



Southern African Development Community

The Ambassadors
to Germany

INVITATION

13 February 2004

Ladies and Gentlemen,

On the occasion of the ITB Berlin tourism fair, the SADC (Southern African Development Community) Ambassador's group and the Southern Africa Initiative of German Business -SAFRI- cordially invite you to a SADC Promotion Day Event with focus on tourism, to be held on 11 March from 1530 hrs to 1930 hrs at the headquarters of DIHK at 29 Breite Straße 10178 Berlin.

The SADC region consists of Angola, Botswana, Congo (Democratic Republic), Lesotho, Malawi, Mauritius, Mozambique, Namibia, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe. It possesses natural landscapes of breath taking beauty, such as the world famous Victoria Falls, the Kilimanjaro, Zanzibar Islands, Okavango-Delta, Lake Malawi, Kruger National Park, Serengeti, the Lesotho Highland Water Project as well as vibrant cultural attractions. It is an increasingly popular tourist destination and it has great potential for further growth.

This event will be an opportunity for you to meet SADC Ministers of Tourism, tour operators and hotel owners from this region, as well as Government Officials. Please see the attached programme. We will be greatly honoured by your presence.

Please reply before 8 March 2004 using the attached form.

H.E. Ali A. Karume
Ambassador of the United Republic of Tanzania
On behalf of the SADC Ambassadors' Group

Contact person: Ms Z. Angovi (30) 30 30 800

In cooperation with:





Southern African Development Community

The Ambassadors
to Germany

SADC Promotion Day Event 2004 Focusing on Tourism

Programme

Tourism as Engine of Growth for Southern Africa

- 1530 -1540 hrs Welcome address by Mr. Michael Pfeiffer, Managing Director,
International Economic Affairs, DIHK
- 1540 – 1550 hrs Welcome address by H.E. Ali Abid Aman Karume, Ambassador of
Tanzania
- 1550- 1605 hrs Presentation by H.E. Zakia Hamdani Meghji, Minister of Tourism,
Tanzania
- 1605- 1620 hrs Presentation by H. E. Anil Gayan, Minister of Tourism and
Leisure, Mauritius
- 1620- 1635 hrs Remarks by Dr. Uschi Eid, German Parliamentary State Secretary
of the Federal Ministry of Economic Cooperation and
Development
- 1635-1730 hrs Podium Discussion:
- Tourism as Engine of Growth for Southern Africa
Participants:
- H.E. Jorge Valentim, Minister of Tourism, Angola
H.E. Wallace Chiume, Minister of Tourism, Arts and Wildlife, Malawi
H. E. Anil Gayan, Minister of Tourism and Leisure, Mauritius
H.E. Zakia Hamdani Meghji, Minister of Tourism, Tanzania
- Moderation: Mr. Josef Gorgels, Head of SAFRI-Office of the Chairman
- 1730 –1740 hrs Closing remarks by H.E. Wallace Chiume, Minister of Tourism,
Arts and Wildlife, Malawi
- 1740 –1755 hrs Farewell to Mr Gorgels, by the Ambassador of Tanzania
- 1800 – 1930 hrs Reception and Cultural Performance

In cooperation with:

Reply message (to be sent before 8 March 2004) by fax (30) 30 30 80 20 or
by email tzbonn.habari@t-online.de

Eschenallee 11
14050 Berlin

Invitation to the SADC Tourism Promotion Event,

Hereby I confirm that I wish to attend the SADC Tourism Promotion Event to
be held at the headquarters of DIHK at 29 Breite Straße 10178 Berlin.

- I will attend
- I will attend, and be accompanied by _____
- I will not attend

Name

Organisation

Phone:

e-mail:

Fax:
