



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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Workshop: 26/10/06, 10.30 - 11.00 a.m.
Hall A3/A384

**Topic: Tourism Development in South Africa
from a Swiss and a South African
Perspective (South African Embassy & SIPPO)**



South Africa Making Tourism Responsible and Rewarding for All

TTW Travel Trade Workshop 2006
26 – 27 October 2006, Montreux, Hall B1, Stand B116

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 2006 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



SOUTH AFRICAN AIRWAYS
A STAR ALLIANCE MEMBER



Company: **Abang Africa Travel**
Address: P.O. Box 686, Sea Point 8060
8060 Cape Town, Western Cape
Contact: Mr. Malose Manaka
Phone: +27 21 790 8263
Fax: +27 21 790 7147
E-Mail: malose@moratiwa.co.za
Internet: www.abangafrica.com

Abang Africa Travel is a specialized local tour operator, based in Cape Town. The tour operator is working together in partnerships with smaller and reliable accommodation and game camps, transfer & tour companies which all believe in Africa's values. Where available, the accommodation and tours offered are accredited by Fair Trade in Tourism South Africa (FTTSA). Abang Africa Travel helps to conserve Africa's fauna by visiting wildlife outreach projects and observe women making amazing arts and crafts. Participation in traditional cooking courses and a performance by local school choirs are offered as well.

Company: **Stormsriver Adventure Co.**
Address: P.O. Box 116
6308 Stormsriver, Eastern Cape
Contact: Mr. Ashley King-Wentworth
Phone: +27 42 281 1836
Fax: +27 42 218 1609
E-Mail: adventure@gardenroute.co.za
Internet: www.stormsriver.com

Stormsriver Adventures is a professional community based eco adventure and activity company based in the forest area of Eastern Cape. The adventure company offers experiences for all tastes like scuba diving, guided hiking, the Kouga Bushcamp and much more. The company has 80% of their employees out of the surrounding communities. Training and development of local staff has been a cornerstone philosophy of the company. Stormsriver is further involved in education on environment and artisanal crafting of local people.

Company: **Shiluvuri Lakeside Lodge**
Address: P.O. Box 560
0920 Louis Trichart, Limpopo Province
Contact: Mr. Michel Girardin
Phone: +27 15 556 3403
Fax: +27 15 556 3413
E-Mail: clare@shiluvuri.com
Internet: www.shiluvuri.com

Shiluvuri Lakeside Lodge is situated at Elim in the northern reaches of the Limpopo Province. The cool, thatched chalets offer all a sweeping view of the Albasini Dam and mountains. The management of Shiluvuri has worked consciously to build a culture of staff participation and education. The impact of these efforts upon the personal growth and career development of staff is apparent. They further engaged in the foundation of an association for local artists who promote their products jointly.



**Workshop: 27/10/06, 12.00 - 12.30 a.m.
Hall A3/A384**

Topic: Gauteng - the hidden Beauty



**Workshop: 27/10/06, 03.00 - 03.45 p.m.
Hall A3/A384**

Topic: From scenic Garden Route to adrenaline - boosting adventures



**Workshop: 26/10/06, 12.00 - 12.30 p.m.
Hall A3/A384**

Topic: Discover Limpopo and go wild!

Company: **Calabash Lodge & Tours**
Address: P.O. Box 71588 Central Hill
6006 Port Elizabeth, Eastern Cape
Contact: Mr. Paul Miedema
Phone: +27 41 5856162
Fax: +27 41 585 0985
E-Mail: tours@calabashtours.co.za
Internet: www.calabashtours.co.za

Calabash Tours, established in 1997, is situated in Port Elizabeth, the gateway city to the Eastern Cape. They specialise in the city and its surroundings and all areas of the province. The Eastern Cape offers the visitor excellent game viewing opportunities including the big five – lion, leopard, buffalo, rhino and elephant. The Calabash is famous for its socially and economically responsible tours in the black townships around Port Elizabeth. One of the objectives of the company is to support development work indirectly through tourism.

Company: **Masakala Guesthouse**
Address: P.O. Box 406
Matatiele, 4730, KwaZulu-Natal
Contact: Ms. Patience Makaula
Phone: +27 39 737 3289
Fax: +27 39 737 3289
E-Mail: masakala@telkomsa.net
Internet: www.mehlodging.co.za

Masakala Traditional Guesthouse, opened in 2002, is situated in a peri-urban settlement adjacent to Matatiele in the southern Drakensberg Mountains. The guesthouse, a community based tourism establishment offers accommodation for up to 12 guests in two rondavels. The guesthouse offers guided walking tours, gives the possibility to visit community-based development projects and to explore indigenous flora and fauna. Masakala is committed to staff training, soil- and water conservation and local procurement.

Fair Trade in Tourism South Africa (FTTSA)...

...is a certifying body which has the objective to encourage and publicize fair and responsible business practice in South African tourism establishments.

FTTSA does this through the Trademark, an independent symbol of fairness in the tourism industry. The Trademark is awarded to tourism establishments that meet stringent criteria. The main criteria are:

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

Fair Trade in Tourism South Africa
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**Workshop: 26/10/06, 03.00 - 03.45 p.m.
Hall A3/A384**

Topic: Township Tourism - where you can meet people!



**Workshop: 27/10/06, 10.30 - 11.00 a.m.
Hall A3/A384**

Topic: Travelling fairer and more responsible