

TRIBE

We Are Africa
2016 EDITION

“Why would anyone go to Africa?”

Discover how stories Made In Africa are destroying negative stereotypes on page 15

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Park Director Emmanuel de Merode
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Meet South Africa



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EXHIBITORS 2016

EXHIBITORS 2016

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Beyond Luxury Media Ltd would like to thank all those who contributed to TRIBE 2016

Photo by KWAZU

BOTSWANA

We Are so Africa, it's even in our name.

Popularly named Africa's top luxury safari destination, Botswana is a real treat for lovers of nature and the outdoors. More than a third of the entire country is devoted to national parks and reserves. Wildlife management includes buffer zones allowing all of the Big Five (lion, leopard, elephant, rhino and buffalo) to abound. In addition to being home to the world's largest elephant population, Botswana leads in conservation in Africa and is the last reserve for some of the rarest creatures on earth including, Wild Dog, Cheetah, Cape Vulture and Pel's Fishing Owl. Botswana is the country with the most conservation areas in southern Africa.

But it's not just Botswana's rich wildlife that propels it to the top of best destinations in Africa lists – the quality of the visitor experience, from exquisite hotels to luxurious safari lodges and the variety of habitat to see are also enticing. This ranges from the vast wilderness of the Kalahari Desert, whose night skies are carpeted with billions of stars, to the brilliance of white salt pans stretching to the size of Switzerland and the world's largest inland delta, the 1000th UNESCO World Heritage site listed Okavango Delta.

Botswana offers visitors the chance to experience the raw beauty of nature as well as insight into our culture. This includes the prehistoric rock paintings of Manyana and the UNESCO listed Tsodilo Hills.

Botswana: adventure: redefined
www.botswanaturism.co.bw

1000 The Okavango Delta has been declared the 1000th UNESCO World Heritage site



botswana
tourism

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"Over the last two years, we've watched our movement of African travel innovators grow with us, both in size and ambition. Today, we proudly stand together as testament to the passion and love we all share for the continent. As we prepare to make more memories and forge new relationships, we want to welcome each of you to the 2016 tribe."

RYAN WALLACE
Event Director

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WELCOME TO THE TRIBE

Over the last two years, we've watched our movement of African travel innovators grow with us, both in size and ambition. Today, we proudly stand together as testament to the passion and love we all share for the continent.

After a turbulent period last year, we're delighted that in the past few months there has been a lot of good news for Africa. Nonetheless, as we continue in our shared mission to demonstrate that Africa is Not One Story, it's more important than ever to come together to counter negativity and stereotypes with real stories of the continent's beauty, modernity and diversity.

So how can we achieve this? By replacing stories told about Africa with stories told by Africa. In other words, we must tell the story Made In Africa. Find out more about this bold concept on page 15.

In the spirit of writing new stories for Africa, for 2016 we've relaunched the Conservation Lab in an exciting new 'un-conference' format, designed to spark fresh ideas and bring together key influencers from the world of conservation in an effort to fight our way back in the conservation game. We're also mixing things up by relocating the Conference to the prestigious Cape Town City Hall, where Wilderness Safaris will co-host our Opening Cocktail; and welcoming the Innovation Zone, powered by PayPal, to our expanded show floor at Cape Town Stadium.

Finally, we'd like to take this opportunity to thank all our partners and tribe for driving our evolution - we couldn't tell the story without you.



Serge Dive

CEO & FOUNDER

Sarah Ball

COO & CO-FOUNDER

Luxury Travel in Southern Africa



Beyond Expectations

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WELCOME TO CAPE TOWN

As we set our sights on becoming the gateway into Africa, the City of Cape Town is once again proud to support and host We Are Africa.

Africa is home to many beautiful and unique tourist sights and we are determined to strengthen ties between African cities so that we can truly see joint prosperity and economic growth for our continent. Tourism as a key economic sector brings with it many job opportunities and it is up to all stakeholders to intensify our efforts to increase our tourism numbers, through innovative packages for tourists from Africa and across the globe. We already have a number of direct flights between Cape Town and other African destinations including Luanda, Gabarone, Maputo and Addis Ababa. These direct flights will help to promote a unique regional travel offering that can rival the best in the world.

But as we enjoy a thriving leisure tourism sector, in Cape Town we have now set our sights on boosting our offering as a business tourism destination, so that we can attract more investment and expand the African market. As you engage with other key role players in this sector, may you be mindful of these challenges and push the boundaries to increase our leisure and business tourism numbers all year round and strengthen our economies.

It is Africa's time, and collectively we can affirm our place as a major player in the international market. May all delegates have successful engagements during We Are Africa and create new, meaningful partnerships.

Once again, welcome to Cape Town and I hope you will take some time to enjoy the many beautiful sights and experiences in our city.

Patricia de Lille

EXECUTIVE MAYOR OF CAPE TOWN



PROGRAMME

SUNDAY 1 MAY

12:00 - 18:00 Registration and badge collection at Cape Town Stadium

MONDAY 2 MAY

10:00 - 18:00 Registration and badge collection at Cape Town City Hall, Corporation St.
 12:30 - 14:30 Welcome Event at Taj Cape Town (RSVP essential)
 15:00 - 15:45 Welcome Drinks at Cape Town City Hall
 16:00 - 18:00 We Are Africa Conference at Cape Town City Hall
 18:00 - 22:00 We Are Africa Opening Cocktail at Cape Town City Hall, co-hosted by Wilderness Safaris

TUESDAY 3 MAY

08:00 Registration open and access to exhibition at Cape Town Stadium
 09:00 - 18:25 Official opening hours
 09:15 Morning appointments start
 10:50 - 11:10 Networking break
 13:10 - 14:25 Networking lunch at MARKET, Cape Town Stadium
 14:25 Afternoon appointments start
 16:00 - 16:20 Networking break
 17:55 Last appointment of the day finishes
 17:55 - 18:25 Free networking
 20:00 - 02:00 We Are Africa Awards Party at GOLD, De Waterkant

WEDNESDAY 4 MAY

08:45 Exhibition doors open
 09:00 - 18:25 Official opening hours
 09:15 Morning appointments start
 10:50 - 11:10 Networking break
 13:10 - 14:25 Networking lunch at MARKET, Cape Town Stadium
 14:25 Afternoon appointments start
 16:00 - 16:20 Networking break
 17:55 Last appointment of the day finishes
 17:55 - 18:25 Free networking
 18:25 onwards Free evening

THURSDAY 5 MAY

08:45 Exhibition doors open
 09:00 - 18:25 Official opening hours
 09:15 Morning appointments start
 10:50 - 11:10 Networking break
 13:10 - 14:25 Networking lunch at MARKET, Cape Town Stadium
 14:25 Afternoon appointments start
 16:00 - 16:20 Networking break
 17:55 Last appointment of the day finishes
 17:55 - 18:25 Free networking
 20:00 - 02:00 We Are Africa Closing Party, hosted by Grand Café & Beach, Granger Bay

FRIDAY 6 MAY

All day Departures

TRANSFERS

MONDAY 2 MAY

14:00 and 14:30 Transfers from hotels* to Cape Town City Hall for registration, We Are Africa Welcome Drinks and Conference
 14:30 Transfers from The Twelve Apostles Hotel and Spa to Cape Town City Hall for registration, We Are Africa Welcome Drinks and Conference
 21:00 - 22:00 Return transfers from Cape Town City Hall to hotels* (including The Twelve Apostles Hotel and Spa)

TUESDAY 3 MAY

08:15 Transfers from The Twelve Apostles Hotel and Spa to Cape Town Stadium
 08:30 Transfers from hotels* (including The Twelve Apostles Hotel and Spa) to Cape Town Stadium
 18:25 onwards Transfers from Cape Town Stadium to hotels* (including The Twelve Apostles Hotel and Spa)
 20:00 Transfers from hotels* to GOLD for the We Are Africa Awards Party
 22:30 - 02:00 Return transfers to hotels* (including The Twelve Apostles Hotel and Spa)

WEDNESDAY 4 MAY

08:15 Transfers from The Twelve Apostles Hotel and Spa to Cape Town Stadium
 08:30 Transfers from hotels* (including The Twelve Apostles Hotel and Spa) to Cape Town Stadium
 18:25 onwards Transfers from Cape Town Stadium to hotels* (including The Twelve Apostles Hotel and Spa)

THURSDAY 5 MAY

08:15 Transfers from The Twelve Apostles Hotel and Spa to Cape Town Stadium
 08:30 Transfers from hotels* (including The Twelve Apostles Hotel and Spa) to Cape Town Stadium
 18:25 onwards Transfers from Cape Town Stadium to hotels* (including The Twelve Apostles Hotel and Spa)
 20:00 Transfers from hotels* to Grand Café & Beach for the We Are Africa Closing Party
 22:30 - 02:00 Return transfers to hotels* (including The Twelve Apostles Hotel and Spa)

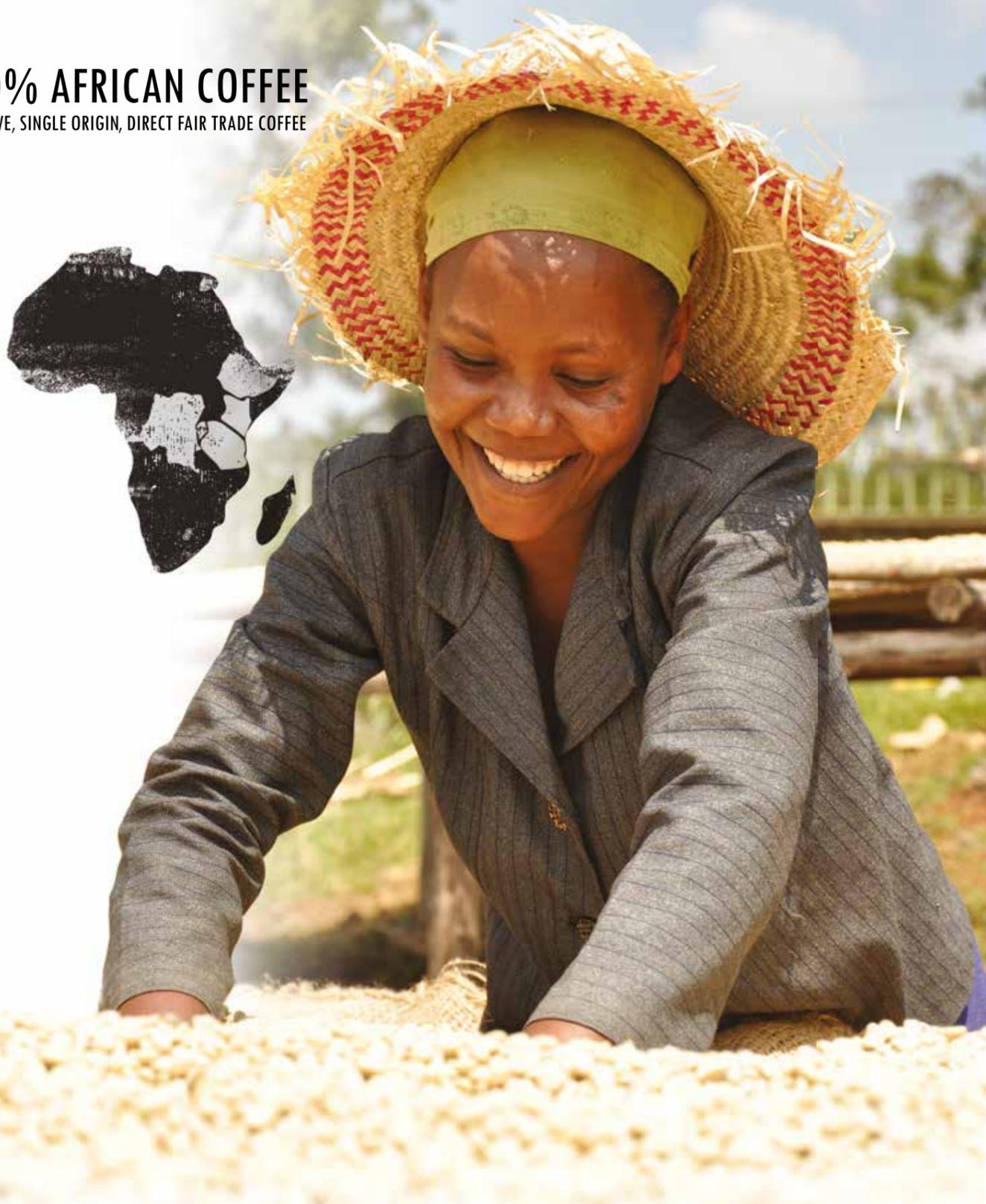
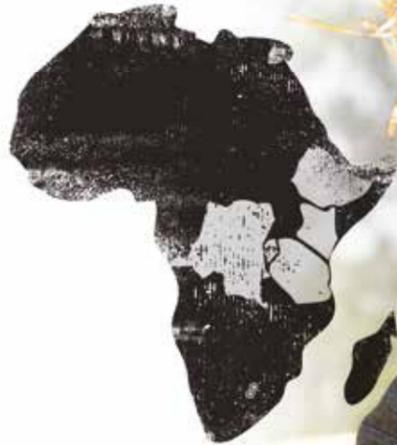
* Pick up points are available in front of the following hotels: Cape Grace, Belmond Mount Nelson Hotel, One&Only Cape Town, Taj Cape Town, The Table Bay, Protea Hotel Breakwater Lodge, African Pride 15 On Orange and The Portwood Hotel

