIS MAJESTY

Her Majesty the Queen Mother is the nucleus of everything that embodies culture for the Swazi Nation and, by virtue of being the mother of the nation, is the central figure in the cradle of culture, tradition and well-being of the citizens of Swaziland.

His Majesty was recently asked about the role Indlovukazi has played in his life—from childhood to the present moment.

And as he is asked about his mother, his face instantly lights up and there is a

twinkle in his eye as he talks fondly and relates some details of their lives, never heard before, with a smile.

### Shaping

With a chuckle, the King responded, "Indlovukazi has played a very enormous role in my life, in terms of shaping it to what it is today."

"Like all mothers, she has loved me and taken care of me in every way possible."

She has also given me guidance and advice on a whole lot of issues, from

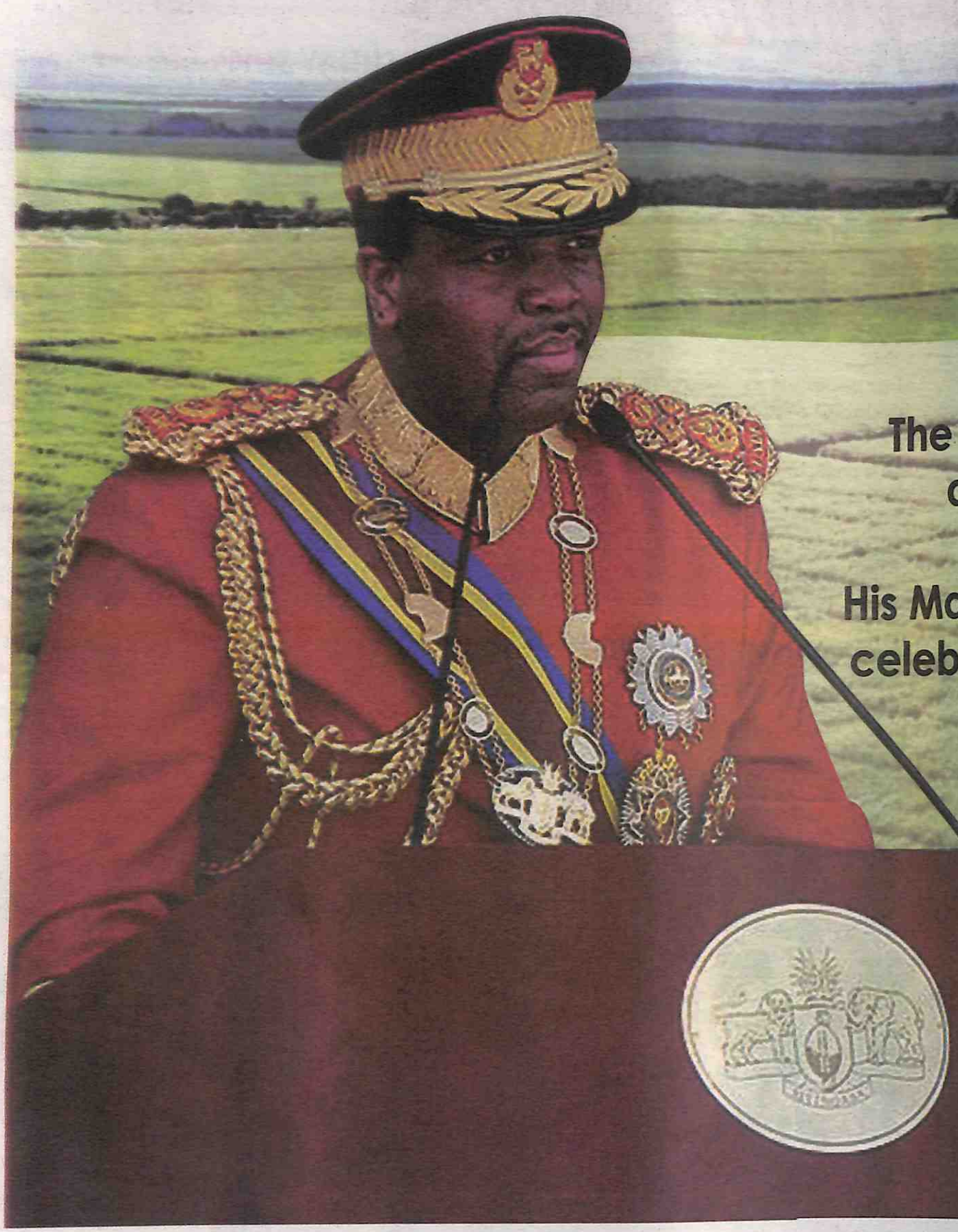
when I was still growing up.

The role of a mother really is to care for their children and to teach them about life in general. It is also important to teach children respect so that they respect you and everyone around them. As a person, you really cannot start saying that you know everything because if you do, then things will not go right for you.

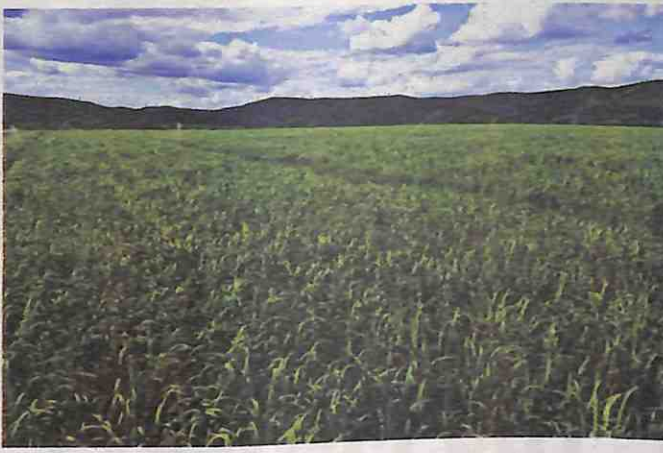
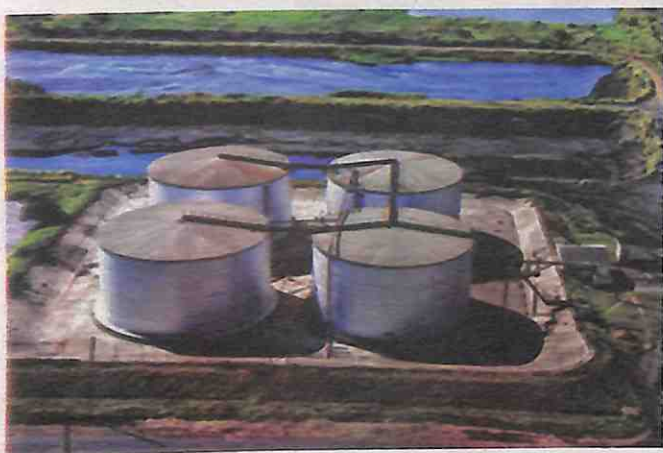
"Therefore, we all strive to keep learning everyday and to seek guidance where possible," His Majesty elaborated.








The Council, Management  
and Staff of the Eswatini  
Sugar Association join  
His Majesty King Mswati III, in  
celebrating his 51<sup>st</sup> Birthday!



ESWATINI  
SUGAR  
ASSOCIATION

UNITED FOR GROWTH  
CREATING MORE VALUE

CONNECT WITH US

 ESWATINI SUGAR ASSOCIATION

 @ESWATINI SUGAR

 ESWATINI SUGAR

[WWW.ESA.CO.SZ](http://WWW.ESA.CO.SZ)



**HAPPY 51<sup>st</sup>  
BIRTHDAY**

*Your Majesty!!!*

The Regional Board,  
Management, Staff  
and Students of the  
**INSTITUTE OF DEVELOPMENT  
MANAGEMENT (IDM)** wish  
His Majesty King  
Mswati III a happy 51<sup>st</sup>  
birthday celebration

*Bayethe!!!*



**Growing Great Minds**

Contact: (+268) 2550 4085

P.O. Box 1534  
Mbabane  
Eswatini



HIS MAJESTY'S

51

Khula Mlisa

BIRTHDAY SUPPLEMENT

## THE CHILD WHO



**K**ing Mswati III was born Prince Makhosetive, which significantly means 'King of Nations' on the night of April 19, 1968, at the Masundwini Royal Residence just outside Manzini.

Prince Makhosetive was born six days before the first anniversary of the National Flag Raising Day, when the blue, red and gold colours in the background warrior shield of the Lindimpi Regiment had been flying for almost a year.

His birth also came four months before Swaziland was to regain full sovereignty from Britain on September 6, 1968.

Unlike in other systems where the eldest son automatically becomes the heir, that is not the case with the Swazi system. The man (normally young) to be the heir, must qualify according to certain royal criteria. He is then selected by the inner council of the royal family only after the death



of the King.

Therefore, no one knew beforehand who was to be the next king.

The news that Makhosetive would become Crown Prince to succeed King Sobhuza II, typically remained elusive for a long time.

It was not until at least December, four months after King Sobhuza II was buried, that his name started filter-

ing out of the Royal mother name, Makhosemvelo.

Soon after he was selected from among the other princes, Prince Makhosetive, who was only 14 years of age then, was whisked away to stay at the Phondo Royal Residence with his mother, then Inkhosikati LaThwala (before she was Queen Mother), while the three months

mourning period was in force.

Before he was named Crown Prince, Prince Makhosetive was often seen by his father's side at many important official, ceremonial and casual functions.

For example, when the King accepted the Lilangeni currency in 1974, at his side was Prince Makhosetive.

When King Sobhuza II went to visit

## Prince lived a normal life

**I**n Swaziland, Prince Makhosetive lived a lifestyle no different from that of his peers.

He played the popular sport, soccer - which he still loves to this day, like any other youth of the time. In England, he tried cricket, squash, tennis and other sporting activities. He liked hunting, and like many of his peers, the best game to hunt was birds. Prince Makhosetive was also an enthusiast of military drills and led his own platoon of soldiers (young cadets), made up of his age mates. Socially, the prince was often a prime

catch as a pageboy for several of his brothers who married in western custom.

He was pageboy at Prince Mahlalengani's wedding and again donned a black suit and bow-tie as pageboy for Prince Phika when he also got married.

Soon after August 1982, Prince Makhosetive was whisked away to the United Kingdom where he was enrolled at the Sherbourne Public School in Dorset, where he resumed his formal education and prepared for his future roles as King.

## Steps before Prince would be Ingwenyama

**A**ccording to tradition, each Crown Prince must go through several stages of great significance to the nation.

Our custom dictates that the future monarch of the Swazi nation should never enter the same home where his father had lived.

According to tradition, the future monarch of Swaziland should never touch items which were touched by his father.

Hence, among the first rituals, is to take the Crown Prince away to a special place where he is to undergo certain royal rituals while a new home (*Lusasa*) for him and his mother, who is to become Indlovukati (Queen Mother) and mother of the nation, is built.

In preparation for kingship of Prince Makhosetive, the special home eventually became *eLusaseni*.

It was towards the end of 1984 that the '*Lusaseni*' became a household name among those who were follow-



ing events at Lobamba and the royal household in general.

In fact, it was in August of the same year that senior members of the royal family called regiments to Lobamba, the old ancestral capital of the nation.

This was also the first time that the royal family summoned the mother's regiment, Lutsango LwakaNgwane,

## From Lobamba to Lusaseni

**T**he establishment of *eLusaseni* also marks the first initiation of the Crown Prince, from boyhood to manhood. *eLusaseni* was in fact later to become the new Royal Village, adjacent to the old Lobamba.

Lutsango started cutting the grass for the thatching of the new home, according to custom.

*Tingabisa* were also summoned later, for the first ceremony of *Umhlanga* (Reed Dance) since 1981.

During the mourning period, such royal festivities were banned.

Thousands of women poured to Lobamba, an indication of the

enthusiasm to play a role in the upbringing of '*Umntfwana*' with the preparation of the new home.

The grass was woven by women; most of them slept out in the open. Meanwhile, the regiments started cutting and fetching logs for building houses and the Royal Kraal.

The actual move from the old Lobamba started with the removal of the *Indlunkhulu*. This hut belongs to the King's principal wife, LaMatsebula.

The hut, which has the traditional reed wind barriers renewed every year to keep the royal residence looking impeccable, was broken

down for the first time to mark the end of an old era and a transition period for the new.

The spaces created on the barriers were used to carry through the large hut, which was carried through the eastern gate to the new location, about a kilometre east, towards the Mhlambanyatsi River. While they carried the *Indlunkhulu*, the regiments sang traditional songs used in the past as marching songs by regiments on their way to battle.

They sang throughout the walk to the new *Lusasa* where the hut was reinstalled whole.

## The Crown Prince from England

**T**he second visit home after the 1983 introduction to chiefs was during the Christmas holidays.

Each time the Crown Prince visited home, there would be great excitement throughout the entire nation, and his departure would be equally colourful at the airport.

