

Royal visit for Bell Equipment

His Royal Majesty King Zwelithini Goodwill ka Bhekuzulu, reigning King of the Zulu nation, visited Bell Equipment's head office in Richards Bay in February where he was given a tour of the factory and a test drive of the B50D Articulated Dump Truck, the world's largest ADT currently in production.

Joined by her Royal Highness, Queen Spongile of Kwa-Khethomthandayo Palace, the royal couple were given a rousing welcome by the large crowd of Bell employees who gathered for the momentous occasion.

In his welcome address Bell Equipment Chief Executive Gary Bell said: "Your Majesty we have waiting many years for this occasion to show you what the Bell team and citizens of your region have achieved in both a global context and towards the upliftment of our community and country, South Africa."

Some of the highest technology earthmoving and mining machinery designed and produced in the world today comes from Bell Equipment's Richards Bay factory. The company has over 3 500 people directly engaged in the manufacture and support of Bell products around the world as well as many thousands more people indirectly involved in the company's supplier and service providers and dealer structures.

Thanda Royal Zulu Football Club (TRZFC) is an important link shared by Bell and His Majesty and the visit coincided with a home-ground match between TRZFC, which is appointed by His Majesty and has Bell Equipment as its main sponsor, and Santos.

Highlighting this link, Bell said: "Your Majesty we have a common interest in football. We understand the importance of sport and the benefits that it brings to our local community and we are proud of the fact that we could play a part in bringing a National First Division Team to Zululand.

"There are many similarities in sport and business and without teamwork, discipline, hard work and skills, you will not be a winner on the battlefields of the world. So whether you are Amabhubesi or Bafana Bafana or Bell Equipment, you cannot simply demand to succeed. We cannot demand that customers or government or anyone else should buy our machines – we need to be competitive in every respect. We need to work hard every day, we need to apply our minds to the techniques and skills and strategies required, we need to train hard, we need discipline and we need to obey the rules of the business game. It is no different in football – if you let the team down you can be yellow carded, or worse still, red carded and sent off the field."



(From left): Tiisetso Tsukudu (Director, Bell Equipment), King Zwelithini Goodwill ka Bhekuzulu, Queen Spongile of Kwa-Khethomthandayo Palace and Gary Bell (Group Chief Executive, Bell Equipment) during a royal visit to the Bell Equipment Company in Richards Bay. The factory tour included a test drive of the magnificent B50D, the largest Articulated Dump Truck currently in production in the world.