*This programme is strictly for pre-registered We Are Africa delegates wearing their registration badge and We Are Africa bracelet.

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Words by Olivia Squire

"Africa is just vast, flat, uninhabited plains."

"I'd be too frightened to go to Africa; it's so violent."

"African art is just wooden masks and beads."

"No-one in Africa has enough to eat."

"I heard that all Africans live in mud huts."

Laughable sentiments, right? As sophisticated travellers, global citizens and committed champions of Africa, it's sometimes easy to pretend that we've moved away from such hyperbole and hysteria. However, it was this last statement, delivered by the six-year-old son of our CEO who had been learning about Africa at his London school that day, that got us thinking: are we really as far removed from such dated and dangerous stereotypes as we might like to believe?

Whilst the opinions of a six-year-old might not seem all that important, they belie a frightening complacency in how the rest of the world defines our continent. The outsider's collective awareness of Africa is mostly a misinformed myth, brought about by ignorance and emboldened through centuries of Western colonisation and marginalisation. This artificial narrative tends to portray Africa as, at best, a uniformly beautiful savannah populated by herds of endangered wildlife; or, at worst, a barren, poverty-stricken wasteland ruled by corruption, starvation, violence and disease.

It would be naïve to say that Africa is completely removed from these issues, or to argue that they should be ignored altogether. Poverty, famine and war are all serious problems that are rightly highlighted by the international media and discussed in humanitarian, political and social circles. But whilst we continue to fight together to find solutions, we are in danger of these difficult topics overshadowing the thousands of positive stories being born on the continent every day.

If we think this stereotyping is safely resigned to the past – to the eras of Heart of Darkness, Lawrence of Arabia or Out of Africa – we need only look at the controversies surrounding Louis Vuitton's 2014 'Spirit of Travel' campaign or Taylor Swift's 2015 'Wildest Dreams' video, both of which capitalised on the classic notion of Africa as a romantic playground for the wealthy West. Writing on the latter, radio station NPR highlighted Swift's problematic reduction of Africa to this ideal, stating, "she packages our continent as the backdrop for her romantic songs devoid of any African person or storyline, and sets the video in a time when the people depicted by Swift and her co-stars killed, dehumanised and traumatised millions of Africans".

This echoes the argument put forward by Nigerian novelist Chinua Achebe in his famous 1975 lecture 'An Image of Africa', postulating that the continent is seen as "setting and backdrop which eliminates the African as a human factor". Whilst Africa's incredible natural beauty unassailably deserves to be championed, this monopoly of expression has eroded the possibility for its 54 countries, 2000 languages and 1 billion people to speak for themselves to share the varied and complex reality of their experiences. In short, the missing element from this picture of Africa is its people.

With this in mind, there is only one way to counter such sweeping generalisations: with specifics. By zooming in on all of the individual people, places and projects that make Africa the gloriously incohesive, wildly contradictory, excitingly diverse melting pot it is. Now, as we move into a new age of connectivity and empowerment, Africa is being presented with the golden opportunity it needs to reclaim its own narrative and share these myriad stories.

A fresh generation of creatives, conservationists, artists, writers and activists are forging their own, uniquely African (or Rwandan, Nigerian, Ghanaian, etc.) paths. Their stories are not a copycat or accessory to Western legacies, but are born of their combination of

African heritages and cultures. It would once have been impossible to share this multitude of voices and ideas with the wider world, but with the rise of citizen journalism, crowd-sourced solutions and social media, we are being given the chance to, as brand strategist Zami Majuqwana describes, "swap secondhand anecdotes for firsthand encounters" – in other words, to open travellers' minds to inimitably African experiences that overrule any narrow preconceptions.

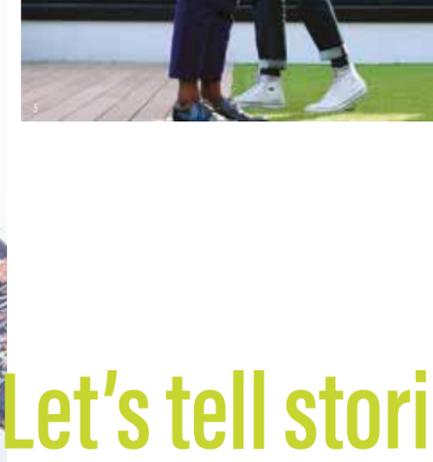
This homespun, organic vision of Africa takes many different forms. It's present in the politically charged work of South Africa's post-apartheid or 'born free' stars, such as Mohau Modisakeng; or the beautifully stylised photography of Swazi artist Nandipha Mntambo, which deals with the continent's problematic relationship with the West. It's in the entrepreneurial flair of Ethiopian Bethlehem Tilahun Alemu, who founded shoe brand SoleRebels with a nod to Ethiopia's early freedom fighters, whose barabasso sandals became symbolic of the struggle against colonial occupation. Or in Ghanaian businessman Samuel Mensah, who launched Kisua, an online retail site that invests in the African creative economy by collaborating with African designers.

It's the fire behind young Rwandan Christian Benimana, one of several millennial architects restoring the country's infrastructure through socially equitable, sustainable buildings like the new Africa Design Center. It's Emmanuel de Merode's crusade for self-sourced solutions to protect the natural resources of Virunga National Park in the DRC; the Afrobeat-flavoured pop of Fuse ODG and African new wave sounds of Petite Noir in the diaspora; the commitment of Uthando's James Fernie to repositioning views of Cape Town's townships; or the efforts of Saruni Mara's Warriors Academy to connect travellers with the reality of the Maasai lifestyle in Kenya.

For the luxury travel industry, these stories represent an opportunity to move away from 'point-and-stare' tourism to something more truthful that resonates with who we really are. As connected individuals and brands with the power to invest in this vision of Africa, we have a responsibility to be the conduit for these stories.

This approach takes confidence and passion. We are all perhaps guilty of reinforcing stereotypes from time to time to attract travellers, cushioning them from the complicated reality of modern Africa by selling the same colonial fantasy. However, by ignoring its many narratives in favour of just one, we also ignore the contemporary traveller's thirst for real, diverse experiences; miss out on sharing the uniquely African stories that make us stand out; and alienate ourselves from who we truly are. As Mark Coetzee, South African artist and the chief curator of Zeitz MOCAA, remarks: "It is a kind of crime against ourselves to assimilate the way the world sees us and then sell it back to them. It's smart, it keeps our industry sustainable, but I'm not sure how close it is to the stories we want to tell".

To end on another quote from Achebe, and one quite different to those with which we started: "If you don't like someone's story, write your own...nobody can teach me who I am...people create stories create people; or rather stories create people create stories". So for 2016, let's move from the black-and-white narrative we are so often assigned to full, vibrant colour. Let's tell stories that are handmade, homegrown, local, diverse and authentic. Let's tell stories written by Africa, for Africa. Let's have Africa tell its own stories: the ones Made In Africa.



“Let's tell stories written by Africa, for Africa.”

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HARDLY A WALK IN THE PARK

MADE IN
THE DRC

HARDLY A WALK IN THE PARK

Words by Olivia Squire



Two years after the world was captivated by Oscar-nominated film *Virunga*, Park Director Emmanuel de Merode tells Olivia Squire why tourism is the key to securing the Park's future

Perhaps I shouldn't have been surprised, but it turns out that tracking down the man responsible for securing the future of one of Africa's national parks is trickier than I had first anticipated – even more so since he became a bona fide movie star, thanks to the 2014 release of Academy Award-nominated documentary *Virunga*. Emmanuel de Merode is very much in demand these days, both at home in the Democratic Republic of the Congo, where he has been the Director of Virunga National Park since 2008, and by an international crowd keen to hear more about the Park's ongoing,

fascinating story. Thus commenced a five-month chase from our London HQ during which I became online BFFs with his assistant; learned to respect the temperamental nature of DRC phone lines; and wondered if I'd ever manage to defeat his intimidatingly frantic schedule.

However, when I eventually connected with de Merode one February afternoon, it became immediately evident that this is someone who is used to negotiating conflicts that go well beyond

Photo by Adam Kleier for Virunga National Park

a diary clash. A Belgian prince born in Tunisia and raised in Kenya, his background matches that of the terrain he oversees: diverse, complicated and unconventional.

Virunga is one of three national parks sharing 3000 square miles of land at Africa's geographical heart (the other two are in bordering Rwanda and Uganda). This position on the juncture between territories has engendered a difficult and bloody history, beginning in 1994 when refugees from the Rwandan genocide overflowed into the DRC, ultimately leading to the First Congo War in 1996 and Second Congo War, which ended in 2003.

During this time rebel militias flourished, surviving through the trafficking of natural resources, including gorilla poaching. This latter gained global attention in 2007, when militias slaughtered five gorillas in the Park. In 2008 the situation became even more fragile with the start of the CNDP War, whereby M23 rebels captured the Mikeno sector of the Park where the gorillas live, alongside the headquarters. All of the above took place in a context of four million people living in extreme poverty on the outskirts of the Park, divided by ethnic lines.

This is the Gordian knot of issues that de Merode inherited when he came to the post. "The two big hurdles that we had to overcome were to set up an effective reform of the Park service, and to work out a way to operate under armed conflict and behind enemy lines," he says. "We had to negotiate with our own government to discuss our ability to open a dialogue with the rebels...if we didn't secure that agreement, then the Park would probably have collapsed and we may have lost the mountain gorillas. Alongside that," he laughs, "we didn't have any money, because we'd run out of funding. We were in survival mode."