Not once during these visits home was he heard uttering a word and the public mostly did not even know how his voice sounded until the Coronation Day.

He would occasionally be seen quietly chatting with the then Prime Minister, Prince Bhhekimpfi, before flying off at Matsapha, but that would be all.

During these visits, he would only communicate with members of the public during the airport

ceremonies by waving a hand to them.

Another observation was that he was physically growing up fast.

During his first visit in 1983, he was slightly above Prince Bhhekimpfi's ear in height.

During subsequent visits, they were the same height and when he returned home, he was much taller and more confident than ever.

'*Khula Mlisa*' was the cry that reverberated from people when he stepped out of the Royal Swazi plane, returning home for the coronation.



HIS MAJESTY'S

51

Khula Mlisa

BIRTHDAY SUPPLEMENT

# WOULD BE KING

the Nhlangu Holiday Inn and Casino, at his side was Prince Makhosetive.

When the King went to Ntfontjeni on his annual visit to watch the special *Sibhaca* Championships, often accompanying him was Prince Makhosetive, who, at that stage, also cultivated the connoisseur taste for the sport.

Prince Makhosetive was often seen dancing *sibhaca* with his friends at Masundwini Primary School under the tutelage of one of the best coaches of the sport.



## School days in England

**U**mntfwana Makhosetive went off to school in England in almost the same romantic way in which his father, King Sobhuza II, went to Lovedale in the Cape Province (South Africa).

Lovedale was specially set up for children of African leaders in the British Empire in the Southern African region.

Sherbourne School in Dorset, England, on the other hand, also claims distinctions in its own right. It is where students from leading English families are sent. It is a school where one of the great English kings, Albert the Great of Round Table fame, was educated. Today, Sherbourne has a special relationship with Swaziland.

In March 1988, the school appointed a Swazi as its principal. This is the school where Umntfwana was sent off to acquire academic education.

However, the reasons in 1983 were the same as those of 1917, 66 years earlier. In 1917, King Sobhuza's grandmother and mentor, Indlovukati Labotsibeni (also called Gwamile), in spite of insurmountable opposition, insisted that Umntfwana had to go to boarding school and compete with other boys. The hardliners were worried that he might sniff some bad foreign influences. But people of Queen Regent Gwamile's

generation also know that Gwamile was not one who brooked nonsense easily. Swazis who are good at these things, appropriately paid tribute to her toughness in her praises where singers said she was as hard as a rock and she would never soften even if cooked in a pot.

The hardliners, conservatives of the time, feared that the King, if sent away to a foreign place, could be contaminated with foreign ideas.

But as it turned out, they were wrong and the Queen Regent was right. King Sobhuza II used the education to defend Swazi traditions right until his demise in August 1982.

It appears that even with Crown Prince Makhosetive, there were traditionalist elements who did not wish for him to sniff any Western or foreign influences.

But the progressive elements prevailed. The Crown Prince was sent out to the small town of Dorset where proper security facilities to protect him were installed.

A top intelligence officer was put in charge of security and continued in that position, with a security team, until the sojourn in England was over.

A group of boys of the Prince's age, who were close to him, were taken along to stay with him.

The Swaziland High Commission in London ensured the maintenance of

the 'Swazi' village.

It is not clear whether or not the village will be maintained as some sort of symbolic gesture, after the education of the Crown Prince in England. It was in England where Makhosetive established his love for sportsmanship and music.

He played tennis and football during his spare time. He also liked playing the piano. His schoolmates, who found the name Makhosetive cumbersome, rechristened him 'Mac'.

He also established a reputation of making good friends for himself, and possibly for Swaziland, for the future.

Two of his friends at school, in England, visited him in Swaziland after his coronation.

During his stay in England, members of the royal family occasionally sent delegations to observe his progress and other matters affecting his interest and upbringing.

It was during this period of his absence that many members of the royal family and some Cabinet members quarrelled often, sometimes with disastrous consequences.

There were many rumours on what he would have liked to happen during this period. During this period of schooling in England, the Crown Prince visited home on several occasions during school holidays.

## Crowning at the cattle byre

**F**or many people, the Coronation of King Mswati III was when he appeared at the Somhlolo Stadium to read his maiden speech. That is not true.

The coronation, in fact, happened the previous day, on the Thursday April 25, inside the royal cattle byre at the then *Lusaseni*. The *kraal*, which had been expanded almost threefold by sheer national effort that involved bringing tons of logs cut from all over the country, that day accommodated almost 10 000 people. The ceremony was performed by the Senior Prince of the Royal Residence, Prince Mboni, before the royal family and the Queen Mother.

Standing before the almost 10 000 regiments who kept a deadly silence, the Crown Prince Makhosetive, flanked on either side by all his brothers, raised his right hand and repeated after Prince Mboni the pledge that he would lead the Swazi nation "with all my strength and justly". Prince Mboni then announced that Prince Makhosetive was now King, and from then, was to be known as King Mswati III. The announcement was greeted with a massive assent of 'BAYETHE!' from the regiments who surged forward in a cloud of dust to beat their shields on the ground, in a traditional show of allegiance.

The most moving and significant moment, however, was that with each of the princes present, blood brothers of the new monarch, who each stepped forward to beat their shields before the new King, also signified allegiance. Earlier, the regiments who had been swelling incredibly by new members who, either out of curiosity or as part of the new resurgence of nationalistic spirit, had started arriving at the regimental barracks as early in the morning as possible.

Others had joined the regiments,

undergoing the rituals and taking oaths.

Some still, who had long disappeared from the regiments for reasons ranging from employment to illness and even sheer laziness, turned up and claimed their places.

Thus, when the trombones were sounded for them to fill the *kraal*, they did so with alacrity but were surprised to find that it was already full with other people who did not wait for any formalities to enter.

The King was seen for the first time after almost an hour since the regiments had entered the *kraal* to chant the ancient songs of Kingship.

The King, still a Crown Prince, only a few hours from the Crown, had entered from the western gate reserved for the royal family.

### Enclosure

He headed straight for the special enclosure to which the King and the special priest of the Mkhathswa clan are allowed.

The King later departed the enclosure and left the *kraal* through the western gate, and headed for the inner regions of the Royal Residence as the regiments continued to sing and dance.

When he returned for the second time, he was not dressed in the ceremonial regalia of a King. Fully dressed up, the King sported a massive head-dress of black feathers of the *sakabuli* (Widow bird) tails.

A King's headdress has flowing plumes on both sides of the head, instead of the one side worn, denoting he had not taken over full powers.

In minutes before his Coronation, on the King's head were three huge white feathers of the purple crested Loire bird, *Ligwalagwala*.

The King, who wore the skin of a full grown leopard, had come forward to stand before the regiments.

It was a very tense moment.

## The Coronation was a big day

**T**he first, and one of the most important ceremonies that the newly crowned King Mswati III attended, was the Coronation celebrations at the Somhlolo National Stadium, where the nation waited.

A correspondent recalls the day. In the morning of April 26, 1986, there was magic in the air. It did seem like the whole country was on its feet; marching to Lobamba, to the Somhlolo National Stadium, where the nation was meeting to see for the first time the King who was crowned the previous day. All of Swaziland was on the move. All buses; those from east headed west; from the south, north; from the north, south and those from the west, east; all headed to the Somhlolo National Stadium. People showed up at the stadium in their thousands, on foot, on trucks and on whatever had wheels that day. Somhlolo had received, over the past months preceding the coronation, one of those rare renovations to accommodate as many of the expected multitudes as possible.

### THE SPEECH

Your Majesty the Indlovukati  
Your Majesties  
Your Excellencies, Heads of State and government  
Your Excellencies, Members of the Diplomatic Corps  
Distinguished guests  
Ladies and gentlemen

It is hard for me to find words in which to welcome you all to this occasion. Many thousands of you have come here from all regions of this Kingdom, and from many parts of the world, to join in the ceremony.

It is my special privilege to welcome the Heads of State and government who have, by their presence here, graced this occasion. I am conscious, too, of the thousands of other people who are sharing in these ceremonies by means of radio or television in their homes. The knowledge that all of you, near and far, are by God's will, united in spirit and purpose, gives me strength to face the challenges and tasks that lie

ahead. The weather in Swaziland will invariably act in concert with the nation's spirit. Many will remember that the first week of April 1986 was one of the coldest, with that perpetual drizzle which makes life a misery. Those who attended the welcoming party of Prince Michael of Kent, who represented the British Throne at the coronation, will recall how they shivered at the British Residence at St Michael's Road.

### Conditions

However, the clouds and the mist blew away and disappeared south, leaving behind conditions which melted into a cool to warm afternoon. The coronation in the *kraal* was therefore held in weather conditions that seemed to respect the fact that there were thousands of people crammed together in a very small space. The Somhlolo National Stadium, the following day, was no different. The weather, again, was beautiful, bright, sunny but cool. There were many invited guests who showed up for the coronation at the stadium. Almost

all the countries in the world were represented. The United Kingdom was represented by Kent, who had also represented Queen Elizabeth at King Sobhuza's funeral.

The United States was represented by a Cabinet minister; so was South Korea. Leading the elders of Africa, seated in the front row, was Kenneth Kaunda, who spoke on behalf of the continent. President Samora Machel, from Mozambique, sat beside President Peiter Botha of South Africa, President Quett Masire of Botswana sat in the front row at the space once reserved for President Sir Seretse Khama, a close friend of King Sobhuza II. King Bereng Seiso Moshoeshe II also graced the occasion.

The King from the Kingdom of Lesotho had been a close friend who often visited King Sobhuza II. He also delivered a speech at the coronation. So did President Machel, now late. However, the highlight of the afternoon was the speech delivered by the new King, His Majesty King Mswati III.

ahead. Following upon various traditional ceremonies, spread over nearly three years, I have now been called upon to assume the duties and responsibilities of sovereignty. Throughout that memorable period, I have been encouraged and sustained by the knowledge that your thoughts and prayers are with me and the Indlovukati.

I have been aware all the time that my people at home and abroad were united to support me in the task to which I have now been dedicated with such solemnity. The ceremonies you have witnessed in the two days are ancient, and some of their origins are now veiled in the shadows of the past. But their spirit and their meaning still shine through the ages, particularly in today's world where splendid traditions have been lost or tarnished by history. I have pledged myself to your service, and throughout my life and with all my heart, I shall try to be worthy of your trust. In this resolve, however, I can only be inspired by the loyalty and counsel of those whose King I have been called upon to be. A King is a King by his people.

This is the theme of our social and political thought,

a sacred part of our way of life and outplays this principle; we will go forward together in peace, seeking justice for all mankind. Although my experience is short and I am new to this task, I have my predecessors, an example I can follow with certainty and confidence.

I also have behind me, not only the sacred traditions and customs of centuries, but also the living strength of people united in spirit and in aim. Accordingly, I will continue to protect and preserve our revered traditional institutions, allowing them to develop in line with our cultural evolution. In addition, I will work to strengthen the hands of friendship that already exist between this kingdom and the international community.

For the years that I may, by God's grace and mercy, be given to reign and serve you as your King, I shall endeavour to work, as my father did throughout his reign, and to advance the unity, happiness and prosperity of my people. I pray that God will help me to discharge worthily this heavy task that has been laid upon me so early in my life.

God bless you all.





**Happy birthday  
your Majesty!!!**

**The Board of Directors,  
Management, Staff &  
Tenants of Swazi Plaza  
Properties wish**

**His Majesty King Mswati III  
a happy 51<sup>st</sup> birthday celebration  
Bayethe Wena Waphakathi!!!**



**Find us**

*Corporate Place Building North Block, Office No. NB.03, 2nd Floor.  
P.O.Box A1 Swazi Plaza, Mbabane ,*

*Tel: 2404 3869, Fax: 2404 1818*

*Email: [info@swaziplazaprop.sz](mailto:info@swaziplazaprop.sz)*

*Web: [www.swaziplazaprop.sz](http://www.swaziplazaprop.sz)*

*Facebook: Swaziplazaprop*





# ESRIC

Ensuring your tomorrow, today.



Together with the Kingdom of Eswatini, we share in the celebration of His Majesty King Mswati III's 51<sup>st</sup> Birthday. We wish you a long and healthy life Your Majesty.

Lunwele Loludze Wena Waphakathi!

---

The Board of Directors, Management and Staff of Eswatini Royal Insurance Corporation.



[www.sric.sz](http://www.sric.sz)

00000000



HIS MAJESTY'S



Khula Mlisa

BIRTHDAY SUPPLEMENT



THERE IS SO MUCH

# GOLD

## IN THE ARTS



### I love what I do - Mduza

BY NOKWANDA SIBANDZE

**P**assion, purpose and fulfilment drove this colourful comedian to become one of the funniest men in the Kingdom.

"I needed to do something I loved not something I needed to do."

Drawing inspiration from everywhere, his life experiences, how he feels about certain things, general opinion and all other issues around him, Mduza 'Mduza' Dlamini has managed to not only win the SWAMA award for Best Comedian last year but he has also represented the country in other countries as well.

It becomes easy for artists to have bigger dreams when the industry is constantly growing. The comedy industry of the country has not only blossomed into a beautiful scene but it has highlighted the talents of those who are in the industry.

It was in 2015 when Mduza got into comedy actively, March 13 2015 to be exact, through a competition to unearth Swazi

comedians called, LOL comedy competition. He has never thought that he would be funny; he still doesn't believe that he is funny. "I feel like such a fraud and the day people catch up to this lie I am living, I am afraid I will have to find another career that I can be a fraud at."

Speaking on his first time on stage, Mduza says one word that perfectly describes that feeling is 'Ulcers'. "I got so nervous my ulcers reacted and I felt like if this thing can make me sick then it's what I want, I literally got butterflies. I got on stage and said things and people started laugh-

ing and clapping, I thought to myself 'I can get used to this.'"

Excited about the future Mduza is grateful that a number of players in the country getting involved in the improvement of the industry.

"Oh my God I am excited about the future of comedy in the country. The culture of comedy is really growing and rapidly I must say,

companies and other entities are coming to the party, the young comedians that are coming are very exciting. I see a very bright future for comedy; we will have professional comedians in all four regions of the country."

Along with the King's Vision, this comedian believes that in order to achieve the first world status in comedy financial support is needed. He believes that the industry is capable of reaching international standards if more and more entities joined in on the development of the arts industry as a whole.

Speaking on qualities that he admires from other comedians, the comedian appreciates a comedian that can captivate his audience and leave them in stitches just by turning their life experiences into

BY NOKWANDA SIBANDZE

**I**t is without a doubt that comedy is one of the fast growing industries in the country. Next golden generation definitely includes comedy.

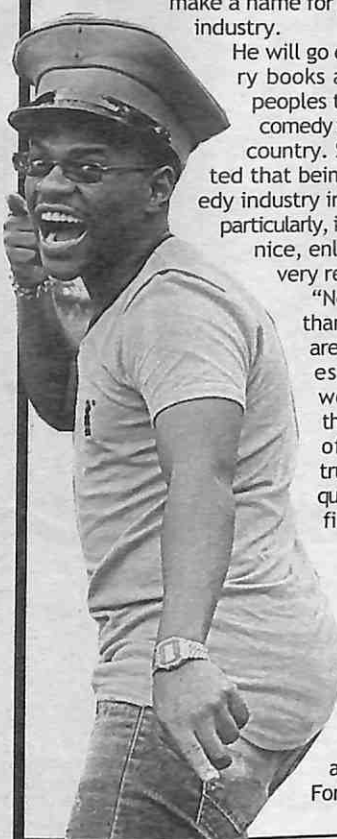
For the past couple of years we have seen a number of comedians in the country working towards building the industry and it is safe to say they have succeeded.

One of the comedians who have stayed on top of his game since he started this comedy journey is none other than Smallz the Comedian. Named Lungelo Gina by his parents, this young man has worked hard to make a name for himself in the industry.

He will go down in history books as one of the peoples that lifted the comedy industry of the country. Smallz admitted that being in the comedy industry in the country, particularly, is funny, tough, nice, enlightening and very rewarding.

"Nothing better than knowing you are helping masses laugh their worries away, the mere notion of living your truth on stage is quite a thing, fulfilling at that."

Nonetheless being in any industry is difficult; every industry comes with its own challenges and downfalls. For this comedi-



comedy. Mduza hugely respects and admires that because he believes it takes a lot of talent and skill. "I admire a comedian who is funny."

"We honestly need financial support as artists; we need proper structures and artists' workshops to train artists on the so many existing realities of the art and not just music. Our government sometimes assumes art is just music. We need networks to be created for local artists with their international counterparts. To be honest we need too many things from the government."

Locally and beyond, artists always ensure that they recognize and acknowledge their supporters. That is exactly what Mduza the

an the biggest hurdle he has ever faced in this industry is the ever elusive reality that is perfect mental health.

"For me that was it, I have dealt with anything harder than that. To be honest it is a never ending battle."

When someone faces difficult situations in life they are tempted to quit and give up on their dreams but Smallz said the reason he persevered for so long was because of his grandfather. "My grand-father, his life and my own life continue refining me in this aspect. It has been a very 'funny' life but rewarding life hey I am passionate about my work and that is why I would never give up."

#### Vision

To persevere for so long one also need to be inspired by something. His grandfather seems to be at the centre of all his credits. "The biggest influence here goes to my grand-father, then my own life's trajectory, my stature and all the observations that I make each day. I get inspiration from those things and it is hard to stop doing what I do because these things are around me every day."

Celebrating 51 years in the industry, the country is starting a new "decade journey" and with the King's vision just a few years away, it is high time everyone in each and every industry started thinking long term. In the next ten years Smallz sees the industry being a player in the country's economy.

"I will speak as an artist and not just as a comedian. I see the arts industry by then a key player in the country's economy, feeding families, taking children to varsity and all good things in between, by then we should have Eswatini's first or three international

comedy superstars. The arts should by then be recognised as a profession and not a thing some lazy kids do when they are clueless about life."

Reaching such goals requires individual dedication and for the entire county to be united. Artists need to work together with the government to ensure such goals are met; all this for the benefit of the country.

"My daily prayer has always been that we get to a point where the arts are fully recognised and supported at all corners, from funding to study the arts; music, film, photography and any other art abroad. There has to be a belief that the arts can be the kingdom's other way out of youth unemployment's scourge, so much gold here man."

It takes a while to make a change in an entire industry especially when you are the part of the ones breaking through. Smallz has been in the industry for the past couple of years and he has acknowledged that there has been a positive change in the industry since he started.

Narrating how the industry has changed since he started doing comedy, Smallz accredited his success to the corporate industry of the country.

"Support from corporate Eswatini and other ends of the kingdom continue to encourage and show us that, yes - we are doing something right. It has been encouraging, really. Now, we need more female comedians, a lot of them."

"Your Majesty, May the Lord grant you many more year of even more wisdom, health and a wealth of faith that will see you lead the kingdom to prosperity beyond 2022. Bayethe! Wena waPhakathi"

Comedian did. He mentioned that the support they get from the public is outstanding and encouraging.

#### Support

"The support from Emaswati has grown, comedy has been accepted as an art and a form of making a living, companies want to associate more with comedy, so many young comedians are coming up to the fold. There is hope for comedy."

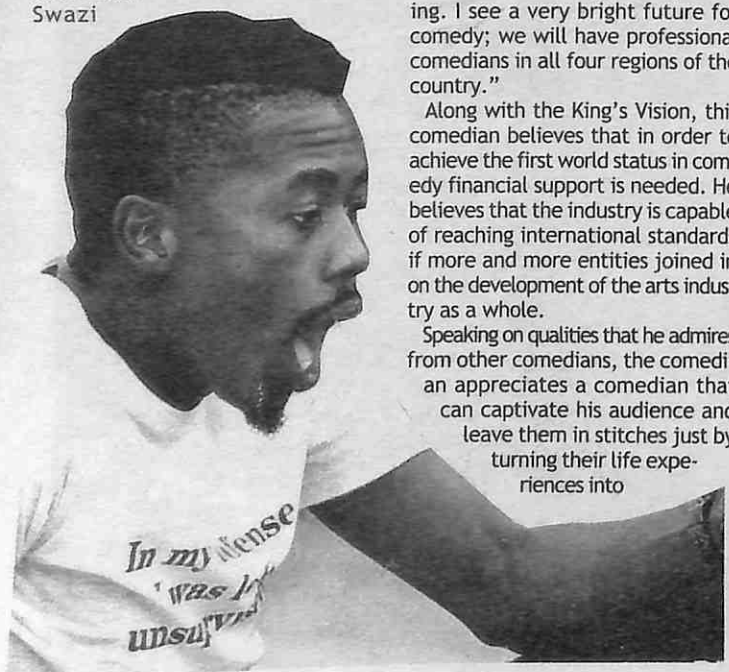
"Happy birthday Your Majesty, may He live long and grow wiser"

Like any other profession, comedians also face countless number of challenges; but for this comedian his challenges have been fair. "Being a comedian has its fair share of chal-

lenges like any other industry in any country, but then it is those challenges that come with the territory of the job we do. Also it's very interesting being a comedian here because it's a new concept to most people, so you get funny questions like what's your full time job?"

Some of the challenges that comedians face in the country, according to Mduza, are because of the stereotypes that exists in societies.

"Most challenges that we face as comedians I would say are the stereotype that exists in the societies that we live in. Especially that of not being taken seriously as a professional, like anyone else trying to earn a living. I have had to explain so many times and make people understand that this is a job."



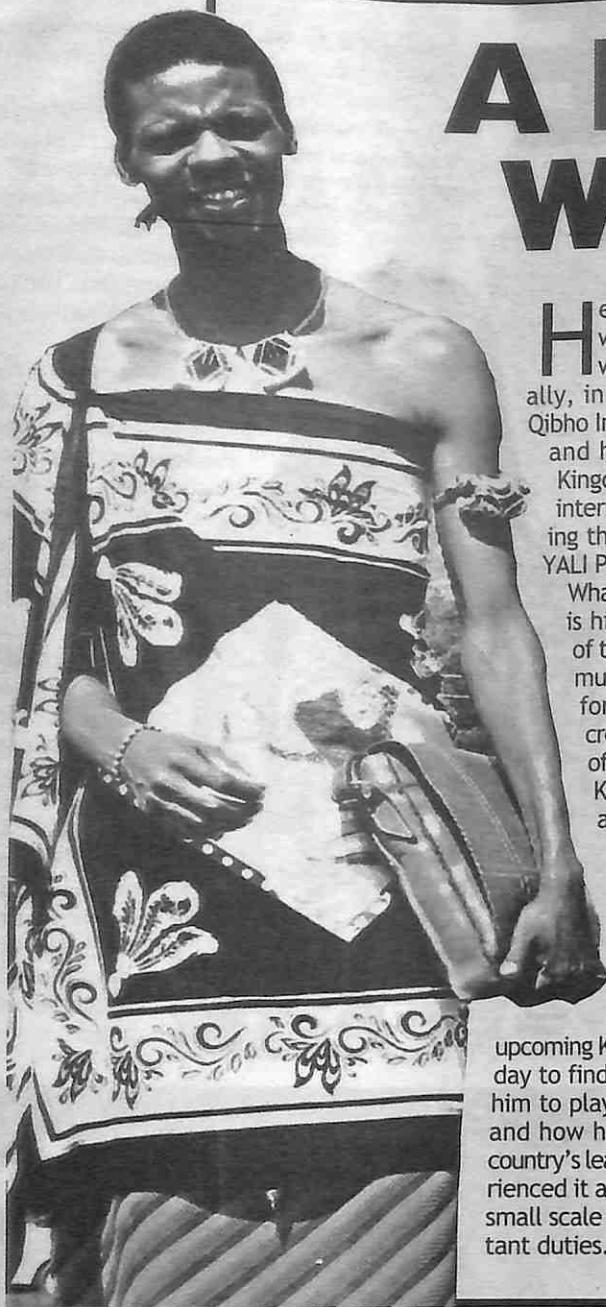


HIS MAJESTY'S

51

Khula Mlisa

BIRTHDAY SUPPLEMENT



## A POETIC BIRTHDAY WISH FROM QIBHO

He is one of the most revered wordsmiths in the country, well in the continent, actually, in the world. His name is Qibho Intellectual (Qiniso Motsa) and he has represented the Kingdom of Eswatini in various international platforms including the United States Embassy YALI Programme.

What makes Qibho a standout is his fluid and eloquent use of the Siswati language in his music, poems and live performances. Of late he had crowds eating from the palm of his hands when he played King Sobhuza I in his role at the much-appreciated theatre play Buhle Buyeza. This was his first ever performance on a theatre stage and he nailed it.

We caught up with Qibho in relation to the upcoming King Mswati III's 51st birthday to find out what it was like for him to play such an important role and how he views the duties of a country's leader even though he experienced it as an actor and at a much small scale than the real life important duties.

*...He played the role of a king in Buhle Buyeza and learnt it cannot be an easy task to lead a nation.*

"This was quite an experience and it made me realise that being a leader of a country means that you have a lot of responsibility not only for the current generation but also have to ensure that the future generations have a bright future. I really have a lot of respect for the king and world leaders for what they do daily for their nations," he said.

Qibho is a patriot as even when he is not on a theatre stage he is usually in traditional regalia and when not in full attire he always ensures he has a piece of garment that represents where he is from. This made many fall in love with his love for his roots during his YALI attachment such that he was drafted into one of its regional advisory bodies upon return.

His style of poetry is a blend of witty, thought-provoking and intelligent spoken word. As an MCee, his unmistakable signature style is deeply embedded in conscious Hip Hop music. His songs reflect honest social commentary ranging from story-telling, skillful wordplay and well-thought out concepts.

Interestingly Qibho Intalektual rose to the lime-light through his words talent when he became the Sprite Urban Expressions Eswatini Rap Freestyle Champion, 2010/2011.

At one point his most notable achievement was holding the record for the most number one hit songs on the SBIS II Top 20 Charts from the

year 2012.

In addition to appearing in countless local publications, has featured on South Africa's leading Hip Hop magazine, HYPE Magazine. He has continued to be an Ambassador of the country through his talent as AfricaOkay.com in 2015 named Qibho Intalektual as one of Eswatini's 13 most notable rappers of all time. Furthermore, in the year 2014/15, a survey that was conducted by a reputable N.G.O., on the youth of Eswatini, named Qibho Intalektual as the most popular music artist in the Kingdom.

Asked what would be his passionate wish for His Majesty as he turns 51 years old, Qibho said he wished that the king's vision and dreams for the nation would become a reality through the support of the populace.

"My wish would certainly be a continuation of the blessing from God we have as Swazis to be cordial towards each other. To be trusting of the leadership and also to understand how valued we are as eMswati by our leadership and our ourselves. I would also wish him a gift of peace and stability as well as our economy to thrive," he said.

The historical play that Qibho appeared in has received such rave reviews that it has since been added to the lineup for this year's MTN Bushfire Festival.

## Acknowledge opportunities for growth - Mozaik

BY SIBUSISO DLAMINI

As we talk about 'the next golden generation', we can never leave behind the people that have played a role in us getting to where we are today.

The people who have fought the battles that some of the new artist won't have to fight now, those whose impact has opened doors for others, and when we have the list of name sin entertainment, it would be an injustice to forget Muzi Ngwenya, Claiming Grounds founder, producer and rapper, affectionately known by his stage name 'Mozaik'.

He talks to us in depth about his beginnings in the scene and also gives advice to new artist who are in the coming 'golden generation'

## How Mozaik the artist came about

Muzi says he got into producing because he couldn't find beats that he wanted anywhere, so he decided to create them, and made his first record in high school, which is also how his stage name 'Mozaik' came about.

"Mozaik is a producer that got producing out of necessity, really. I really wanted to rap but because we had no instrumentals (that I liked) to rap on, I decided to make my own. So, upon realizing that I did more than rap, I figured there was no name more fitting than Mozaik which means a 'a collage of different pictures put together to make one image' and this was because I encompassed a lot of different talents. Those being rapping, singing, producing and mixing my own music. I recorded my first ever sing in high school. It was called Soul to Soul. I was so excited to finally get to hear myself on a song that I had even produced for myself. It was with a friend of mine and we had a rap duo together. But, I remember being so scared to even play it

### MESSAGE TO HIS MAJESTY THE KING AS WE CELEBRATE 51 YEARS OF HIS LIFE?

Your majesty, I wish you many years of growth but I pray for more wisdom upon you. May you be blessed with wise council; loyal subjects that want to see the country as a whole grow and develop. Also, I'd like for you to hear my music and vision for the country, I would like to take you out for lunch for your birthday. Bayethe!

for people," he said.

This would turn out to be a life-changer for the artists as he then went on to study music engineering in Scotland and dedicated himself to making music for a living, albeit the financial implications attached to it. He shares his secret that has kept him on top of his game for over a decade.

"I think more than anything it is my affinity to excellence. I have always believed, as humans, we should always strive to be

great so, in everything I work on, I give my all to it. Also, it is the passion I have for elevating the Eswatini music industry. So, that sees me do everything from a perspective where I always seek to give and build rather than just making money for myself and be 'famous'," he says.





HIS MAJESTY'S



Khula Mlisa

BIRTHDAY SUPPLEMENT

# LONG LIVE THE KING

"I would like to wish His Majesty to live long and to see his vision come into reality."

There is no joy compared to that of seeing your dreams come true. The Kingdom of Eswatini is grounded on Christianity, and with the power of the Almighty God, I wish him a long life and the happiest birthday. I also pray for Kingdom's unending peace and stability."

Model Nolwazi 'Snowee' Simelane, since the beginning of her career has been flying the country's flag in different countries around the world.

Her whole life she has been in love with modelling and looked up to models in the limelight but she had never thought she would ever be one until one day in high school when she had to fill in for a model that couldn't make it to the fashion

show concert. The rest is history.

Simelane admits that it was not really difficult from high school as she was scouted by Elegant Modelling agency but she has been with four other agencies ever since.

Snowee believes that getting into the industry is easy but perfecting the art is the difficult part, according to her it requires patience, drive and dedication.

"Modelling is a very taxing job. It requires dedication, passion and drive."

This doesn't just come to you. You have to prove to everyone why you are fit to walk that ramp and why you deserve that catalogue spread more than anyone.

Have all the props needed at any audition and you'll nail it. The model bag, the height, corrects body mea-

surements and last but not least the walk."

With all those requirements modelling is clearly no child's play. Some of the difficulties that come include, for Snowee, not being black enough or white enough or even tall enough.

"International models will understand this context. But due to my hard work and passion I've been able to slide through by proving I'm good enough."

The modelling industry in the country is growing slowly but surely, Snowee thinks that modelling in Eswatini is only a rehearsal for the outside world.

"Things get tough out there. Shows are taken seriously and they rope in hundreds of people. Cities shut down whenever there's a fashion show in other countries. Rehearsals

take about 10-12 hours a day and shows last for a week. As a country we need to be schooled about fashion weeks and fashion shows and it's time to take models seriously."

She however believes that the industry has a future in the country. In 10 years, she believes there will be a lot of improvement in the industry and she also has a few surprises up her sleeve.

"I'll keep it as a surprise or let me say the name 'Snowee' will be

a brand. As to how that's for you to watch the space." It may come as a surprise to many but Snowee is not just a model. She after modelling plans on taking on being a nutritionist and personal trainer by profession.

"I'm an excellent fashion designer and an outstanding actress. Who knows what I'll be doing, maybe I'll even be a model runway coach."

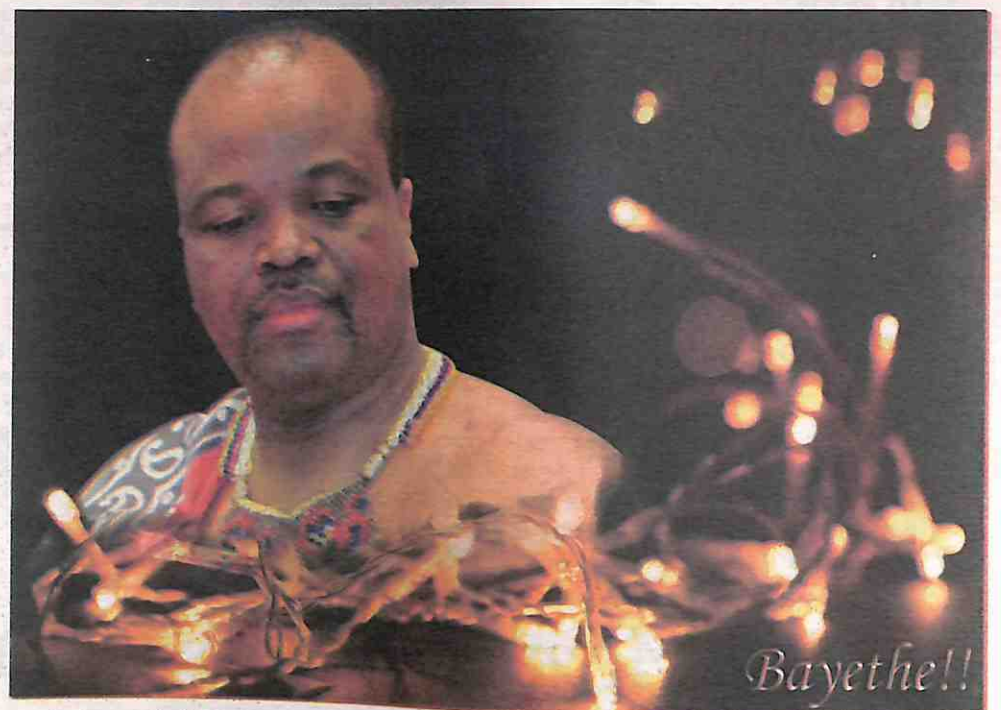
The industry has taught Snowee a lot of aspects about the industry and life as a whole.

"I have realized that the Modelling world is a scary place. You need guts and a backbone to survive."

Asked to share a few ideas on how the country can improve its modelling standards to meet that of other countries, Snowee said it all has to do with professionalism.

"Modelling should be treated as a profession. Models should be paid for fashion shows and should be placed under various agencies depending on the type of modelling the fall in."

Modelling workshops as well as master classes to enlighten models about Modelling should be introduced."



The Board of Directors, Management, Staff and Clients of FIRST FINANCE COMPANY would like to congratulate His Majesty King Mswati III on his 51<sup>st</sup> Birthday Anniversary.

## 51 years

The Board of Directors,  
Management and staff of  
CMAC wishes to  
Congratulate His Majesty  
King Mswati III on his 51<sup>st</sup>  
birthday Anniversary

Long Live  
Mbangazitha

**first**  
FINANCE COMPANY  
YOUR FIRST CHOICE LENDER

**HEAD OFFICE & MBABANE BRANCH**  
1<sup>st</sup> Floor FICORP BUILDING, corner Gwamile and Dabede Street  
P.O. BOX 4796 MBABANE H109  
TEL: +268 2411 9200  
FAX: +268 2404 9970  
Email: first@firstfinance.co.sz

**NHLANGANO BRANCH**  
SKONKWANE STREET, LOT 279  
P.O. BOX 1389 NHLANGANO  
TEL: +268 22076650, +268 22079184, +268 22077011  
FAX: +268 22079303  
Email: firstnlangano@firstfinance.co.sz

**MANZINI BRANCH**  
SEC BUILDING GROUND FLOOR  
LOUW STREET RIGHT NEXT TO  
MANZINI POLICE STATION  
P.O. BOX C1500 MANZINI THE HUB  
TEL: 2505 56471/51801/5953  
FAX: +268 505 5433  
Email: firstmanzini@firstfinance.co.sz

www.firstfinance.co.sz

**"YOUR PRIORITY IS OUR UTMOST PRIORITY"**



*Bayethe  
Wena  
Waphakathi!*



## **51<sup>st</sup> BIRTHDAY CELEBRATION**

**Eswatini Communications Commission wishes  
His Majesty King Mswati 111, a Happy 51<sup>st</sup> Birthday  
and continued prosperity as he successfully leads the  
country to the attainment of Vision 2022.**



Eswatini Communications Commission  
Sibekelo Building, Fourth Floor North Wing, Mbabane, Eswatini  
PO Box 7811, Mbabane, H100, Eswatini

Doc.20854



HIS MAJESTY'S

51

Khula Mlisa

BIRTHDAY SUPPLEMENT



## Taking artists to the world

BY NOKWANDA SIBANDZE

**C**elebrating 51 years as a country LetsgoZanzibar Founder Vusani Matsebula would, in the next 10 years, like to see people buying music and stop downloading it for free.

Matsebula is one of the people who are consistently working towards bettering the entertainment industry of the country. With his great idea to take local artists to Zanzibar for shows has vastly helped the industry.

Local musicians, comedians and MCs have had the opportunity to perform for a different nation alongside artists from other coun-

tries.

Most of these artists were exposed to a different world, which is part of Matsebula's goal. The creative works hard every day to ensure that local artists are uplifted to international standards.

He admits that in 10 years he would love to see more local artist performing on international stages.

"For an example comedy is booming into becoming one of the entertainment options in the Kingdom and it would be lovely to have our own comedians go beyond just the couple of countries they perform at."

In the next century LetsGoZanzibar, according to Matsebula, would have archived great

results in exporting Swazi music, arts and culture to the world assisting local artists to get access to international stages.

"We also want to have taken all Swazi travellers to experience Zanzibar or any other one of the many beautiful holiday destinations in Tanzania or at least to have encouraged none travellers to consider travelling. We also want to be the best travel and tours agency with the best service delivery."

The country is only 3 years away from the year declared by the King that the country should be at first world status. It is very clear that even people in the entertainment industry are working hard to align themselves with that goal.

## TO THE KING WHO IS BREAKING BOUNDARIES

BY NOKWANDA SIBANDZE

**M**any call him different names and sing different praises to him but for Mark Swag founder Shiggy Mbewe, King Mswati III is a king that breaks boundaries.

Shiggy believes that the country is well led. "It's amazing how the King leads our country."

