

SOUTH AFRICA

SIPPO Swiss Import Promotion Programme

The Swiss Import Promotion Programme (SIPPO), under the patronage of the state secretariat for economic affairs (SECO) of the Swiss government, aims to help small and medium-sized enterprises (SME) from emerging markets and markets in transition to access the Swiss and EU markets. Further, SIPPO helps Swiss and European importers to find the right partner in emerging and transitional markets.

SIPPO's activities focus on five main goals:

- To inform the Swiss and EU import economy on new market sources
- To include trade institutions and business branch associations in the trade promotion process
- To increase the competitiveness of small and medium-sized enterprises in selected partner countries
- To develop the service and exporting skills
- To establish qualified trade contacts between SME's from emerging markets and markets in transition and the Swiss and EU import economy

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TTW Travel Trade Workshop 2007

25 - 26 October 2007, Montreux

Hall B1, Stand B145

Fair Trade and Transformation in Tourism

In close cooperation with the Swiss Import Programme SIPPO, South African Tourism, South African Airways and Fair Trade in Tourism South Africa, the South African Embassy in Berne is committed to contribute to the transformation of South Africa's tourism industry to the benefit of communities and previously marginalised entrepreneurs.

The presence of South African small and medium-sized tourism enterprises at the 2007 TTW aims at engaging Swiss outbound tour operators and travel agents to embrace new emerging products into the South African tourist experience.

By offering products that reflect the richness of South Africa's cultural diversity, the South African exhibitors are leaving the beaten track. Also in view of the 2010 Soccer World Cup, they will be using the international stage of the TTW to cater to a new generation of travellers who wish to see South Africa through the eyes of all its people.

In this they will be joined by the fact that in Switzerland more and more travellers become informed consumers concerned with the social, cultural, economic and ecological impacts of tourism on development – a fact that can and should indeed no longer be ignored by Switzerland's traditional tour operators to South Africa.



South African Embassy
of Switzerland



SOUTH AFRICAN TOURISM
www.southafrica.net



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Abang means «to share» in local Sotho language. Abang Africa Travel is a PTY registered specialized local tourism company, based in Cape Town and currently operating in South Africa, Swaziland, Lesotho, Namibia, Botswana, Victoria Falls and Mozambique. We offer tailor-made socially and environmentally responsible packages in southern Africa. Enjoy Africa's highlights and contribute to local communities through Responsible Tourism. Self drives, small group tours, volunteer projects, unique excursions, community initiatives and homestays, selected Backpackers, self catering guesthouses and small B&B, luxury hotels and safari lodges.

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African Insight™ is proud to be the first Inbound Tour Operator in South Africa to be totally committed to Responsible Tourism. We aim to enrich lives by creating unique interactive South African experiences which are fun, affordable, and sustainable and promote the diverse Natural, Historic and Cultural heritage of the country. Working within our Responsible Tourism Policy, African Insight is the ideal travel partner for those looking for unique and enriching travel experiences. African Insight operates in two core markets, namely Youth Travel and Adult/Family Travel

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FTTSA encourages and publicises fair and responsible business practise by South African tourism establishments. We do this through the FTTSA Trademark, and independent symbol of fairness in the tourism industry. The Trademark is rewarded to tourism establishments that meet stringent criteria in the following fields:

- Fair wages and working conditions
- Fair operations including purchasing and distribution of benefits
- Ethical business practice
- Respect for human rights, culture and the environment

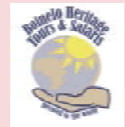
The FTTSA logo is an excellent way to communicate commitment to fair and responsible tourism for tour operators.

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Mike and Carmen invite you to spend some time in this tranquil setting, conveniently situated near 3 major highways - N12, N1 and M1 - but far enough away for you not to hear the road noise! At Kwa-Eden we pride ourselves with the spaciousness of all our units, modern furnishings and homely atmosphere that says «wish you were here». Kwa-Eden is an ideal destination for those wanting to visit any of the following: All of these are within 12km from «home» - Soweto, Gold Reef City (Casino and Entertainment Park), The Apartheid Museum, FNB Stadium and NASREC.

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Boinelo Heritage Tours and Safaris specializes in private transfers to all destinations in and around the country. Our services extend from the North West Province to our neighbouring countries. We provide tours to historical places, cities, mining areas, cultural tours and wild life experience. We are committed in ensuring that we meet and exceed our clients needs.

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Calabash Tours was established in 1997 and is one of the Eastern Capes' leading tour operators. We are a young, dynamic company and offer an alternative to the glossy pre-packaged bus window view of South Africa, offering our clients the opportunity to meet the real people and understand the real issues of our diverse country. Calabash Tours has an outstanding reputation for the quality of its Cultural Tours, and the ability of seeing to the needs of our clients, as well as the often disadvantaged communities we visit. Our tours will bring you face to face with the harsh realities of our past, and the great triumphs of our new nation.

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Mambedi Country Lodge & Conference Centre is a four star lodge which is situated on the far-north part of the Limpopo Province. It is strategically positioned on the banks of the tranquil Mambedi River; this facility boasts state of the art rondavels for both business and leisure. It has conferencing facilities, air conditioned rondavels with TV and Telephone, cottages for group bookings, Restaurant and Bar, Lapa and a swimming pool.

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Country style retreat with cool, thatched chalets overlooking the Albasini Dam & Luonde Mountains. All rooms decorated with local arts and crafts, with secluded and private intimacy, each set apart from the rest and offering you the perfect base from which to explore this «land of legend». On site facilities include the Wood-Owl restaurant, Hog and Hound bar, wrap-around al-fresco terrace, lakeside swimming pool and Textures art outlet. Immediate surrounds include the Ribolla arts route, bird watching, sunset cruises, hiking trails and natural splendour.

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Cape Rhino offers an excellent range of products from Individual; Groups to Business Tours; Incentive Tours; Student Tours; Sport Tours; Adventure Tours; Media Location Tours; Airport Shuttles; Door-to-Door Transport Services and many more with the best of value, friendly and professional service that will give you an unforgettable experience and satisfy all your needs.

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Perfectly situated on the beach, Coffee Shack offers accommodation to suit all needs. We specialise in exploring the beauties of the Wild Coast - boasting a wide variety of «day trips» including abseiling, free surf lessons, canoeing and hiking. Cultural adventures discover the rich heritage of the Xhosa or just relax in the hammock. We offer three meals a day and festive evenings in the Babalaza Bar.

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Stormsriver Adventures is a rurally based eco adventure company situated in the heart of the majestic Tsitsikamma Forest region aptly named «The Garden of the Garden Route». The company boasts adventure activities which include the world renowned Canopy Tour, Tsitsikamma Forest Tour, Team Building, Local Crafting Facility and a Catering Facility / Restaurant.

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Looking for luxurious yet affordable, Free State bed and breakfast accommodation, in an exclusive guesthouse offering sincere and friendly hospitality? Thuthukani Guest House is the best guesthouse in Bethlehem and offers exclusive bed and breakfast accommodation for discerning business and local or overseas visitors to Bethlehem. If you are seeking elegant and relaxed bed and breakfast guesthouse accommodation, we are ideal. Thuthukani Guest House is close to the main roads leading into and out of Bethlehem.