A difficult first day by anyone's standards, then. Nonetheless, de Merode was able to establish communication with both

government and rebel forces and thus begin the slow process of peacemaking. Although there are still 12 armed militias residing in and around the Park, this early victory means "the local community and government understand a lot more what we're trying to do and why, so that's built up a lot more trust".

However, defending the Park is a battle against not only internal, but also external influences. Virunga's untapped oil reserves have attracted attention from global firms including SOCO International, a London-based oil and gas company whose prospecting activities accidentally became the subject of the eponymous documentary.

"The film didn't really start as a film: it came at a time when we were having real difficulty investigating [SOCO] and Orlando, the director, came with Al-Jazeera on a different project. It became clear that he had a very valuable skill set with respect to investigative journalism, so initially we were just working together to produce material that could be used as part of that. However, it very quickly became so compelling, beyond what we expected, that it became obvious that it wasn't going to be a small ripple of a film."

This prediction was certainly accurate: Virunga ended up with Leonardo di Caprio as executive producer, Netflix as distributor and an Oscars nod for Best Documentary Feature. The film captured the heart-wrenching fight of de Merode and his rangers to combat the cycle of violence, war and corruption, as well as the sacrifice entailed (22 brave Congolese have lost their lives protecting the Park in recent years and de Merode himself was the subject of an assassination attempt just a few weeks before the film's premiere).

Awards and acclaim aside, however, the real impact of Virunga lies elsewhere. Crucially, SOCO has withdrawn its activities within the Park. But perhaps more unexpectedly, it has become the best advertisement possible for de Merode's great hope for the Park's future: tourism.



"Tourism is fundamental. We're absolutely not going to succeed in Virunga without it."

This page: photos by Virunga National Park
Opposite page: photo by Adam Kleier for Virunga National Park



"For us, tourism is fundamental. We're absolutely not going to succeed in Virunga without it. It's a funny situation, because it's a film that everyone said would deter people from coming, but in reality it's had the opposite effect. There is that segment of people who want to do something completely different that can truly be defined as an experience, where any apprehension is overruled by the level of interest." The film's real legacy, then, is its ability to combat the stereotype of the Congo that he would most like to eradicate: "the sense of fear and violence that people have. It doesn't have a place when you come here and experience it for yourself."

In the two years since the film's release, Virunga has enjoyed its first large-scale tourism successes with the re-opening of Mikeno Lodge and the launch of several camps. Just as collaboration has got the Park to the point where it can embark on tourism as a serious industry, it is collaboration that underlines this mindset. "The teams that do conservation and social development are completely integrated into the teams that do tourism, so when you visit you would have difficulty distinguishing between them." Guests are invited to wholeheartedly participate in the Park's daily activities, patrolling with rangers and undertaking ecological monitoring.

It's this inclusivity that de Merode believes is pivotal to Virunga's tourism success. "It's a bit rougher and more rustic than the equivalent you find in Rwanda or Uganda, but you don't feel like a visitor - it's the people who make it really interesting." In return, locals are beginning to see the tangible benefits of tourism revenue, 30% of which goes directly to community development. Nine new schools have been built; over 30km of water pipeline laid; and rural electrification programmes are underway, all contributing to the bank of trust required in the peacemaking process.

"They also enjoy having people come because it's a very poignant sign that things are getting better - that we're moving beyond the war", he adds.

Tourism is one of the three strategies being adopted in the Virunga Alliance, an overarching \$200m project aiming to position the Park as the main driver behind the economy in North Kivu. Alongside rural electrification and agriculture, de Merode's hope is that tourism will enable a new kind of industry "based on certain values to do with peace-building and positively affecting the lives of the poor and most vulnerable, without destroying the environment". An important tenet of this is to replace the short-sighted extraction of natural resources with sustainable agriculture, enabling the Congolese ownership of their own raw materials and "a return on their own future". Rather than importing solutions from the outside, as has been the downfall of many interventions in Africa in the past, this homegrown approach is truly Made In Africa.

This emphasis on both inviting the world in and encouraging locals to look outwards summarises de Merode's vision. He never uses 'I' when talking about the Park's future, only 'we', recognising that the project is bigger than any one person: it involves the rangers, the tourists, the four million people living around the Park and the world beyond, all working in tandem. This is at the forefront of his mind when asked what he wants We Are Africa attendees to take away from his talk. "It's an understanding that it really isn't

just about tourism: it's about a complete landscape of activities of which tourism is one, and when you engage in that you can get involved in everything else, including conservation, social development and peace-building. It all feeds into itself."

It's perhaps this knowledge that leads him to remark that despite the risks, "I wake up every morning and feel really good about getting on with it. My day-to-day life is the best job in the world". As I thank him for taking the time out from this manic, wonderful job to talk to me, he apologises: "I'm sorry it's been so frustrating for you - I often cause that for people". I'm sure Emmanuel de Merode is causing frustration for all the right people through his uncompromising determination to forge the right future for Virunga - but after hearing about the scale of his ambitions, I'm definitely not one of them.

Hear Emmanuel de Merode speak at the We Are Africa Conference 2016 on Monday 2 May.



"It really isn't just about tourism: it's about a complete landscape of activities of which tourism is one, and when you engage in that you can get involved in everything else, including conservation, social development and peace-building. It all feeds into itself."


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PULLING THE THREAD

MADE IN
GHANA

PULLING THE THREAD

Words by Eliza Anyangwe

A new generation of designers are using traditional African craftsmanship to revitalise the fashion industry in Ghana and beyond. Eliza Anyangwe investigates in Accra

Accra's Oxford Street is pulsating with life. Here, traders sell, among other things, clothes sewn from the colourful wax-print textiles that have come to be associated with African fashion. Some are in the traditional Ghanaian kente print; most are produced by a vast army of unregulated, independent tailors; none are identical. Fashion may sell fast here, but it's not the fast fashion that is churned out of factories across Asia.

Indeed, Ghana could not be further from China, the undisputed king of garment manufacturing. According to consultancy firm McKinsey, China made approximately \$177 billion in apparel exports in 2013. Even the second and third biggest manufacturers, Bangladesh and Vietnam, trail behind at \$24bn and \$17bn respectively. With poor infrastructure, complex bureaucratic systems, poverty, corruption and instability, African countries have struggled to convert their wealth in raw materials into high value manufactured goods, and as a result, they have long remained at the bottom of the fashion value chain.

But that narrative is changing and African nations are slowly forging a place for themselves on the global fashion map. In 2013 one of the world's largest clothing companies, the Swedish brand H&M, announced that it would begin to source garments from Ethiopia. Two years later, British retail giant Tesco also announced that it would begin sourcing from the landlocked east African nation.

These two brands are part of a bigger shift in garment manufacturing towards Africa. The Wall Street Journal reported in July 2015 that some of the other companies looking to Africa include "Calvin Klein and Tommy Hilfiger parent company PVH Corp. [which] has been making some of its clothes in Kenya for at least four years. Others with sourcing in sub-Saharan Africa include Wal-Mart Stores, JC Penney and Levi Strauss & Co."

"Changes in what is perceived as luxury fashion are giving Africa an opportunity to shine."

TRIBE 2016

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“Things are changing due to the internet. People worldwide are able to see the quality of work made here.”



“We can now shine a light on African craftsmanship.”



This is good news for the continent as a whole but especially for east Africa, where most of the interest has been centred. The McKinsey report identified the reasons for the trend: the renewal of the African Growth and Opportunity Act, which allows certain countries duty-free access to the US market; the availability of a large pool of young and cheap labour; sound policies; and government investment.

Macroeconomic shifts aside, changes in what is perceived as luxury fashion are also giving Africa an opportunity to shine. In the age of machine-made clothes, items made by hand that have a rich heritage and preserve threatened craftsmanship and skills are increasingly seen as desirable and luxurious. The makers who were drawn to Africa's centuries-old craft traditions began to arrive long before the large companies came in search of labour for their light manufacturing.

Annegret Affolderbach, a London-based, German designer with a passion for batiks and other traditional textiles, began working in Ghana 10 years ago. A competition win early on in her career saw her begin manufacturing her clothing and accessories brand Choolips in Cape Coast - a collection that was bought by fashion powerhouse Topshop. Since those early days, Affolderbach says she has witnessed much growth and positive change.

“When I started in west Africa, there wasn't anything like this,” she says, referring to the manufacturing sector taking shape on the continent. “Ghana's infrastructure has grown so fast. There wasn't a road to Cape Coast when I first got here. Today, there is a complete connection between Togo, Ghana, Ivory Coast and further along.”

Affolderbach also credits online retailer ASOS, with whom she began working in 2008, with “putting African fashion on the map.” Their worldwide distribution chains and media appeal not only stimulated demand for ‘Made in Africa’ but also inspired Africans in the diaspora to invest in supply.

“Young Africans started to look at what they could do with their own traditions,” says the 2010 winner of British Council Fashion Entrepreneur of the Year. “They used their networks to start their businesses, while at the same time some movers and shakers in

fashion (such as the Ethical Fashion Forum) became interested in building their networks with African fashion designers.”

One of those young designers is Akosua Afriyie-Kumi, the founder of accessories brand AAKS, currently stocked at Anthropologie and Urban Outfitters. Born and raised in Kumasi, in central Ghana, Afriyie-Kumi studied fashion in the UK then returned to Ghana in 2013 with a head full of ideas, and much less by way of market research. “I just knew I wanted to do baskets in raffia and I knew they could be woven in Ghana,” she says.

After finding where the best weavers were (in Bolgatanga, northern Ghana) then spending a “challenging” 12 months introducing her weavers to quality control (“they'd never used a tape measure”) and design ideas that appeal to an international market, Afriyie-Kumi launched AAKS in October 2014. A month later, Anthropologie got in touch. Today, the designer employs 40 full-time weavers. She explains that the internet and social media are, in part, responsible for her success and that of her contemporaries.

“Before, Ghanaian designers had no presence outside Ghana but now things are changing due to the internet. People worldwide are able to see the quality of work made here. We can now shine a light on African craftsmanship.”

Despite the success of brands such as Choolips and AAKS, it's still early days for Africa's fashion industry. Traditional techniques are under threat from cheap copies from China and there is no substitute for good infrastructure and political stability. But both Affolderbach and Afriyie-Kumi are infectious optimists about the future of fashion and creativity in Ghana and on the continent.

“There are few places where artists are able to bring together contemporary life and tradition,” says Affolderbach. “When you hit the right balance between those two and are able to communicate it globally, that's very powerful.”

Eliza Anyangwe is a Cameroon-born, London-based freelance writer and moderator. Her work has been published in The Guardian and CNN International. Eliza is currently setting up the Nzinga Effect, a platform and event to celebrate African women's stories.

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MADE IN SOUTH AFRICA

LOVE, JAMES

LOVE, *James*



Words by Katie Palmer

Katie Palmer talks with Uthando's James Fernie about storytelling, the spirit of Ubuntu and what it means to be Made In Africa

The first thing that strikes me about the Executive Director of Uthando is the way he signs off his emails: "Love, James". That the name of this South African non-profit translates as "Love" may well be a contributing factor - any clever marketer knows that injecting personality into your signature is a wise move in building brand identity - but in a world of "sincerely" and "regards", this small informality is surprisingly touching.

Brought up "in the dark decade of the 1980s," James Fernie is a product of his "very politicised, anti-apartheid family" and a self-confessed "natural activist at heart". Having experienced the brutality of apartheid first-hand, being Made in Africa is a defining feature of his character and the crux around which he has built his career - or, more accurately, his life.

As a young law graduate, Fernie took his first steps into the world of work at corporate law firm Clifford Chance in the UK, before changing track with a six-month traineeship at The European Commission Humanitarian Office in Brussels. On returning to South Africa he resumed legal work for several years before making another jump, this time into the high-end travel industry, when he took up with Inspiration Places in the role of international marketer.

It was while building his professional tourism network that Fernie realised his deep affection for the Rainbow Nation was shared with many others throughout the industry, both in South Africa and around the world. "You have many tour operators who are sitting in their offices in New York and London and Paris and Munich, and they are not only promoting South Africa as part of their business, but

The stars of Conversations with the Elders - photos by Alexia Beckerling



“You have tour operators who are sitting in their offices in New York and London and Paris and Munich, and many of them are very passionate about South Africa – they love the country and they love the Continent.”



This page: James Fernie, Executive Director of Uthando (top); photo by Abalimi Bezekhaya (bottom); Opposite page: Ilikeza Dance Project - photo courtesy of Uthando

many of them are very passionate about South Africa – they love the country and they love the continent.” Being Made In Africa, then, is not reserved for those born on the continent.

Yet, despite a long-held desire to contribute to his country at a grassroots level, Fernie’s real ‘eureka’ moment didn’t come until 2006 when he visited the Ilikeza Dance Project in Hout Bay. “I sat watching these kids who came from very, very poor backgrounds doing classical-based dance and ballet, and even as a Capetonian it was so amazing to see that. I thought, imagine bringing visitors to South Africa to see a project like this – if that’s how I feel as a local, imagine how foreigners would feel. It would be an amazing, real, true, positive South African story that they would never otherwise have the opportunity to see.”

Thus, Uthando was born. Its mission? “To provide the infrastructure to link tour operators to community development projects in a myriad of ways, so that we are really giving credence to the whole philosophy of responsible tourism and community bridge building, but also connecting people from all over the world with local people who are doing amazing things.” In other words, to tell the story Made in Africa.

The latter is what really sets Uthando apart. Unlike many (no doubt admirable nonetheless) non-profit organisations, its focus is first and foremost to demonstrate all that South Africa has to offer, with the pleasant side-effect of raising money for a good cause. “We are merely showcasing these wonderful people who are doing wonderful things – and in so doing we are also helping them, so really everybody benefits.”

Perhaps this is telling of the fact that the so-called ‘African’ stereotype Fernie struggles with the most is “the sense that Africa is a continent which is based on handouts... There are people living in these communities who are incredibly tenacious and resilient and innovative and inspiring and hard-working. We want to show those stories.” To do so, Uthando relies on a broad network of narrators, in order to connect as many travellers and tourism stakeholders as possible with the people in the townships.

A couple of years ago, for example, Uthando took Mount Nelson head chef Rudi Liebenberg to visit the Siyazama (meaning “we are trying”) Garden in Khayelitsha, which is part of Abalimi Bezekhaya – an urban agriculture and environmental action association operating in socio-economically neglected townships near Cape Town. “He was so impressed with the quality of the vegetables that the Mount Nelson



“We are merely showcasing these wonderful people who are doing wonderful things – and in so doing we are also helping them, so really everybody benefits.”

started getting a percentage of their vegetables from the townships every week; now they actually have an Abalimi Bezekhaya salad on the Planet Restaurant menu. So, as a result of that introduction, we are telling the authentic story of this wonderful community project that forms part of South Africa, and a wonderful symbiotic relationship has developed between South Africa’s oldest five-star hotel and a community project that is working with 5,000 people in urban agriculture.”

Uthando utilises more traditional methods of storytelling, too. So far, they have published two books: the Seed to Table Cookbook, which tells the story of Abalimi Bezekhaya; and Abantu Abadala: Conversations with the Elders – a book of non-fiction short stories, as told by South African seniors. “For many years I wanted to tell that story, because here you have these incredible seniors in their 60s, 70s, 80s, and some were even in their 90s, who suffered terribly during apartheid and suffer still because of poverty; yet they have such incredible stories to tell and they are so open and so loving and so friendly.”

When I ask which project Fernie considers to be Uthando’s greatest success, it’s as though I’ve asked him to name his favourite child. “Every single project is so different in its own way. I think the greatest success for Uthando is the joy that has been created

through bringing so many thousands of people together over so many years. Tour operators, marketing companies, trade show operators, hoteliers, travellers...”

“But,” he concedes, “I guess the seniors project is one that is very close to my heart. What we tell people when they’re going to meet the seniors is that they will get a sense of Mandela when they meet them, because he is the epitome of the spirit of Ubuntu, which they all have – their spirit of forgiveness, of love, of sharing. I felt a sense of urgency to capture their stories, because once that generation is gone, that value system will go with them, unfortunately.”

Intrigued by this concept of ‘Ubuntu’, I looked it up after our conversation – and this is what I found: “Ubuntu is the potential for being human, to value the good of the community above self-interest. Ubuntu is to strive to help people in the spirit of service, to show respect to others and to be honest and trustworthy.” Despite what he says, talking to James Fernie has convinced me that the spirit of Ubuntu lives on.

To find out more about Uthando, head to www.uthandosa.org or visit the Untold Stories stand at We Are Africa.

MADE IN
SOUTH
AFRICA

UNTOLD STORIES

Interviews by Katie Palmer

Having captured the hearts and minds of our tribe in its inaugural year, We Are Africa's community engagement initiative, Untold Stories, returns once again for 2016. Alongside our long-term community partner Uthando (Love) South Africa (hear more from founder James on page 29), we're welcoming two new residents: Coffeebeans Routes and !Khwa ttu.

You can learn about the amazing work these organisations are doing with local communities by visiting the Untold Stories stand on the show floor; but, by way of an introduction, we caught up with two people helping to rewrite the African tourism narrative...



Photo by Iain Harris - Art House

IAIN HARRIS, FOUNDER OF COFFEEBEANS ROUTES

Tell us a bit about Coffeebeans Routes: how did the business come about? What was the thinking behind it?

Coffeebeans began in 2005 as an experiment in tourism as a canvas for storytelling. I had been trained in other canvases: in film as a director; in theatre as an actor and director; and in newspapers and magazines as a journalist. I made short films, directed plays and made a living as a journalist. So it was exciting for me to discern, over a period of time, that there was a whole other canvas for stories: a canvas called tourism – a canvas that was as yet totally unrecognised by the industry as a canvas.

Coming out of a failed – but critically acclaimed – music business, where the essence had been recording and releasing Cape Town musicians and producing concerts and tours, I saw that tourism had huge potential for stories, but was completely missing the plot. And so we experimented. I taught English at a language school for foreign visitors, built some South African history into the curriculum and started taking students out to visit the musicians I worked with. They would always find the experience transformative – they would be visiting places they were warned not to visit; hearing perspectives from people they were warned not to engage with; and getting an opportunity to see this place, and as a result their own universes, in a completely new light. So early on it was very clear the power that the tourism canvas could harness when deployed for stories.

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From there, we needed to evolve a model that would work. We had to commodify the experiences, while maintaining integrity – that took some time, about three years. In 2008 we sold equity in the business to raise capital in order to scale up. We developed a range of half-day tours, including the Cape Town Jazz Safari, Township Futures, the Reggae Route, the Art Route and the Cuisine Route. In whatever we create, we are lead by the stories – that is the key. The stories are the equalisers; everybody has them. And what is interesting is that post '94, coming out of economies of silence, where most of the population was legislated into silence, those who most want to share their stories come from places that have been most silenced. And their stories are usually the most interesting, the most compelling.

So our agenda is to create ways, using tourism, for stories to be shared. And in doing that, we can share the tourism wealth widely.

Coffeebeans Routes is Made In Africa. How does your business seek to tell the world its own, authentic story of Africa – or, more specifically, South Africa?

We don't seek to tell the story, we seek to create the platforms that allow people to share their stories – that is key. We are not the tellers, citizens are. South Africans are telling their stories and we have created a platform for that to take place. Then, to take it deeper, we are interested in nuance and in platforms that don't pander. We don't see authenticity, it doesn't exist in the way tourism believes – authenticity is your personal truth, not some notion of what being African is. There is nothing that is authentically African; there are people being themselves – and that is authentic. And that is what we offer: an opportunity to engage with very interesting heads just being their very interesting selves. What they will share about being African might disagree with the next person's experience of being African. And that's great. We are not trying to sell a vision of Africa; we are not trying to represent Africa; we have a platform on which African people tell their stories. The rest is what the guest makes of it. The central tenet is just to have people share their stories. We have had guests in the past complain that they didn't think the experience was African enough. Why? Because it didn't fit with their notion of what African was – which, in tourism, is way too much of the smiling, dancing, happy Africans, in spite of their poverty. That's what needs to be broken.

In your opinion, what has been Coffeebeans Routes' greatest success to date?

Managing to survive! What we are doing has no precedent, so really I'm glad to still be here. But more than survival is that we have been able to create an incredible range of product and run them successfully according to three criteria: originality, quality and consistency. The single biggest thing, though, is our networks. That is why we succeed. We have incredible networks that are not within tourism. I think that coming out of a combination of journalism, theatre and film has allowed us to create these networks. We don't succeed if we don't have great people to work with.

What is the stereotype of Africa that troubles you the most and why? How are you setting about disproving this?

There are millions of stereotypes, some of our own doing, some come from outside. I'm not interested in the stereotypes – where does one

even begin to prioritise them? And if you tick off sorting out one, there are 999,999 to go. Tackling stereotypes is of no use. Human beings love stereotypes – we all stereotype each other all the time – so let's leave them alone. This is the only way to get nuance and to go beyond stereotype. It is in hearing stories that the listener can start to defy their own stereotyping, and the teller, through sharing and hearing themselves tell their story, can also become aware of their own stereotyping. If you visit Cape Town, for example, and over a couple days of your stay you engage with a cross-section of the city's stories through direct conversations with people, you will leave with whole new sets of insights that will blow your mind right open. The key is to have open ears: a willingness to listen. When it comes to stereotypes, you break them by focusing on people's stories; by building relationships; by listening to people rather than judging them.

What's next for Coffeebeans Routes?

Well, we started with modular experiences, half-day and full-day. Now we run those in addition to long-form programme: up to two-week, nationwide, very niche and in-depth explorations. Late this year we will run our first Human Origins programme in collaboration with the Institute for Human Origins at Arizona State University; it's called South Africa – Ancient Lives and Landscapes. We run long-form programmes around music, around art and around sustainable best practice. So the long-form is our next big push.

And we have, for a long time, had pan-African plans – some years back we developed a business plan for a set of experiences built around pan-African festivals. That regional direction is something we are still working on; that would be the next thing.

MICHAEL DAIBER, GENERAL MANAGER AT !KHWATTU

Tell us a bit about !KhwatTu: how did the company come about? What was the thinking behind it?

The San – the first inhabitants of Southern Africa – are renowned for both their special skills and their in-depth traditional knowledge, yet at the same time for their vulnerable culture. The basis of their culture is vested in both land and natural resources. Unfortunately, most of the San communities in Southern Africa have been dispossessed of their ancestral land and thus no longer have access to natural resources. This has often resulted in the elderly San being unable to transfer knowledge to younger generations.

During the past two decades, discussions among the San about the causes of both their marginalisation and their partial loss of identity led to a number of initiatives. Besides the decision to set up their own organisations, they also agreed that some of these establishments should focus on issues of culture, heritage and tourism.

In 1998, the Working Group for Indigenous Minorities in Southern Africa (WIMSA) – a San organisation – agreed that they needed assistance in training their own people to deal with tourism and how to showcase San culture to the world. Swiss anthropologist Irene Staehlin agreed to help the San. In 1999, guided by her vision and inspired by heritage centres in America and Canada, she bought a small farm on the West Coast of South Africa for the !KhwatTu project – namely a San Culture

and Education Centre. She later set up the Ubuntu Foundation in Switzerland to help support the project. Today the project is run by the !KhwatTu Non-Profit Company, jointly directed by the Ubuntu Foundation Switzerland and the San, represented by WIMSA. The farm is held in perpetuity by the Meerkat Non-Profit Company for the sole use of the !KhwatTu project, and can only be used as a San Culture and Education Centre.

!KhwatTu is Made In Africa. How does your company seek to tell the world its own, authentic story of Africa – or, more specifically, South Africa?

Sweeping views, tracks through nature, guided culture tours, stylish home-cooked food, exciting projects and entrance to the fascinating world of the First People, the San... With this we invite visitors so that we can share authentic interactions; inspiring San-guided tours; compelling art and photography exhibitions; and professional, friendly hospitality. While we offer this to our visitors, we offer our San students a safe learning environment and share with them appropriately-designed training in sustainable tourism, culture, heritage, nature and general life skills, in order to support them in becoming San ambassadors and following their chosen career path. !KhwatTu boosts the social and economic well-being of San communities in Southern Africa through the development of successful and sustainable community and other tourism initiatives. We are a safe travel destination and training centre. !KhwatTu combines adventure, relaxation and education to leave a lasting impression and a new understanding of the phrase "San Spirit Shared".

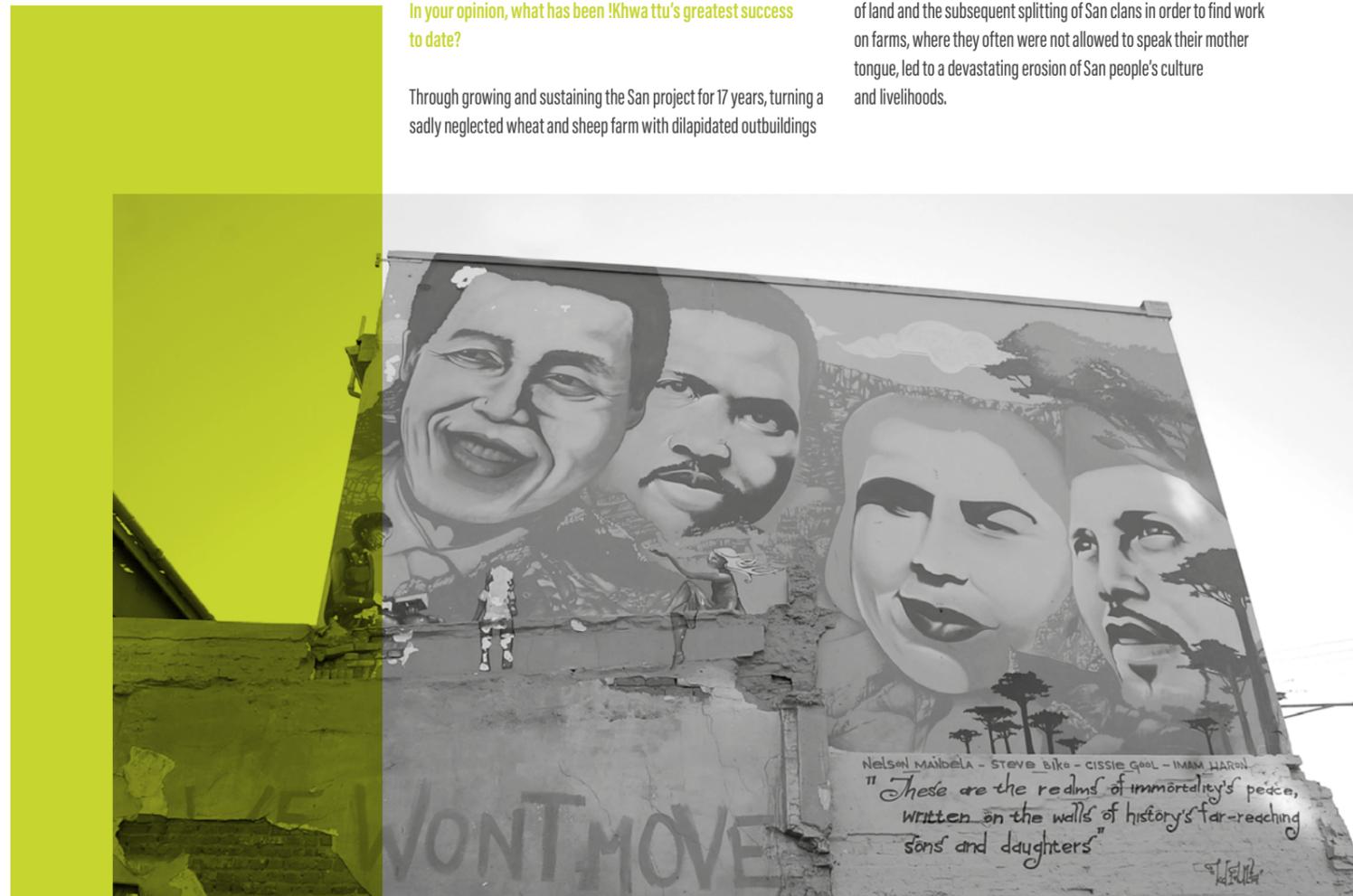
In your opinion, what has been !KhwatTu's greatest success to date?

Through growing and sustaining the San project for 17 years, turning a sadly neglected wheat and sheep farm with dilapidated outbuildings

into a prime cultural destination boasting stunningly renovated and new venues, the !KhwatTu San-guided experience has become an act of restitution to provide a platform and space for San people to present their past, present and future – in ways informed by their own traditions, perspectives, preferences and hopes – and to speak in their own voices and to reflect and respond to different narratives (the San teach). Furthermore, the training intervention is making a marked difference to the lives of San youth, who are caught in the convergence of traditional and modern means of living (the San learn). These interventions signal a growing transition from lived culture to culture as a source of economic livelihood. This is the ultimate achievement of !KhwatTu.

What is the stereotype of Africa that troubles you the most and why? How are you setting about disproving this?

The San, the first people of Southern Africa, are renowned for their in-depth knowledge of their territories, flora and fauna. There is a stereotype that the San are locked in the past, with an extremely romantic image of the San being traditional hunters and gatherers. Any modernisation or adaptation from that image would mean that they would be losing touch with their identity. The San of today are still battling to break away from this notion. Unfortunately, most of the San communities in South Africa, Namibia, Botswana, Angola, Zimbabwe and Zambia have lost both control over their ancestral land and access to natural resources. As land is the basis of their traditional culture, the elderly are, in many communities, unable to educate the younger generation in tracking game, identifying medicinal plants and gathering a wide variety of bush food. The loss of land and the subsequent splitting of San clans in order to find work on farms, where they often were not allowed to speak their mother tongue, led to a devastating erosion of San people's culture and livelihoods.



!Khwa ttu addresses this situation with a double-edge approach: by educating and informing the local and international public about San history, heritage, current activities and future aspirations on the one hand; and, on the other hand, the Centre focuses on training and empowering young San people from the Southern African region in a number of areas, ranging from basic life skills to heritage stewardship skills.

!Khwa ttu has been playing an enormously positive role in transforming South Africa's perception of San culture. In parallel, the organisation has been specifically developed to contribute towards long-term economic and social upliftment for the San people of southern Africa. Furthermore, the proposed programme bridges the urban/rural, skilled/unskilled, access/no-access, South African/non-South African cultural divides. As such, it is a socially and culturally empowering programme that invests in youth and builds social cohesion.

The !Khwa ttu Training Programme for guides has sparked widespread interest among San organisations and their support institutions. It has been indicated that it would be highly appreciated if such a tailor-made programme – one that provides San youth with the opportunity to apply their newly-acquired knowledge and skills immediately back into the communities from which they came – could be continued in the years to come.

What's next for !Khwa ttu?

!Khwa ttu is currently undertaking an exciting new initiative. By September 2016, work will have begun on the first phase of building !Khwa ttu's new museum. The museum will help fulfil one of !Khwa ttu's primary roles: to bring cultural restitution to the San.

It has long been part of the wider initiative of !Khwa ttu to build a museum that will enable the San to tell their story in their own words. Currently, there are a handful of national museums, university museums and smaller private museums that include sections on the San. Notably, however, there are no museums that are specifically focused on the San. Furthermore, of those museums that do include the San, few enable the San to tell their story in their own voice and on their terms.

For over six months, a diverse team of San from different groups has been working closely with a museum design team to flesh out what sort of museum we need to fulfil our ambitions. From here on in, we will continue to work closely together in drafting and re-drafting towards a phased implementation, beginning in approximately one year. Personally speaking, it is a real privilege to be part of such a

dynamic group and I truly believe we are on track for something really rather special!

!Khwa ttu museum aims to be a world class initiative. Building on examples of indigenous museums and cultural centres found amongst other hunter-gatherer communities, the museum aims to draw out and relate what is special about the San. On a larger scale, it goes further to locate the San and their experiences within that of regional history and the regional environment and more global colonial and post-colonial hunter-gatherer experiences.

!Khwa ttu museum will be a place to inform and inspire all manner of visitors – from the San themselves, to school children, tourists, government and NGO workers, to academics. Equally, the museum development will go hand-in-hand with new education programmes and, just as importantly, a sensitive re-development and re-organisation of an already beautiful site. The !Khwa ttu museum will be a place to stop for some really fine quick food, or coffee and a brief nose about, or a place to come and savour the menu and while away many hours, enjoying !Khwa ttu hospitality while the children play freely in an exciting new play area.

'Traditional' museums have long been about displaying artefacts inside museum buildings. In recent years, trends have moved more towards interactive displays and, when appropriate, outside demonstrations or even 'living museums'. One of the key challenges facing the !Khwa ttu museum project is how to represent people whose lives are not characterised by material possessions and for whom life is lived overwhelmingly in the open spaces of nature. The !Khwa ttu concept will combine a rich account of San past, present and future presented in a highly accessible and interactive (but nonetheless authoritative) format, inside new, specially adapted and constructed buildings. In addition to this, the museum is very much about being outside and learning something of the skills, knowledge and beliefs that have enabled the San to survive against extreme environmental and social odds. Outside trails, interactive exhibits and guided events will open up the life of the San. Even the play area will be teaching the children something new.

We believe at !Khwa ttu that the San have a particular relationship with the world that not only deserves recognition and respect but has much to offer contemporary society in terms of environmental knowledge, environmental care, self-reliance and social quality. The !Khwa ttu museum does not just tell the story of the San, but introduces or re-introduces people to a particular way of living that links closely to environmental education and pressing global issues of sustainability.

“We believe that the San have a particular relationship with the world that has much to offer contemporary society in terms of environmental knowledge, environmental care, self-reliance and social quality.”

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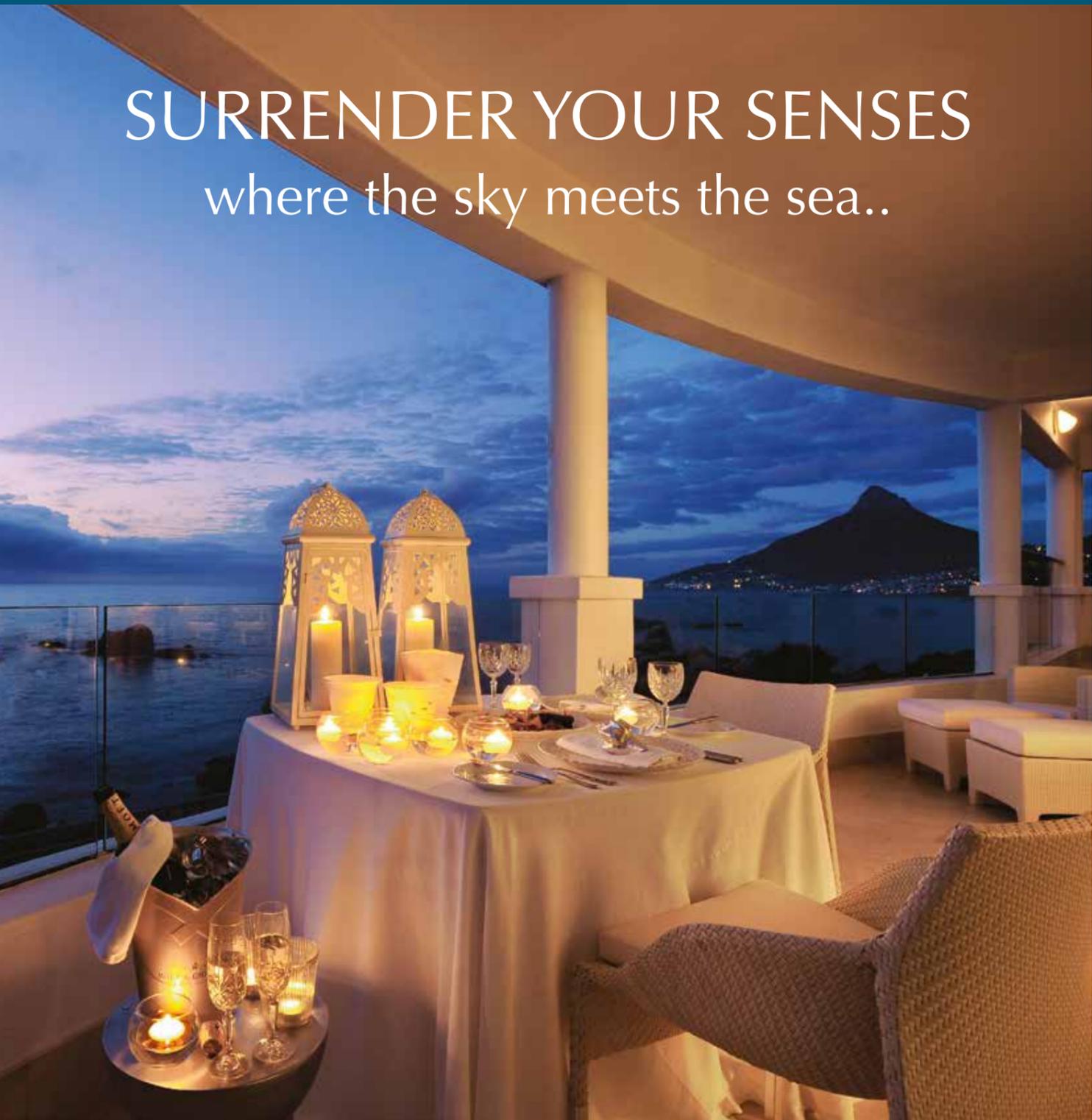
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MADE IN
AFRICA

UNEXPECTED AFRICA

Words by Emma Gregg

Keen to discover a side of Africa that you've never explored before? Here are ten ideas to get the story started



1 Ditch the 4x4

If you've already notched up a few safari drives, perhaps it's time to ramp up the excitement. In Botswana's Mashatu Game Reserve, which is home to a thousand elephants, well-trodden tracks weave through the grasslands, inviting you to explore. Hook up with Mashatu's experienced mountain bike guides to pedal these paths for anything from an hour to several days, camping en route. After a long, immersive ride, your end-of-the-day bucket shower will feel like the best you've ever had.

2 Change your perspective

With endless horizons and mysterious, misty dunes, Namibia's Skeleton Coast is a wilderness that's both bleak and beautiful. For a seal's eye view of this distinctive Atlantic seascape, head out on a guided kayaking adventure with Ultimate Safaris. Cape fur seals may be loud, lugubrious and, frankly, evil-smelling on land, but in the water, they're delightful. They'll often cruise close to your boat, joined by slender Heaviside's dolphins and the occasional whale.

3 Test your mettle

Saruni Mara, a boutique lodge in Kenya's Mara North Conservancy, offers the chance to brush up your bush skills. At the Saruni Mara 'Warriors Academy', a Maasai 'moran' will take you under his wing, teaching you how to track wildlife, use traditional weapons, tend livestock and build a bush camp. He'll also share stories and impart some ancient wisdom.

4 Seek out the snow

Yes, there are exceptional, crowd-free pistes to be found in Africa - but to tackle them, you'll need supreme confidence and skill. And a chopper. On a heliski adventure in Morocco's High Atlas, you'll be flown to a remote mountainside, 4,000m up, with views stretching all the way from the Sahara to Marrakech. After each downhill, you'll be whisked off once more for the next thrilling stage.

5 Be an eco-pioneer

Gishwati-Mukura, Rwanda's newest national park, is a world-leading ecotourism destination in the making. Protection arrived just in

time to save a patch of primary rainforest that's a habitat for golden monkeys and chimpanzees. According to Chris Roche of Wilderness Safaris, Gishwati has the potential to become "a visionary and innovative conservation and community project that will really distinguish Rwanda as a leader in the field". Guests will be able to play a part by staying at a new lodge, due to open sometime in late 2017.

6 Hone your creative direction

On Zanzibar, Stone Town's curio shops, photography galleries and tinga-tinga stalls are always fun to browse, but it's the town itself that's a real work of art. Its rich but decaying fabric is dotted with fascinating details, from Omani architectural flourishes to the brass-studded doors of mansions built by wealthy Indian merchants. Wander its alleyways with your eyes wide open; they may perhaps inspire an art project of your own.

7 Enjoy a stylish urban adventure

Maputo, Mozambique's quirky capital, is on the rise. Now's the time to take a walking tour, admiring its ultracool Art Deco buildings and Malangatana murals, or heading out for a night of seafood and jazz with its street-smart fashionistas.

8 Taste something new

There's nothing remarkable about being offered fish and fruit to eat on the African coast, but in the Seychelles they give the combination a twist. Try fish chutney, the islands' answer to a Peruvian ceviche, where fresh, raw fish is mashed with lime and tangy bilimbi juice to cure it. On Mahé, they add a little fried onion and turmeric and serve it with shredded green papaya and rice.

9 Fire yourself up

When a trio of young local entrepreneurs opened Department of Coffee in Khayelitsha 2012, it was the first sign that Cape Town's small batch coffee craze was spreading to the Cape Flats townships. Since then, other lifestyle-focussed start-ups have emerged: cool urban bars and an artisan bakery have popped up and there's an African food market in the pipeline. Forward-thinking tour company Coffeebeans Routes reckons the Cape Flats is a destination to watch; join them on a day trip to discover it for yourself.

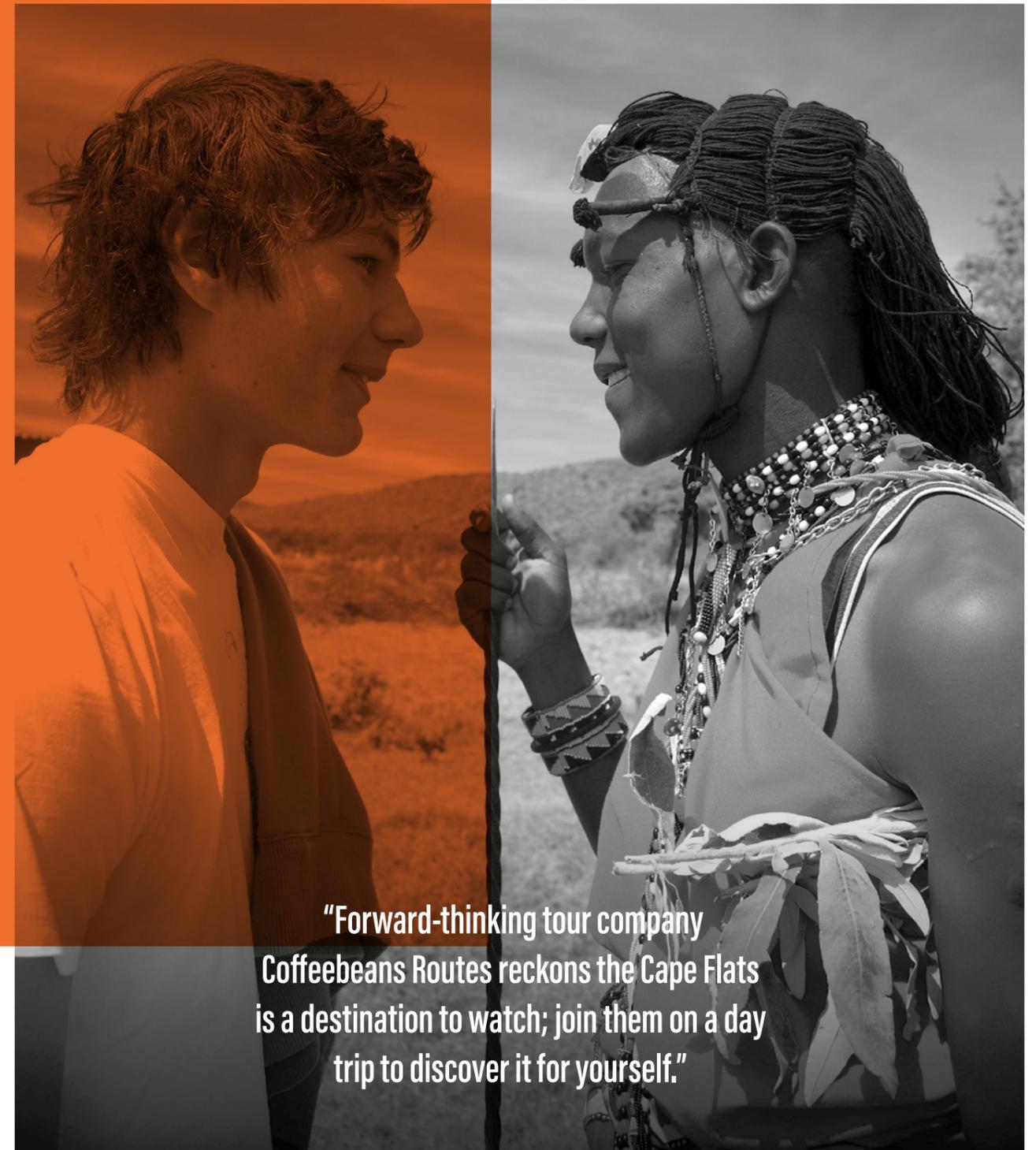
10 Answer the call of the weird

Madagascar's precious forests aren't just wild, they're positively weird. Jewel-coloured chameleons wobble on branches or lurk among the leaves, as tiny as twigs. Weevils joust with bizarrely extended necks and geckos snooze on tree trunks, their flattened bodies so perfectly mottled they can hide in plain sight. A forest safari can feel more like an expedition than a bushwalk, as you struggle along steep, dark paths. But it's worth every step just for a glimpse of a lemur that stares like a mouse, mews like a cat or, in the case of the indri, sings like a humpback whale.

