MINISTRY OF TOURISM
REPUBLIC OF SOUTH AFRICA

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MINISTER DE LILLE WELCOMES PRIMEDIA GROUP'S INTERNATIONAL EXPANSION ANNOUNCEMENT

Minister of Tourism Patricia de Lille welcomes the announcement by South African media and advertising group Primedia of its decision to enter into an agreement to acquire The Africa Channel and establish Primedia USA.

The Africa Channel is a Los Angeles-based television network and streaming business dedicated to African content, with a distribution footprint spanning the United States, Canada, the Caribbean and Latin America.

The announcement comes at a time when South Africa is intensifying its efforts to grow its tourism footprint in the United States, which remains one of our largest overseas tourism source markets.

This development presents an opportunity for Africa, and South Africa in particular, to own its narratives, expand the global reach of its cultural exports and strengthen people-to-people relations between South Africa and the United States.

"Tourism is the story we tell people about our country. Through our films, music, arts, heritage and cultural expressions, we can bring people closer to South Africa long before they set foot on our shores. Greater exposure to South African stories and experiences has the potential to inspire travel, deepen mutual understanding and strengthen economic and cultural ties between our countries," said Minister de Lille.

Minister de Lille congratulates the leadership and staff of Primedia Group on this announcement, which demonstrates the ambition and global competitiveness of South African businesses, and wishes them every success in their international expansion.

THE END

For streaming links, images, videos and further information please scan the QR Code and join the Tourism Department's National Multimedia WhatsApp Group.

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