



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

CALL FOR APPLICATIONS

AFRICA SHOWCASE IN SOUTH EAST ASIA – HONG KONG, KUALA LUMPUR AND SINGAPORE

20 – 24 OCTOBER 2017

The National Department of Tourism, through the International Market Access Support Programme (IMASP), invites eligible tourism enterprises to apply for support to participate at the Africa Showcase in South East Asia, from the 20 to 24 October 2017.

The showcase presents a diverse range of tourism products to suit the Asian travel trade. It brings together a collaboration of airlines, hotels, safaris and experiences enabling the buyers to tailor special itineraries for their clients. From action adventure to shopping, culture to halaal tourism, there is a huge potential to grow your business from this market. Attendees include tour operators, travel agents, incentive organisers and golf specialists. The travel trade roadshow is scheduled as follows:

- Hong Kong: 20 – 22 October 2017
- Kuala Lumpur (Malaysia): 23 October 2017
- Singapore: 24 October 2017

Africa Showcase South East Asia has evolved into one of the largest global travel trade events featuring exclusively African products - tourist boards, hotel properties and safaris. The events provide travel sellers with the latest information and tools designed to boost their sales to Africa through one-on-one meetings with trade buyers from Southern, East and Central Africa as well as the Indian Ocean Islands. The showcase will take place in three major capitals in the emerging South East Asia region in Hong Kong, Kuala Lumpur (Malaysia) and Singapore. It is an opportunity for South African based travel and tourism sellers to meet and negotiate with top African specialists/buyers in the South East Asia region.

A limited number of spaces on the Africa Showcase South East Asia have been secured for enterprises that will be supported under the International Market Access Support Programme. The spaces are specifically aimed at assisting small and medium enterprises that wish to showcase packaged tourism products and experiences to the South East Asia market. The guidelines for the International Market Access Support Programme are available on the Department's website (www.tourism.gov.za). The Guidelines outline the eligibility criteria, application process, and support offered.

For Africa Showcase, the Department will offer partial financial assistance in capped amounts towards the cost of airfare and accommodation on a reimbursement basis to qualifying enterprises, as well as participation fees that will be paid by the Department on behalf of qualifying applicants.

In line with programme guidelines, reimbursement of costs incurred will be based on the following capped amounts:

- Accommodation – R 3 700 per person per night, linked to the duration of the roadshow;
- Flight – R18 800.00, based on an economy class return flights; and
- Participation fees for approved tourism enterprises will be paid for by the Department.

The guidelines and application form for the International Market Access Support Programme are available to download and complete on the Department's website or by clicking on the following link:

<http://www.tourism.gov.za/CurrentProjects/TIP/Pages/Tourism-Incentive-Programme.aspx>. All applications received will be acknowledged and qualifying applicants will be notified upon approval and required to sign a contract with the Department. Please note that any costs incurred prior to approval will be at an applicant's own risk.

For more information on the show, please visit www.africashowcase.travel

Application Forms are to be submitted to the following E-mail address tipapplications@tourism.gov.za (You will receive a unique number confirming receipt of your application within three (3) working days from the Department. Should you not receive a unique number after three (3) days, please follow up with the officials below for assistance. The department will not be held responsible for any non-delivery of applications).

Closing date of application forms: 28 June 2017

E-mail: tipapplications@tourism.gov.za

For enquiries kindly contact:

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