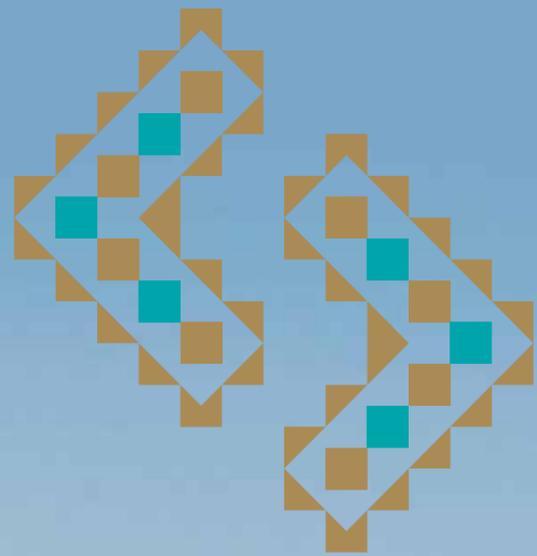
Emma Gregg (www.emmagregg.com) is a multi-award-winning travel journalist with a passion for nature, culture and conservation. She explores the world's wildest places, from rainforests to remote tropical islands, and is always planning the next adventure.



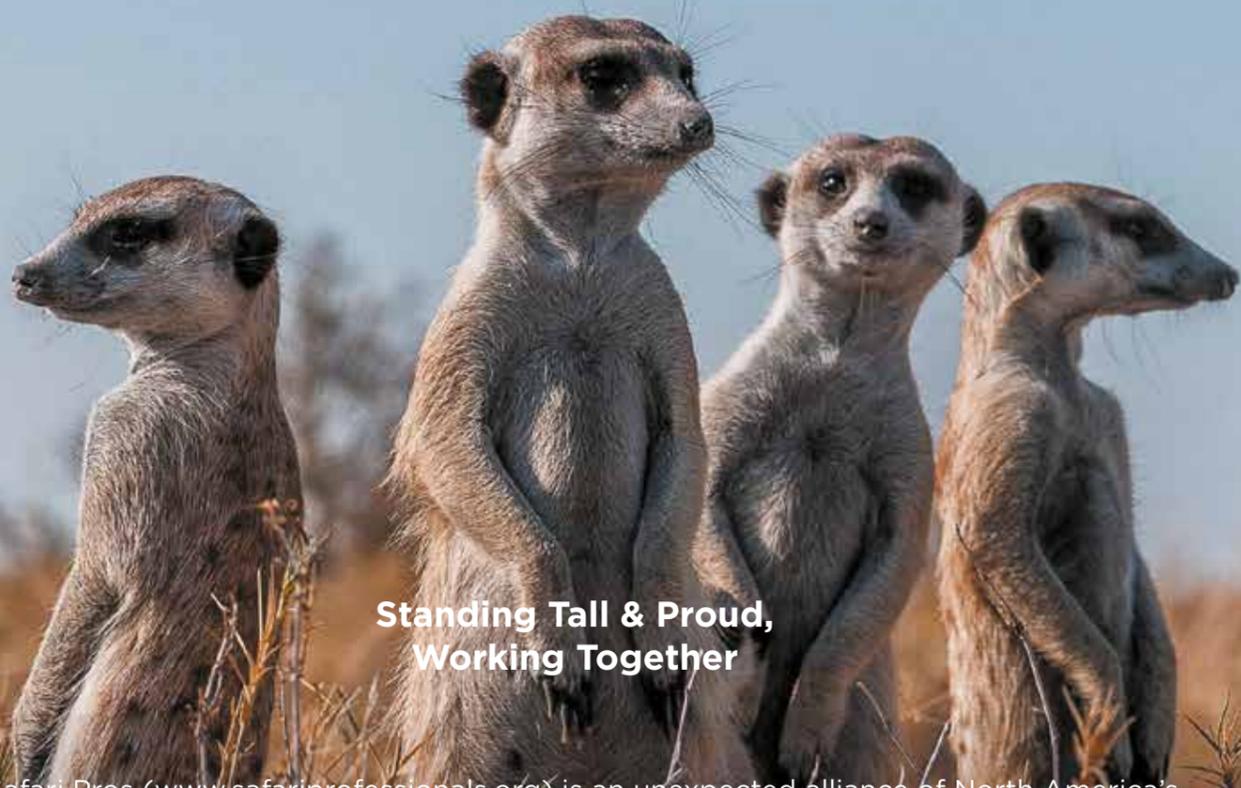
Previous page: photo by Masaba
This page: photo by Wilderness Safaris (top), Saruni Mara (bottom)
Opposite page: photo by Ultimate Safaris (top), Saruni Mara (bottom)



"Forward-thinking tour company Coffeebeans Routes reckons the Cape Flats is a destination to watch; join them on a day trip to discover it for yourself."



SAFARI PROS

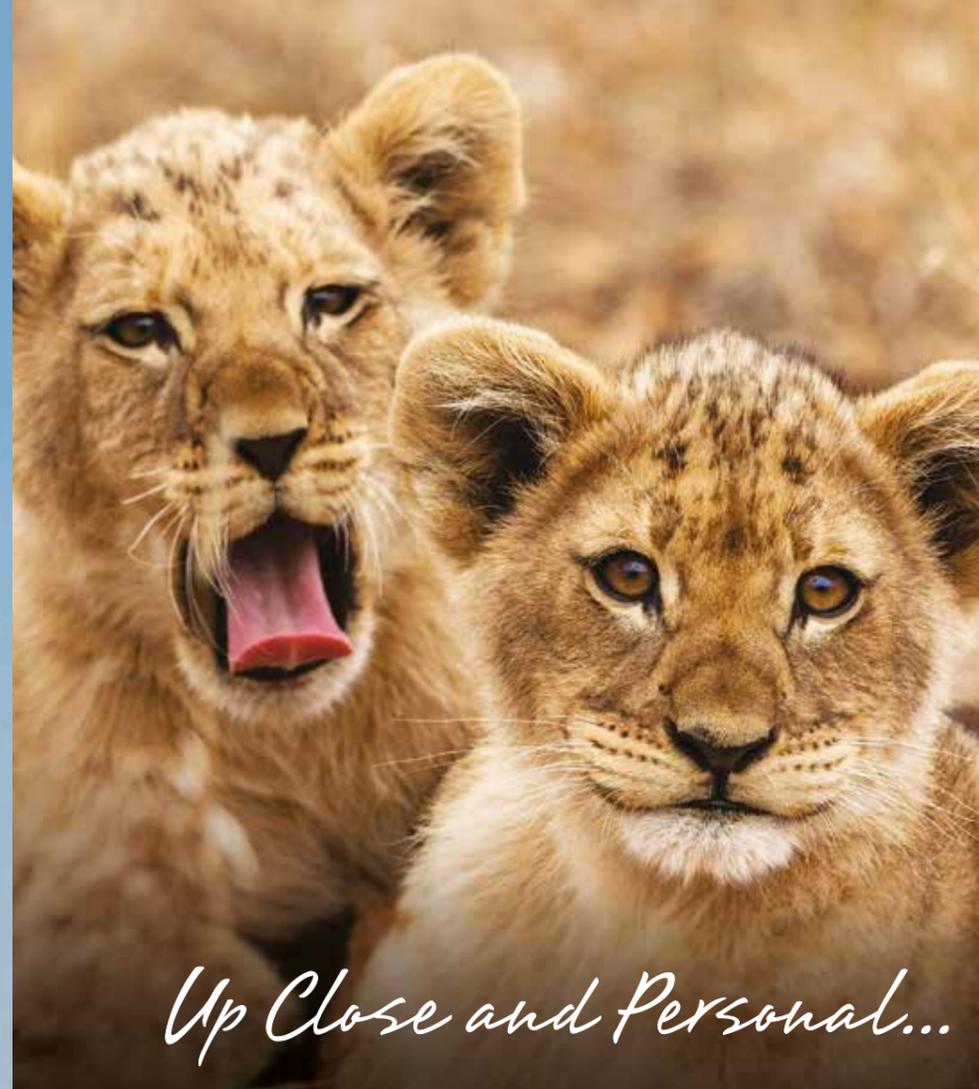


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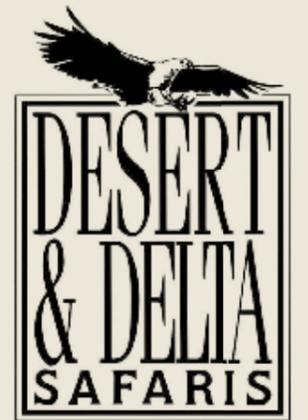
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20 SIGNS YOU ARE MADE IN AFRICA

1.

You know that it isn't about where you're born: anyone can share the stories Made In Africa—as long as they're authentic stories.



2.

You get frustrated when you see the global media portraying only one side of the story.

3.

You believe that Africa not only has a bright future, but a bright present.

4.

Your social media feed shows real life in Africa, which includes lots of similarities with the rest of the world (hello, we have brunch too!), but also things that are unique to your country.

5.

You live in (or visit) Africa with pride.

6.

If someone has the nerve to ask you "why" you're visiting a particular country in Africa, you answer with, "Why not?"

7.

You're not afraid to correct people when they call Africa a country.



8.

You know that safaris aren't what they used to be—they're much cooler!

9.

You hang out in trendy rooftop bars overlooking sparkly cityscapes and laugh at the notion that all Africans live in the bush.

10.

You're into Africa's incredible art, music and fashion scenes.

11.

You can't help but become a little bit of a foodie when in places like Cape Town.

12.

You're actually a little happy that the rest of the world doesn't seem to know about Africa's varied climates—it's too fun to have the snow and slopes all to yourself!

13.

You're upset at the notion that Africa can't save itself.

14.

Will the vast array of flora and fauna, you could never take Africa's natural beauty for granted.



15.

You can easily name a whole bunch of things to do in Africa that kids will absolutely love.

16.

Your biggest problem with the food in Africa is that you never know what to choose—there are just too many options!

17.

You know African fashion is more than animal prints, but you can't resist a good leopard print.

18.

You love how Africa respects tradition.

19.

You love how Africa isn't afraid to be modern.

20.

You know that Africa is Not One Story.



Words by Nicole Trilivas

You don't have to be born in Africa to be Made In Africa - tick the boxes when you see a statement you agree with

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SOUL TASTE

MADE IN
AFRICA

SOUL TASTE

Words by Marcella Echavarria

Celebrity chef Marcus Samuelsson talks about his restaurant, his roots, and his many influences

Born in Ethiopia, raised in Sweden and based in New York, Marcus Samuelsson is much more than just a celebrity chef. He is an alchemist and a researcher of flavours and influences, an explorer of African cuisine and one of its most important ambassadors.