It's safe and we've experienced so many years of independence. Thank you so much for being the greatest King Your Majesty."

"May you continue to inspire and break boundaries and lead us to Vision 2022."

The country has seen a number of clothing labels trying to penetrate into the industry but a few have survived. Competing with the best is Mark Swag.

Shiggy was inspired to get into fashion by the fact that at home their only source of income growing up was fashion.

His brother, sister, father and everyone was into sewing.

"After university, I joined the family business because I couldn't get a job and I fell in love with the T-shirts side of things and street wear that's when I truly got invested."

Because of his fashion sense his proudest products with Mark Swag is their Mark Swag classic tee which is just a plain white t-shirt with the classic print in the front.

He mentioned that his other proudest moment of the brand was the time they collaborated with Zuma, a graphic designer and together they dropped the 'Zumpson' line which is one his favourite clothing lines that they have done.

"Another favourite part about my clothing range is our sweaters that are printed different countries and cities like Eswatini."

● "It's amazing how the King leads our country. It's safe and we've experienced so many years of independence. Thank you so much for being the greatest King Your Majesty,"

Honestly, the clothing industry is growing. Every day we see new clothing brands rocked on the streets. This not only proves that there is a gap in the clothing and design industry but it also shows that the next golden generation is taking every opportunity they are getting to enter the market.

When Mbewe started Mark Swag, it was more about giving the product to his circle of friends and clients. He started it more like an in-house clothing line.

"I wanted people to wear it for fun and then next thing, everyone responded to every single design that we dropped. The feedback was amazing especially in Eswatini; it was just the best and we also got great feedback from South Africans as well."

Shiggy is not only interested in the fashion business as he looks at making his way in the print industry as well.

### Passionate

Printing and branding is also something he is passionate about and for now he is working on starting a company that will deal with branding. He feels that the industry in the country is still very behind in terms of what other countries are doing.

There is nothing satisfying than loving what you do not because it only brings you money but because it fulfills your heart. Like Shiggy who loves the fact that every other day he meets new clients and new people.

"We also want start our own brand because part of our business is manufacture clothing like plain t-shirts that you can actually brand for yourself and start your own clothing line. We get a lot of young Swazi designers coming in wanting to start their own line."

Helping up-coming designers start their own clothing is just part of Mark Swag's way of giving back to the community.

"I would like to advise the designers who are trying to break boundaries."

First, do not start a brand because your friend started a brand, it not is easy to start a brand so please if you are in the fashion industry do it because you love it and break boundaries think out of the

box and stand out, in that way you will definitely make a mark."

Being successful at something means you have failed a couple of times. Just like every business, Mark Swag has faced a few obstacles in the past especially when he started the brand.

"I'll never forget when we started; we had a huge problem with branding like standing out. We did not just simple T-shirt but we wanted our brand to be branded properly like the clothes you find at high quality clothing stores."

So getting the right print was a hustle, we still do some of our printing and most of it is still exported to professionals till we can afford to actually open our own printing company in the country."

In everything that he does, Shiggy still wishes to make more money out of his business. It is encouraging to see young people making means to earn a living. It brings hope for the next generation that there is a future for the arts.

"If you do not plan on making money from your product leave it alone, if you do not plan on being as passionate as possible about your brand or your business, leave it. Secondly if you are doing it for fame, leave it."

Shiggy believes that once you master all that your business will boom and most importantly it will start showing even on international stages.

"Going to Zambia Fashion Week showed me that Eswatini is not so far behind from other countries. We are on the right track, we have the idea, we just need more people and entities to investment in the fashion industry; otherwise we have brilliant ideas and I've seen clothing brands in Eswatini. We need to invest more in the industry and sort of be less fearful of our creative minds."

He admits that since he started believing in his creative mind he has seen the fruits of his faith.

"Fruits of my work include when our Mark Swag was seen in music videos in South Africa. When I think a year back, we went for Zambia fashion week, we also did a photo shoot in Canada with my brother Chenx and to have an SA artist rocking our merch as well is huge to me."





HIS MAJESTY'S



Khula Mlisa

BIRTHDAY SUPPLEMENT

"It is not very clear to me what exactly is the Kings vision 2022 in simple terms but I know that it has to do with the country's economic growth and so even if Vision 2022 is a fantasy like many say I believe there is still something positive I can do for myself or others through the businesses that will in one way or the other benefit our economy."

Matsebula believes that if we can all just do more, innovate more, bring in more futuristic investments and educate ourselves more in alignment with the current changing world then by 2022 together with the economy we would have grown immensely.

For him the entertainment industry has become a playground for talent. Talent used to be scarce now it's everywhere and Eswatini has taken a huge turn with the music, talented artists are starting to come out and the old legends are getting certified while the support local trend

is also taking over in the media and with event organisers."

"With all that it is safe to say this generation is definitely the 'NEW GOLDEN GENERATION' because this is happening across Africa and in Tanzania where I am based the same is happening."

Although he admits that 'The golden generation' would not be able to reach its goals if the entire country is not supportive of their journey.

"Government by now should have simple bought a few commercial airplanes and nationalize them, Swazis should be able to fly to JHB or Cape Town or even Dubai from our beautiful airport without breaking the bank. This would not only benefit artists or LetsGoZanzibar it would benefit the economy fast tracking us to Vision 2022."

He believes that if Vision 2022 will be achieved

by the arts industry, government should start funding artist to attend international events so as to expose their talent thus creating a possibility of international recognition.

Taking artists to Zanzibar is not the only idea that Matsebula has up his sleeve, in the next decade he plans on taking locals to experience the island as well.

"This August LetsGoZanzibar is taking 11 artists to Zanzibar Island Tanzania for a five-day vacation and a beach party on August 24. Nine of the artists are Swazi so we are definitely doing a lot and planning on doing more to support local artist."

We have already taken Sands to Zanzibar in February 2018 and Mdura in February 2019."

And this will be the first show we will do with many artists and next year we plan on doing a bigger and better one.

All these plans are just part of the vision

Matsebula has for the entertainment industry. "I vision Eswatini artists collaborating and working with international artists Tanzania being one of the countries and changing the entire music industry coming up with new beats and new music completely."

As one of the people who are in the next golden generation Matsebula also finds it important to encourage the generation that comes after.

"The younger generation should keep the eye on the prize, many times you will think about giving up because of discouragement, bad company and small failures."

DON'T GIVE UP those small failures are probably the gateway to your biggest breakthrough, Ask Illa Penboy"

"To my King, Bayethe Wena Waphakathi, lunwele loludze Ndabezitha. To the country, we hope our economy grows and prospers."

# MISS ESWATINI TAKING A PLUNGE

It is a sad reality that needs to be faced head on. Everyone is thinking about it but no one wants to admit it. Well here goes the tale of how the Miss Eswatini pageant has taken a huge plunge down the ground.

Let's take a stroll down memory lane. The Miss Eswatini pageant is one of the oldest running contests in the country and our beauties have also represented the country in the world stage. Miss Eswatini pageant was held for first time in 1975 where the photogenic Vinah Mamba was crowned as the first country's beauty ambassador.

At the time the pageant was run by Eswatini Beauty Pageant Association (ESBPA) in Eswatini. The winner of Miss Eswatini has competed at Miss World pageant ever since the inception of the pageant in 1975 with Vinah Mamba as the country's first international representative.

Held in London, United Kingdom, she represented the country so well and managed to scoop the Miss Photogenic title. Not only did she represent the country but she also continued to support the pageant for until 2011. We've seen her direct the Miss Swaziland pageant and contribute her time and effort into it.

In 2009 Mamba was saluted Vinah Mamba-Gray, for her dedication to the pageant, by The Nguni National Liberatory Congress (NNLC) Women's League.

Who could forget the times when Ilana Faye Lapidos, Sharon Richards, Candy Litchfield, Xoliswa Mkhonta and all the beauty queens who represented the country back in the 90s?

Ilana Faye Lapido who was crowned in 1986 made it to the top 15 of the Miss World competition during her reign. With such beauty queens to look up to there was no doubt that the next generation was going to make a mark in the pageant industry as well.

Representing the country first in the 21st century was none other than Nozipho Shabangu who took the crown in 2002. She also placed as Miss Scholarship at the competition.

Shabangu was to be followed by other queens who upheld the title gave it meaning and most importantly they kept it original intent

intact.

The likes of Thembelihle Zwane, Zinhle Magongo, Nkosingiphile Dlamini, Tiffany Simelane and Nompilo Mncina were the queens who were able to represent the country both locally and internationally.

These queens were seen everywhere, on billboards, TV and the newspapers quite frequently. They would make headlines and be seen doing charity all around the country.

It is safe to say the next generation of queens tried to uphold the same standard that these queens and the previous but the difference was still visible.

After Vinah Mamba stopped being director for the pageant it took a slight downfall. In 2010 the Miss Eswatini pageant committee was dissolved and since then the pageant has been feeble.

In 2017 the Miss Eswatini held for the first time after three years left. Eswatini National Arts and Culture (ENCAC) partnered to the Miss Eswatini committee. The pageant has since lost its shine, looking at how Miss Eswatini conducts its business proves that the pageant has no chance of surviving unless some major changes are made.

Currently the pageant only conducts the main ceremony when before they would have workshops on advising and teaching the contestants on the importance of the title.

There are obviously challenges in running and being Miss Eswatini. In Siswati they say 'Indlela ibutwa kulabase mbili, so speaking to former beauty queens, from Vinah Mamba to Nozipho Shabangu, they all agreed that the pageant is not like it was before.

The public made it clear that they do not know who the current Miss

Eswatini Nosipho Dlamini was.

The public shared how the brand of Miss Eswatini beauty pageant has changed over the years.

Vinah Mamba-Gray, Nompilo Mncina and Nozipho Shabangu shared their different sentiments about the beauty pageant.

Mamba-Gray, said the reason the reigning Miss Eswatini was not known was because of the people running the pageant. Mamba-Gray said the people running the pageant were not teaching the contestants what they were supposed to teach them as they are not aware of neither the rules nor standards of Miss World or any beauty pageants.

The sad part is that the organizations in charge of the pageant are content with how the pageant is being run.

What will be of the pageant in the next ten years is a mystery to most. Celebrating 51 years as a country marks a new beginning; maybe the pageant will be revamped maybe and hopefully the organizers will want to be in line with the King's vision for 2022.

So here's a challenge to everyone working on the pageant; work on the pageant, but make sure the difference is seen by the public.

Another thing that could help revamp the pageant would be to take notes from other pageants from around the world. It is also obvious that the pageant also needs funding, work on getting funding for it and use the funds towards the most important things.

It is also important for the country's ambassador to have transport designated for her at all times. It might not be hers but she as the country's pride needs to have such services at her disposal at all times.

To compete overseas, maybe the pageant should also strengthen the requirements for the entry point of the pageants. If we want to compete internationally then our beauty queens need to be of international standards as well.

International standards include education, emotional intelligence, ethics, and spirituality. All these aspects should be checked together with many others to ensure that the Miss Eswatini pageant does not only compete internationally but also stands a chance of winning and bringing something home.







# HAPPY BIRTHDAY

*Your Majesty!!!!*

**The Directors, Management and Staff of G.FOX Eswatini  
wish to Congratulate His Majesty King Mswati III  
a happy 51st birthday celebration**

*Khula Mlisa!!!!*

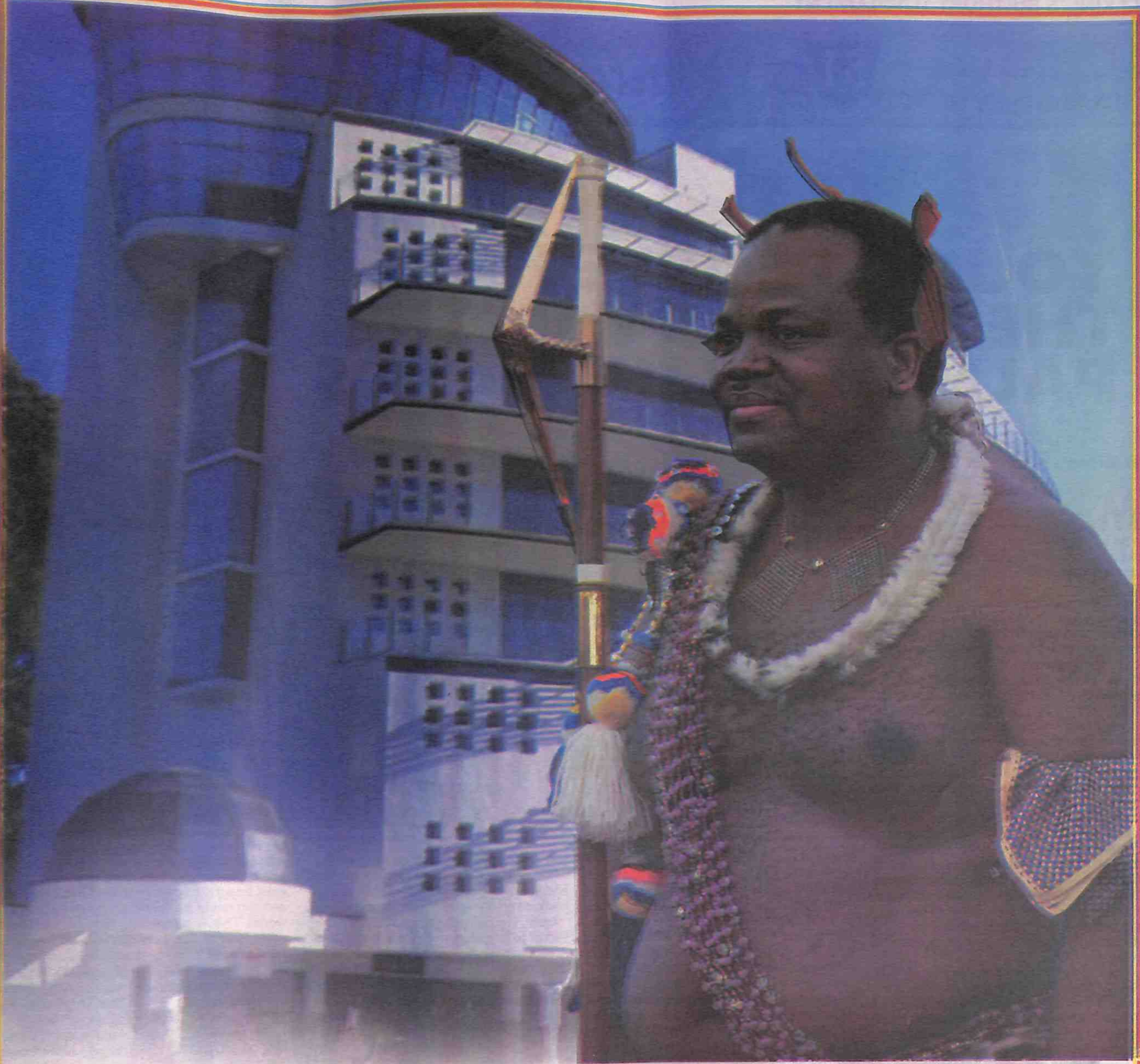
**G.Fox Eswatini**

Lot 506 11th Street, Matsapha | P. O. Box 564 Matsapha

Phone: 2518 6396 | Fax: 2518 6175 | Email: [suranga@gfoxswaziland.co.sz](mailto:suranga@gfoxswaziland.co.sz)







**Khula Mlisa!**

*The Board of Trustees, Management and Staff of the Public Service Pensions Fund would like to congratulate His Majesty King Mswati III on his 51<sup>st</sup> Birthday Celebrations.*



**Public Service Pensions Fund**

7th Floor Ingcamu Building,  
Mhlambanyatsi Road, Mbabane  
P.O. Box 4469, Mbabane

Tel: 2411 9000 Fax: 2404 2712  
[www.pspf.co.sz](http://www.pspf.co.sz) email: [info@pspf.co.sz](mailto:info@pspf.co.sz)  
TOLL FREE: 800 2401

 /PSPFSwaziland

 @PSPF Swaziland

Doc: 20651



HIS MAJESTY'S



Khula Mlisa

BIRTHDAY SUPPLEMENT

# YOUNG PEOPLE HAVE THE INDUSTRY IN THE PALM OF THEIR HANDS

BY SIBUSISO DLAMINI

**M**elusi 'Zox' Dlamini is the youngest ever Swaziland Arts and Music Association (SWAMA) President to be in office. At a period in time where the country is in transition, and entrusting more young people with decision-making powers, artists also chose the same.

In his term, Dlamini has introduced the SWAMA awards, bankrolled by mobile telecommunication giants Eswatini MTN and in this interview; 'Zox' gives his overall view of where the country's arts stand compared to world standards and how he believes the 'forthcoming' generation has all the opportunity to re-write the history books.

"What we have to understand with the times that we come from in the industry is that there wasn't money circulating at all. The people weren't supporting artists and cooperates as well were not even tolerating anything that had to do with arts. Now it's much better with cooperates showing a bit of interest here and there.

It was really tough, but the situation has improved although the challenges are still there of course. But, on the brighter side you have to look at what we have gained from those tough experiences of those artists. The struggle made sure to thoroughly test their patience and tenacity, and it's now time for them to reap their fruits.

Look at Bholoja, look at Mozaik, look at Sands, look at SK Khoza, Mbongeni Fakudze - they have all been at it for a number of years! They endured years and years of learning, and it prepared them. Now that the environment has changed, the youngsters should be grateful and hopeful.

All they need to put in is hard work and the burning passion, everything else will fall into place because there's a base now," he said.

Dlamini says he is proud of taking off the subscriptions when he jumped into office as it was proving to be financially draining the artists.

"One of the first things I made a point to do when I got into the office was to do away with the E400 subscription to

**"I can tell you right now that every local artist who has made it outside Eswatini used vernacular. I'm not saying artist should disregard English, not even, but and as we celebrate 51 years, let's look at what we have done right and what we have done wrong which will then help us have a clear path of what to do to head into our desired future."**



SWAMA. I found that subscription to be very unfair to the artists, I mean there's a lot that they could use that money for that will positively impact their craft. They could do a shoot, go to the studio to have a record you name it, but my point is that they could just do something with that kind of money. It was just too much and I had to put an end to it.

For us, it was all about authenticating the industry for artists and to also enable and facilitate a proper relationship for them and the corporate world. I think we have done well in such areas, because with the wards for example. We have exposed an artist from deep in the rural areas who does Mbacanga to a Mbabane folk.

## Brand

We have made artist to be seen as brands because corporates can see it fit to align themselves with legit people," he said.

When we get to talk about the coming generation, his face brightens up as he proudly states that upcoming artist have all the opportunity to be the biggest stars that this country has ever had, stating that all they have to do is to

just ensure that they dedicate themselves.

"To all upcoming artists, you are talented and you are special. Now, invest in your art because no one loves it more than you.

Again, I will go back to the point I mentioned earlier to reference, when you look at all these artist that are now at the level they're at - they all invested in themselves and believed in themselves and a future when no one did. That burning passion you have for your art, give it your all and don't let anyone faze you from it," he says. 'Zox' says as President of local artists, he is proud when

ever he steps out of the country and says easy to market because of its peace and stability as well as scenery, mentioning the fact that they will be working with the Swaziland Tourism Authority (STA) on a relationship that bonds arts

with the tourism sector.

"We have a very beautiful country with the most beautiful scenery that is uniquely Swazi and can never be found anywhere else in the world. This is something that we must take advantage of. Let us make sure that we work hand in hand in marketing the country for both its scenery as well as the arts. This is something that is in the plans and we have already had meeting with STA on this, so it's definitely an avenue will be pursuing soon," he said.

The SWAMA President also feels very particular on artists taking advantage of the Siswati language.

## Future

"I can tell you right now that every local artist who has made it outside Eswatini used vernacular. I'm not saying artist should disregard English, not even, as we celebrate 51 years, let's look at what we have done right and what we have done wrong which will then help us have a clear path of what to do to head into our desired future.

You being Swazi is something that makes you unique from every other human being in the world. Now one speaks Siswati better than you, and therefore it's an advantage in competition. All in all, we see a bright future, it's now all in the hands of artist and we will assist where possible. The future is indeed bright!" he concluded.

## MESSAGE TO HIS MAJESTY KING MSWATI III

Thank you for being a visionary leader and we thank the Lord for blessing us with you with wisdom. Happy Birthday your Majesty and we wish you many more years. BAYETHE WENA WAPHAKATHI!





HIS MAJESTY'S



Khula Mlisa

BIRTHDAY SUPPLEMENT

● Every road to success is always filled with obstacles, and SwaziBoy are quite to state that they have also faced their fair share of struggles.

BY SIBUSISO DLAMINI

Over the past decade, the local entertainment scene has grown in leaps and bounds and as much as the scene is much friendlier, boundaries have been broken by the likes of SwaziBoy Entertainment who made it a point to turn the challenge themselves and build the industry.

Fast forward to years later, a couple of young artists are making a living through performing at events and this is all thanks to the ones who took a risk and saw hope and potential when no one wanted to dare step into that scene. We caught up with them to get snip into their journey.

Firstly, we wanted to know how SwaziBoy came about and we learnt that they always had a dream of building the industry.

"After the disbanding of *Sandlasemtsakatsi*, we decided to start Swazi Boy Entertainment since we were so passionate about the industry and believed there was that niche for such a service. Today we are so proud there is a solid industry in what we believed in from the

beginning  
The stable has managed to have a reputation of

being a trusted brand and maintain a long lasting fruitful relationship with the artists - both local and international. They attribute their success over the years to efficiency and a burning passion.

"The one thing that has kept us on top of our game over the years

is passion and making sure you deliver the best. Never short-change your clients, make sure you deliver as expected and promised, always."

We asked them to give a specific moment that made them feel proud of their work.

"There's no one specific moment that we can pick, but for us it's a matter of the lives that we have managed to change. To be a role model to a number of upcoming artists, DJs and event managers, you name them, but the point is to have so many people looking up to our work for motivation and inspiration, that's a feeling that always gets to us. Eswatini in well-known world-over for its peace and stability and this is one thing that businesses always vouch their success on. We enquired with SwaziBoy on how it has positively impacts their industry.

"We are proud Emaswati, hence our name and over the years we have been able to draw big crowds from all over SADC which we can also attribute to the peaceful and friendly Swati environment. When we go out of the country to perform or host events we receive overwhelming reception and people are always excited to have us, and this is all thanks to the fact that we have a country that is ruled with peace and love and everyone always wants to have fun in such a beautiful country," Albeit the growth of our industry, some of our neighbouring countries are still ahead of us, so we asked SwaziBoy on who they think we can develop faster and what we can learn from the other countries.

"Well, we have to give credit where it's due and we have to give a shout-out to local artists for upping their game tremendously over the years. We have seen a number of local artists leaving a mark. Lately, all New Year's Eve events feature local acts only and they draw huge crowds. It says a lot about the strides we have made over the years and

we need to keep at it.

What we also have to understand is that unity is also something that can work for us, so we need to do more of it. Let's not see each other as competition, but as part of the bigger role of making arts something that one can make a living through. In other countries, the artist work together and this is something that we must learn from locals - the power of unity!"

When asked to give advice to youngsters who might want to take event-management as a career, the team preaches nothing but professionalism.

"Always be professional in what you do, first strive to prove yourself before claiming to have arrived. Learn from your mistakes and build from them as well. Again, don't you ever forget the importance of planning and management?"

Every road to success is always filled with obstacles, and SwaziBoy are quite to state that they have also faced their fair share of struggles.

"Lack of support for the industry, this has been the difference between the local industry and that of our neighbours. Local artists have had to fend for themselves to realise their dreams. We need to start really getting behind our people and backing them as much as we back them as much as we do to other foreign artists,"

#### MESSAGE TO HIS MAJESTY KING MSWATI III

"We wish His Majesty more life, health and wisdom as he continues to lead the nation. We know our King loves music, we wish to make him proud with our talent so he may continue to enjoy local products from the industry....LUNWELE LOLUDZE MBANGAZITHA. BAYETHE, WENA WAPHAKATHI,"

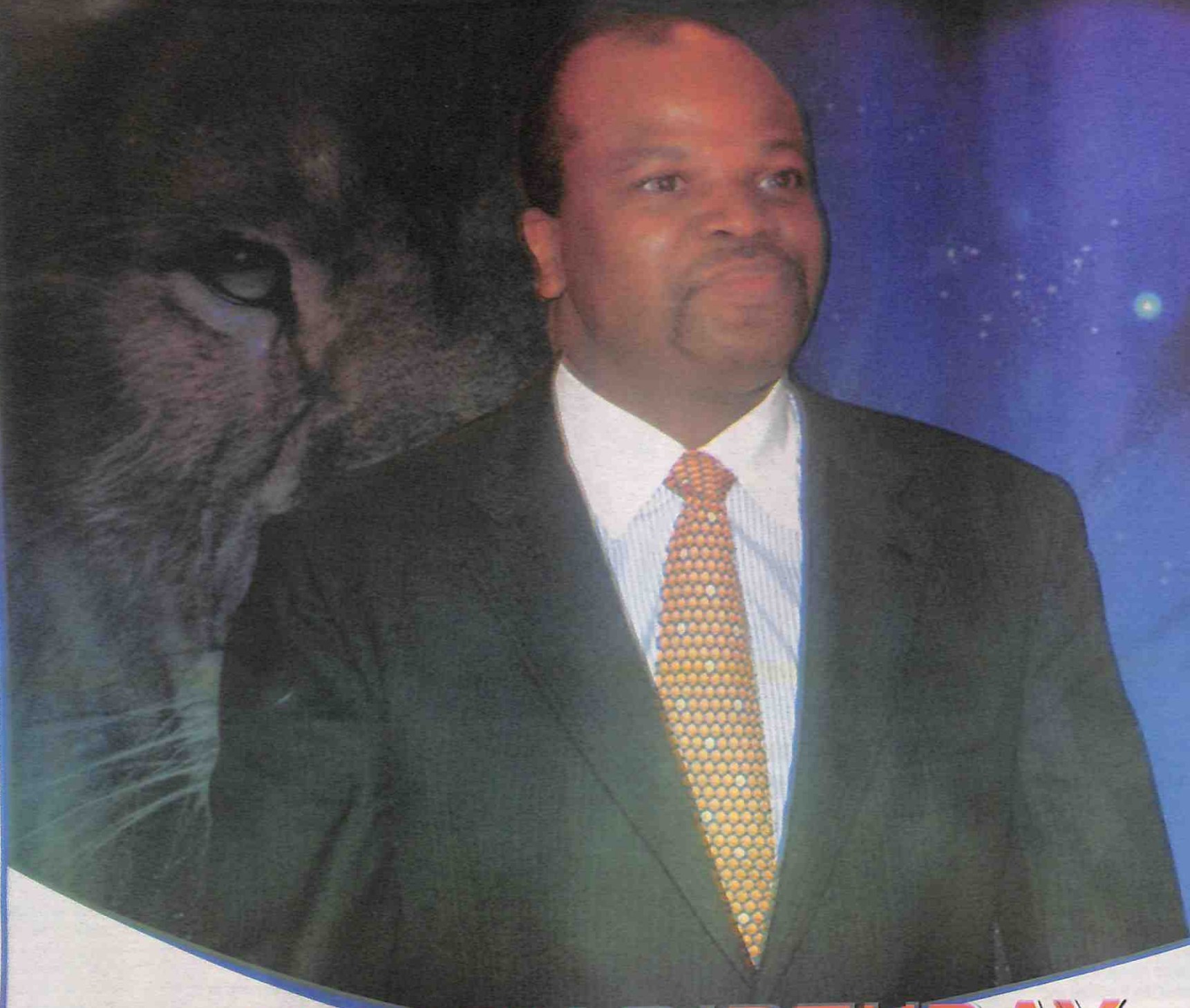
SWAZIBOY ENTERTAINMENT



## THE PIONEERS







# HAPPY BIRTHDAY

*Your Majesty!!!!*

**The Directors, Management and Staff of G.FOX Eswatini  
wish to Congratulate His Majesty King Mswati III  
a happy 51st birthday celebration**

*Khula Mlisa!!!!*

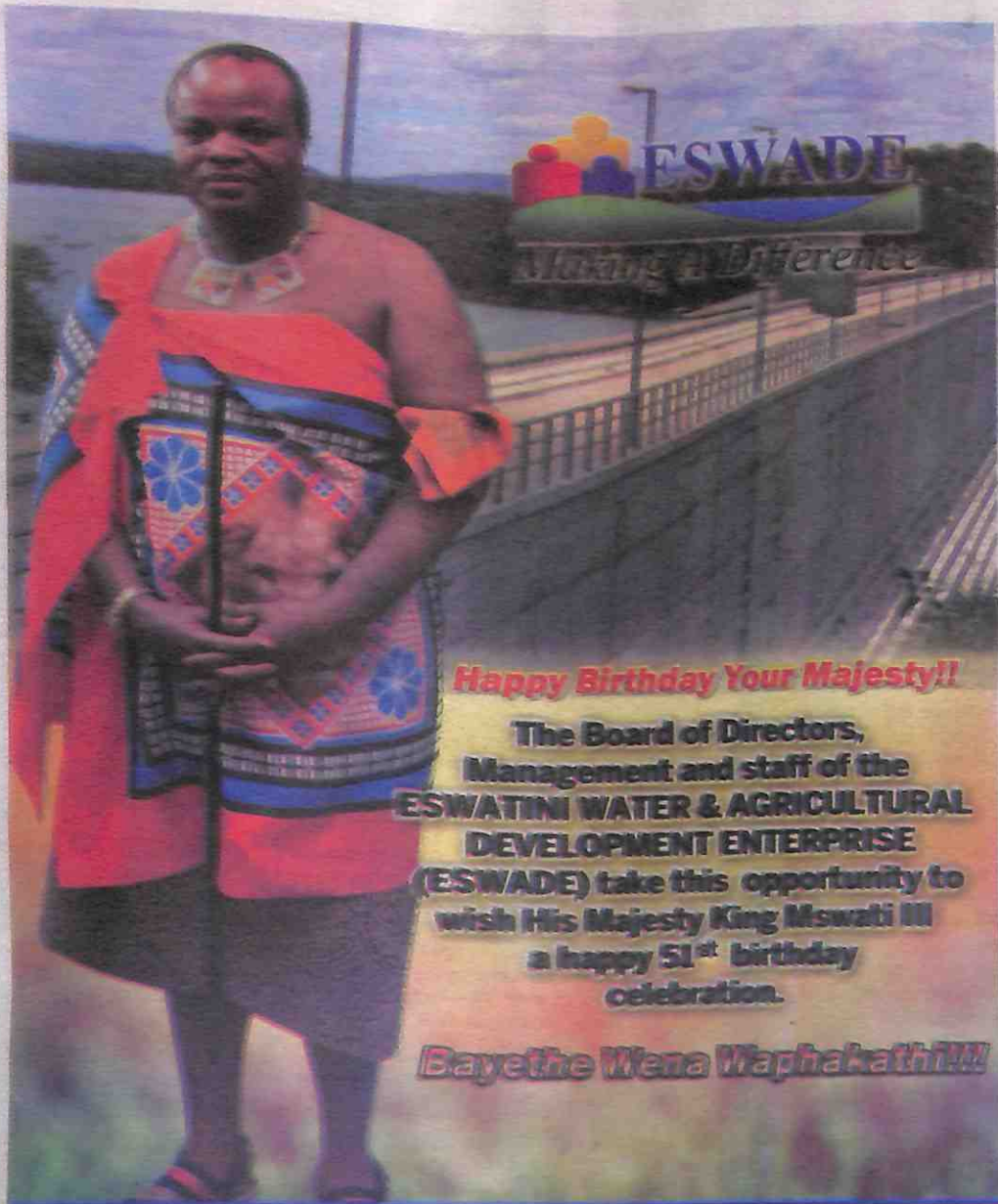
## G.Fox Eswatini

Lot 506 11th Street, Matsapha | P. O. Box 564 Matsapha

Phone: 2518 6396 | Fax: 2518 6175 | Email: [suranga@gfoxswaziland.co.sz](mailto:suranga@gfoxswaziland.co.sz)







**Happy Birthday Your Majesty!!**

The Board of Directors,  
Management and staff of the  
**ESWATINI WATER & AGRICULTURAL  
DEVELOPMENT ENTERPRISE  
(ESWADE)** take this opportunity to  
wish His Majesty King Mswati III  
a happy 51<sup>st</sup> birthday  
celebration.

**Bayethe Wena Waphakathi!!!!**

Eswatini Water and Agricultural Development Enterprise Limited  
P.O. Box 556 3rd Floor Simphiwe MVA Building, Mbabane  
Telephone: (031) 240 7754 / Facsimile: (031) 240 7754  
[www.eswade.com](http://www.eswade.com)

DOC187441

**destinygroup**  
INNOVATION, EXCELLENCE, PEOPLE

The management and staff of Destiny Group wish to congratulate  
His Majesty King Mswati III on His 51st birthday celebration

**BAYATHE WENA WAPHAKATHI!!!!**

**OUR SERVICES**

Retail	Events	ICT	Multimedia
--------	--------	-----	------------

FIND US: MBABANE  
Gwamile Street, Shop No.2  
HBC Building  
Tel: 2404 1694

FIND US: MANZINI  
Mancishane Street, Shop No.1  
City Center Building  
Tel: 2505 7919

[www.destinygroup.co.sz](http://www.destinygroup.co.sz)



**KHULA MLISA!!**

The Directors, Management  
and Staff of Dups Holdings and It's Subsidiaries  
would like to congratulate His Majesty  
King Mswati III in celebrating His 51st Birthday.

Dups Mall, Manzini, Tel: 2505 2028  
Email: [info@dupsgroup.com](mailto:info@dupsgroup.com)  
Website: [www.dupsgroup.com](http://www.dupsgroup.com)



DOC.18628

**UNITED HOLDINGS**

*Live With Purpose.*

**51 Years**

**Lunwele Loludze Mbangazitha!**

The Board of Directors, Management &  
Staff of United Holdings Ltd, congratulate  
His Majesty King Mswati III  
in celebrating His 51<sup>st</sup> Birthday.

**UNITED LIFE ASSURANCE** **UNITED GENERAL INSURANCE** **UNITED D&I** **UNITED HEALTH INSURANCE**

[info@united.co.sz](mailto:info@united.co.sz) [www.unitedholdingswaziland.com](http://www.unitedholdingswaziland.com) Toll Free: 800 1010

Doc:18628



HIS MAJESTY'S

51

Khula Mlisa

BIRTHDAY SUPPLEMENT

## Leticia Viena – the middle 'rose' amongst thorns

BY SIBUSISO DLAMINI

The country's refereeing scope has been changed by the fact that lady referee Leticia Viena is now refereeing to the highest standard of football in the country in games of the elite league games.

We sat down with her to get a view of how she has gotten to where she is today and her love for the most loved sport in the world. Viena attended her primary school at Sydney Williams Primary School and went on to St Marks for her high school education. Her favourite subjects were History and English Literature. "My favourite subjects at School were History and English literature. In history I found the stories of the past fascinating, I have a very inquisitive mind, and history helped feed it. In literature, I loved the poetry mainly. I also liked physics because of its practicality in relation to everyday life. I was also a member of the English club at high school where we mostly wrote poetry and was also in the school debate team (naturally I like to argue), so debate came organically to me," she said. As much as she did three different sports from a tender age, football has always been Leticia's favourite sport. "Football has always been my favourite sport followed by athletics and cricket. Whilst growing up in Manzini at a young age, I would always be the only girl playing with the boys. I and my cousin had a team and we would walk from Coates Valley to either Zakhele or Mweni or surrounding areas just to challenge other teams for games.

We would bet E1.00 (for the big round one) each team

and if we won, we would go and buy bunny-chow. Other teams would always laugh that our team had girl on it, but once I started playing, they would be amazed that a girl can actually play football, and I would always prove that I am a real deal. In primary school, me and my cousin would make money by making bets, he would bet that his cousin (me) can juggle the ball 50 times without it falling and when we won, we would split it 50/50, so he was my manager from back the making the bets, and our advantage every single time would be the fact that our competition boys wouldn't take me seriously until I took their money from them," she said.

Leticia grew up aspiring to be a lawyer; and she even got a scholarship for it, but she shocked her family to death when she chose sports.

## Opportunity

"I actually wanted to be a lawyer and got accepted at the University of Eswatini (UNESWA) to study part time, but I never enrolled because I decided to do sport instead. My family almost killed me as they felt I was giving up an opportunity and to them, sport was just a thing for leisure." Fast-forward to years later, after graduating with a graduate diploma in sport management and recreation, Viena is employed at the ministry of sports, where she is a sports officer, focusing on sports development in the regions and she is deployed under the Hhohho region. She says her proudest moment was when she was selected to officiate in the Africa Cup of Nations (AFCON).

"I have many proud moments but in refereeing it would be in 2016 when I became the first Swazi in history in both male and female referees to be selected for AFCON



and officiate there. Again, last year I was selected for AFCON again in Ghana and officiated up to the 3rd and 4th play off." When quizzed on her biggest challenge in refereeing, she complains about the meagre allowances.

"The biggest challenge in Swazi refereeing is the minimal allowances referees get in all leagues. From the regional leagues to the premier league, it's just too little. Refereeing in a very demanding profession that requires one to really invest in themselves, I'm talking stuff such hiring a trainer, physiotherapist and to eat right food amongst others in order to be able to perform at your peak. The current allowances in relation to the demand of the profession are what is making most people to either stop refereeing or not consider it at all.

As for me my biggest aspiration is to officiate in the biggest soccer tournament in the world, the World Cup," she said in conclusion.

## BIRTHDAY MESSAGE TO HIS MAJESTY AND THE NATION

"I've only gotten an opportunity to take a pic with His Majesty the King twice and it was an awesome experience. I would like to wish His Majesty a happy 51st Birthday and I pray that God grants Him more wisdom and courage to lead us. To the entire nation, let us continue praying for our country and leaders and where ever the world takes us, to never forget our identity and culture."

## NOBUHLE TO HELP NEXT GENERATION THINK OUTSIDE THE BOX

BY SIBUSISO DLAMINI

Most often when people think about golf, they associate it with a sport that is rich men territory, where those with deep pockets get to have fun whilst networking at the same time.

This is one presumption that the country's lone professional golfer and most decorated sports person currently, Nobuhle Dlamini is determined towards proving to be false.

In the country's existence, Nobuhle is one of the few who are dominating the international scenes and hoisting the country's flag in the highest of competitions.

From humble beginnings, being born in the dusty streets of Lobamba, the golfer who was taught the techniques of golf by her late father has worked hard to being the one of the most respected names in the continent. Notably, Nosipho's father wasn't a wealthy businessman or politician, rather a hard-working passionate caddie who didn't want to settle for less.

Due to the great mentorship by an amazing golfer in her father, Nobuhle was already a star in high school, and upon completion of her high school education in neighboring South Africa, she applied for a Sports scholarship in the United States of America (USA).

Dlamini managed to get the scholarship, but it wasn't inclusive of her transportation fees, hence she couldn't afford to go to school - an ordeal she describes as heartbreaking at the time.

"To be honest, I was shattered. I don't think anyone can ever comprehend the pain of knowing that you have the capability and you deserve the scholarship, in fact you have been picked as one of the lucky ones, but then you are at a disadvantage simply because you don't have means of getting there! It broke me, and I had to take some time, and get back to playing golf locally," she says.

Fortunately enough for Dlamini, her doors eventually opened, and this time, she got a scholarship at the University of Pretoria (UP) which allowed her to play golf whilst also getting her academics in check. She graduated with a bachelor Degree in Sports Science, and she says she can never overstate the importance of education.

"You have to understand that the times have changed. In this day and age, playing golf now is not as the same as it was back in the day. There's a lot of science now, and that means you've got to learn, hence the importance of education. You need to be an expert in knowing how your body works and even the science of the sport as a whole, as well as the business side of it too. More than anything, a lot of



dedication comes with this thing, and putting your hours in with the books is one of the important things," she said.

Dlamini says success comes with sacrifice and hard-work.

"The success comes after years of sacrifice and hard-work. It calls for the enduring of pain, sweat and tears. If I can just give you a simple background of how my day goes, you'd be shocked. I wake up at around 5:30am and I have to be at the gym at 6am. After about two hours at the gym, I go for breakfast and thereafter I take onto the greens. After lunch, I have gym again, and then it's back to the greens by the afternoon hours.

That's loads of hours, and you also have to sacrifice the things that you do as leisure. You cannot spend as much time as you would like with people and it's hard to even have a partner who you can be with because you simply just don't have time!

As a professional golfer, your life is golf and all

young girls who want to be in it must just be clear with that. It's not about all fun and games with the traveling and winning lots of money, there's a lot of work you have to ready for," she said.

In just less than a year, Nobuhle has competed in about 17 international golfing tournaments, and has claimed gold in six of them, namely the Sun international challenge which was held in South Africa, became the first ever LiSwati to win the Royal Swazi Investec challenge, the Women's golf professional association Pro and the Dimension Data Challenge in neighboring South Africa and the most recent being her triumph in the Johannesburg.

## Impact

In her career, Dlamini has had to fight off a lot of 'advice' from a lot of people, on taking South African citizenship which was to make it easier for her to get opportunities for herself, but is adamant in making an impact locally in her own country of birth. She even met up with Minister of Sports, Culture and

## ACHIEVEMENTS

## (JAN-MARCH)

Tshwane Ladies open	South Africa	13th
Joburg ladies open	South Africa	4th
Cape Town open	South Africa	12th
Dimension Data	South Africa	12th
SA women's masters	South Africa	2nd
Sun international challenge	South Africa	winner
R. Swazi Investec challenge	Eswatini	winner

## APRIL

Ladies European Tour		
Terre Blanche ladies open	France	17th
June		
AXA Czech ladies challenge	Czech Republic	13th
Lavaux ladies championship	Switzerland	8th
R. sacra international challenge	Spain	7th
October		
Eur. tour school first stage qualifier	Morocco	1st
December		
Eur. tour school final stage qualifier	Morocco	14th
January		
Tshwane Ladies open	South Africa	16th
Women's golf pro. association Pro	South Africa	1st
February		
Dimension Data Challenge	South Africa	1st
March		
Johannesburg Open	South Africa	1st

Youth Affairs Harries 'Madze' Bulunga where she mentioned her interest in hosting workshops and talks around the country aimed at inspiring young girls to see the world as their oyster filled with endless opportunities.

"The role I want to play in my country as we celebrate 51 years is to be a person that inspires, and motivates the youth to dream big. If it wasn't for my father, I don't think I would have been so exposed to golf to even a point where I'm taking it seriously. I want to be the person that opens opportunities for young Swazis.

## Professional

I mean, we had very good young boys in high school that also fell-off along the way, now imagine a girl continuing with the journey and even taking it as far as the professional route. I want to talk to young girls and tell them that's its possible. All you need is a dream, belief, hard work and prayer. You don't need a silver spoon in your mouth and I'm determined that my successes and what I still hope to achieve will be motivation to them," she said.

When quizzed on Dlamini's patriotism, Minister of Sports, Culture and Youth Affairs

"It was a pleasure to finally meet Nobuhle Dlamini after our conversation over the phone. It was a very fruitful meeting in which we discussed a number of issues. It was also very pleasing to hear her talk passionately about Eswatini and remaining loyal to her country despite the fact that she has been encouraged to acquire South African citizenship in order to get more sponsorships. We remain extremely proud of Dlamini and we hope that she will continue being an inspiration and a great ambassador for our beautiful country," Bulunga said.



HIS MAJESTY'S



Khula Mlisa

BIRTHDAY SUPPLEMENT

BY SIBUSISO DLAMINI

**S**OCCER - The country's soccer National team Sihlangu SeMnikati has for the past decade ensured tumultuous times such as the worst ever defeat at the hands of Egypt coupled with the embarrassment of local fans not even showing face in games for support.

But, despite all these problems, soccer remains arguably the most-loved sport in the country, with hordes of fans supporting their local team's week-in-and-out in domestic tournaments which have grown in terms of sponsorship packages over the years.

Long-serving President Adam 'Bomber' Mthethwa has been at the receiving end of heat from both the public and politicians over the bad results that characterized the team.

Mr President. As a servant of football for over two decades, what do you think of the standard of football back then and now? Do you think our standard of football has improved?

Firstly, let me start by appreciating you for taking your time and coming here.

I doubt I would have picked up my phone knowing my relationship with you guys in the media (laughs). But coming to your question - do we really know where we were back then?

In all honesty, we played a lesser number of international games than we do now, as a matter of fact, we only played international games during Independence Day and during those times, you'd find about three-quarters of the team being Mbabane Highlanders players, and hence it wasn't even a wide scope to choose from.

Today, it's a different ball game altogether. The national team competes in about five tournaments annually and there are a lot of factors involved in making it a success. So, what makes your question tricky is the fact that we didn't win any trophy back then and we haven't won any trophy again in the past few years, so who can come and tell us when our football was at its peak and why? We have just had our moments when specific teams were doing well, so I really can't gauge our progress. If anything, I can commend the fact that we know have a structure in our football, and our challenge is to get it working at its most efficient.

**Do you think our development programs are good enough to produce quality players for the national team who can be at par with their counterparts from the region and beyond?**

That again is a question that becomes tricky because it has a number of factors that come at play. As you have probably heard me stating this countless times, the mere existence of the Eswatini Football Association (EFA) is to develop football in the country.

Now, whilst trying to achieve their goal of developing football, it is worth noting that the EFA does not have ANY players, rather the teams have players, and hence, the EFA can just play their role in making sure that coaches, referees, administrators and medical staff are empowered. The players are the responsibilities of the clubs.

I think at the moment over 95% of the play-

## 'LET US BE LEVEL-HEADED WITH OUR AMBITIONS'



ers in our Under-17 national team which did exceptionally well in the Region V games in Botswana last year have passed through the Under-13 Build-It League and are competing in the EPL developmental leagues.

This tells me that we are on the right path, and it then becomes a matter of money at times, because if all the clubs had active developmental programs, then we wouldn't have much of a problem, that's what we are struggling with at the moment. Teams do not have enough money to make sure their juniors are well taken of and it is so glaring that it eventually affects the standard of the game in the country as a whole.

**Please be specific as to which parts of the game you can proudly say we have achieved in, and which we are still lacking at?**

We have structures. I mean proper business structures where the mother body can operate from and we also have a mode of operation of which certain people can be held accountable for their jobs. As I mentioned earlier, it's now a matter of maximizing the impact in each portfolio, and if everyone does what they have to do, the way they have to do it, and then we can say that we are going somewhere because this football thing works like a machine and everybody should play their role.

Coaches in the country have expressed concern over the fact that over the fact that most administrators are not well versed in the sport, and hence make decisions willy-nilly in clubs. Do you think this is a cause for concern, and is the EFA taking any steps towards impart-

**ing the right know-how to club owners on the modern way of leading a football club?**

What you have to understand is that money does not necessarily mean one is learned or even knows the industry that they head towards. I and you might be familiar with football and its changes in the modern day, and we might even have certain knowledge on how one must lead a club because we work in football, but then football is a sport that has everything to do with money.

Money is the only thing that matters in football nowadays, and to be honest someone doesn't need to be an expert in football to invest in it, and we cannot force them to just because they want to invest their money in football.

They have every right to hold coaches

account-able because they are the ones, who cut the cheques and I think as 'ignorant' as they might

be about the game, they do know if it's not what they agreed on with the coach. That's just the game, there's no way we can try and interfere in that.

**What goals do you have in mind for the new coach Kostadin Papić?**

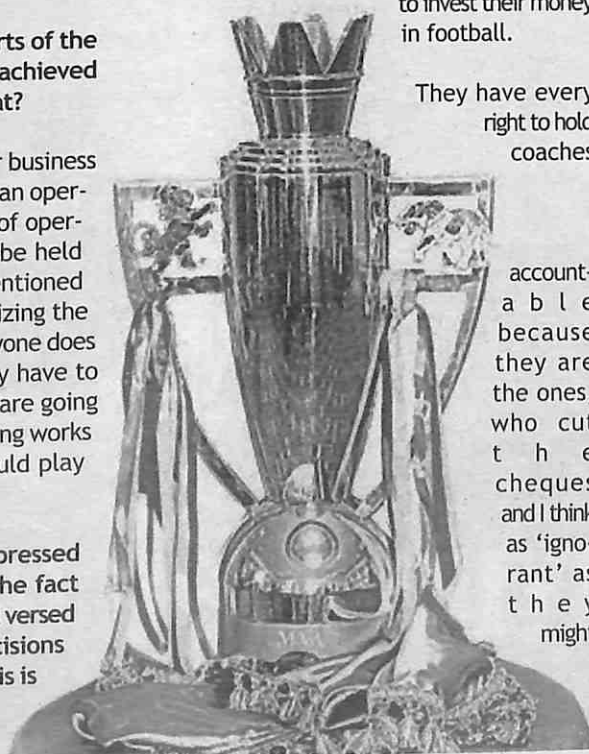
Look, I don't want us to put unnecessary pressure on Papić. The new coach has been given a task of leading the national teams for a year and to take them to better heights than where we are currently.

I have mentioned our troubles with finances and all in this country. We have failed to break away from the D bracket even at our said 'best', so I think we should have realistic expectations for the new coach. We want him to develop and we want to at least break through and be at par with our counterparts from the region.

We are optimistic that with the proper help and understanding from his counterparts and other stakeholders in the game, he will succeed. That's my urge to everyone, let us be easy on him and give him all the support he needs. If he doesn't deliver the desired results, I promise to sit with down with him in this very office you are sited at and ask him why.

**In conclusion, what would be your message to His Majesty King Mswati III on his birthday?**

I would like to wish His Majesty a Happy 51<sup>st</sup> birthday. We thank the Lord for a King with wisdom and to be such a visionary. He always supports soccer and we wish Him many more years. BAYETHE WENA WAPHAKATHI!





TIBIYO TAKA NGWANE



Lomawa House, Lotitshetzi P.O. Box 181, Kwaluseni M201 Tel: +268 2510 1390 Fax: +268 2510 1399 / 1306

A NATION IN PROGRESS

# HAPPY 51<sup>ST</sup> BIRTHDAY

The Main Committee,  
Management and Staff  
of TIBIYO TAKA NGWANE  
wish **His Majesty**  
**Ingwenyama**  
a Happy Birthday.



UYIMBUBE UYESABEKA!