Samuelsson was born in 1970 in Kassahun Tsegie, a town north of Addis Ababa. When he was three and after his mother passed away, he and his sister were adopted by Lennart and Ann Marie Samuelsson in Gothenburg, where he discovered the love of flavours and cooking from his Swedish grandmother.

After graduating from culinary school at the Culinary Institute of Gothenburg, Samuelsson worked in Switzerland, Austria and France. He arrived in New York in 1995, where his career has included three successful restaurants and six books, including his autobiography *Make It Messy*, published last year.

Samuelsson lives and works in Harlem, a large neighbourhood within the northern section of Manhattan and a major African-American epicenter.



TRIBE 2016

49



"Africa is full of ideas, values and sensations."

Funded in 2011, his restaurant Red Rooster pays homage to American food, highlighting the African-American influences present in Harlem. In Samuelsson's words: "Red Rooster gets a lot from Harlem. We learn every day from this vibrant community and we want to give back by hiring from the community and serving good honest food".

The menu includes African staples such as peanuts, plantain, beans, okra and potatoes, always with a modern twist. African food is a reflection of African people and their journey through slavery, trading, spirituality and celebration. These complex influences find an expression in the berbere spice from Ethiopia, a mix of chilli, cinnamon, ginger and garlic where the flavours express European, Indian and Asian influences. Samuelsson takes this and makes it the main spice for the meatballs; the peanuts become bar snacks; and the okra, potatoes and plantain are popular side dishes.

African food is festive: people share and give time to the ritual of eating together", says Samuelsson. The Soul of a New Cuisine: A Discovery of the Foods and Flavors of Africa, published in 2006, marks Samuelsson's journey to his homeland, where he was able to document ancestral recipes from Marrakech, Senegal, Tanzania, Cape Town and Ethiopia.

"I was very interested in daily life and the relationship of people, food

and time. In Africa people give themselves the necessary time to share a meal. I was also very interested in the concept of eating with a spiritual compass. How meat, for example, was eaten to break a fast and how there is always a powerful reason that connects food and spirituality. We do have so much to learn from Africa," says Samuelsson. "Africa is home to 55 countries, 800 languages and a great diversity of colours, textures and flavours. Africa is the cradle of humanity, so it is very exciting to explore, learn and share. I am so grateful to know a place where people have time for people."

Samuelsson met his biological father and his eight siblings in 2015. Since then he travels twice a year to continue his research: "Africa is full of ideas, values and sensations. The focal point is not on protein, like in the West, but on vegetables, curries, spices and mixes that talk of the numerous influences that happen both ways and constantly."

Marcella Echavarría is a lifestyle specialist who has collaborated with artisans around the world to develop links between their vanishing communities and other developed markets. She contributes regularly to magazines about travel, design and food and has been featured in Vogue, Vanity Fair, The New York Times and Condé Nast Traveler, amongst others. Echavarría has served as the Editor of Harpers Bazaar Latin America and most recently as Deputy Editor of Hand Eye magazine, the sustainable lifestyle publication.



QUICKFIRE ROUND:

We asked Samuelsson the first word to come to mind when we said...

GLOBALISATION: NEGATIVE AND POSITIVE

HUMANITY: BY PEOPLE FOR PEOPLE

DESIGN: WARM AND MINIMALIST

HARMONY: BALANCE

NOSTALGIA: MY GRANDMOTHER'S FOOD

LOCAL: GLOCAL

TRAVEL: A MUST

COMMUNITY: FOOD, UBUNTU

SWEDEN: CHILDHOOD

NEW YORK: MY CITY

ETHIOPIA: LOVE

HAVE A TASTE:

Samuelsson shares the recipe for one of his favorite dishes, which, much like the chef himself, blends global influences.

SNAPPER WRAPPED IN BANANA LEAVES

4-6 servings

2 jalapeño chilies, seeds and ribs removed, finely chopped
 One 3-inch piece of ginger, peeled and cut into ¼-inch dice
 4 garlic cloves, minced
 2 springs cilantro, chopped
 1 teaspoon cayenne pepper
 3 tablespoons olive oil
 Six 6-ounce skin-on snapper fillets
 2 to 3 banana leaves, cut into six 8 x 12-inch sheets
 1 lemon, sliced and seeded
 1 tomato, sliced
 1 medium Spanish onion, finely diced
 1½ cups long-grain white rice
 3 cups chicken stock
 One 15-ounce can coconut milk
 2 teaspoons salt
 2 cups trimmed morning glory or trimmed spinach
 2 yellow plantains, peeled and cut into ½-inch slices

The Method:

Mix the jalapeños, ginger, garlic, cilantro, cayenne pepper, and a tablespoon of the olive oil in a small bowl. Place a snapper fillet skin side up in the center of a banana leaf and brush or spoon one-sixth of the jalapeño mixture over the fish. Place a lemon slice and a tomato slice in the center of the fillet. Fold the sides of the leaf in over the fish to make a neat packet, and tie the packet with kitchen string. Repeat with the remaining fillets. Combine the remaining tablespoon of olive oil with the onion, rice, chicken stock, coconut milk, and salt in a Dutch oven or other large deep pot and bring to a boil over medium-high heat. Reduce the heat to a simmer, cover, and cook for 5 minutes.

Carefully arrange the fish packets and plantains on top of the rice and simmer, uncovered, for 10 minutes. Cover and simmer for 10 minutes. Remove from the heat and let stand, covered, for 5 to 10 minutes, until the rice absorbs most of the liquid. Transfer the packets to a plate to drain. Stir the morning glory into the rice, cover, and let sit for 3 minutes, or until the leaves are wilted.

For a striking presentation, serve the fish still wrapped in the banana leaves for guests to unwrap. For a less dramatic, but less messy, option, unwrap the packets and transfer the fish to a platter or individual plates. Serve with the rice and plantains.

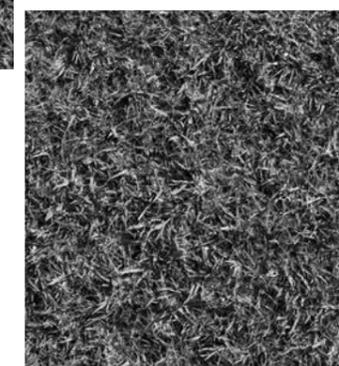
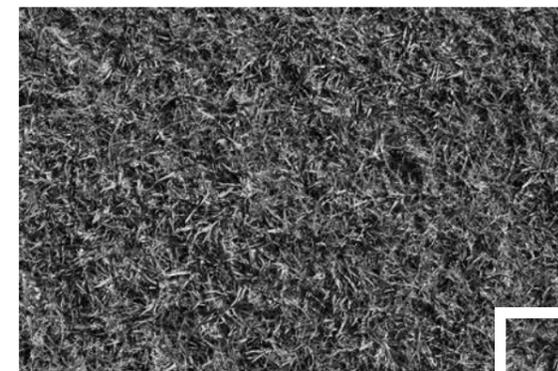
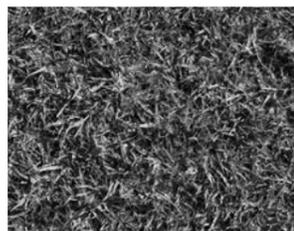
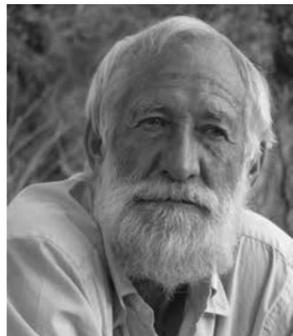


WE CAN FIGHT OUR WAY BACK

INTRODUCING SOME OF THE CONSERVATION LAB'S STAR PLAYERS

It's half time in the fight for conservation. So far, the game hasn't gone our way – even as we speak, entire species are in danger of being lost altogether and the opposition comes at us from all sides.

But it's not too late to turn things around. We've got the players. We've got the skills. And now we've got the all-new Conservation Lab: a progressive two-day un-conference uniting influencers in the travel industry with luminaries from the conservation world under one team – a team determined to fight its way back.



STAR PLAYER:
Garth Owen-Smith, Trustee and Consultant for IRDNC

TEAM NICKNAME:
Field conservationists

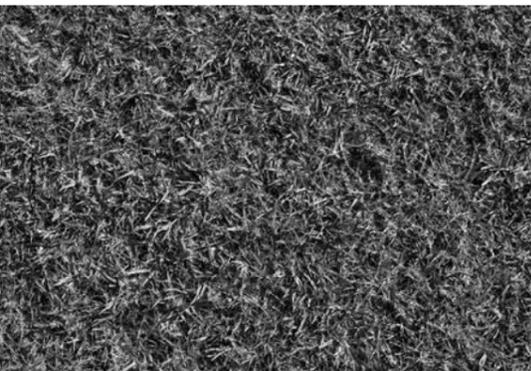
IN THREE WORDS...
Committed to c.b.n.r.m. (community-based natural resource management)

CONSERVATION HERO:
I believe in mentoring and was fortunate to have a number of superb mentors along the way.

CURRENT CONSERVATION PROJECT/S:
Re-engaging community leaders and communities in stopping rhino poaching in Kunene Region of Namibia; also working with issues around desert-adapted elephant and lion.

GREATEST CONSERVATION ACHIEVEMENT:
Helping to pioneer the practical application of community-based conservation and never giving up.

HOW CAN WE PLAY TO WIN THE CONSERVATION GAME?
It's all about relationships. The long-term conservation of wildlife will not be achieved by military tactics, on computer screens or at workshops, but by field conservationists who build relationships with the people living with wildlife or around our national parks.



STAR PLAYER:
Johan Jooste – Head of Special Projects, SANParks

TEAM NICKNAME:
Fox

IN THREE WORDS...
Committed, able and willing

CONSERVATION HERO:
The late Dr Ian Player

CURRENT CONSERVATION PROJECT/S:
The Intensive Protection Zone (IPZ) in the Kruger National Park; Operation LEBOMBO, working in cooperation with law enforcement agencies in Mozambique; working with surveillance, early warning and detection technologies for anti-poaching; aiding the establishment of an Environmental Asset Management (EAM) section at the Council for Scientific and Industrial Research (CSIR); carrying out anti-poaching tactics analysis; aiding with anti-poaching doctrine formulation; creating an anti-poaching education, training and development syllabus; contributing to extensive Ranger wellness programmes; contributing to a black rhino protection plan; and, last but not least, fundraising.

GREATEST CONSERVATION ACHIEVEMENT:
The formulation, communication and implementation of an environmental asset management strategy and plan for the Kruger National Park and SANParks.

HOW CAN WE PLAY TO WIN THE CONSERVATION GAME?
Be prepared for a marathon with no easy wins – there are no medals hanging on the trees. On the tactical level, be persistent and unpredictable. On the strategic level, think big, start small and act now. A satellite view will not work: it's too remote. Neither will a squirrel view suffice: it's too short sighted. Take a chopper view and adapt speed and height according to the circumstances to ensure leadership that counts. Take few things seriously and nothing personal; law enforcement in conservation is a rather thankless task with many 'experts' who know better.

STAR PLAYER:
Hanli Prinsloo, Founder & CEO of I AM WATER Ocean Conservation

TEAM NICKNAME:
The Fish

IN THREE WORDS...
Honest, passionate, aquatic

CONSERVATION HERO:
Dr Sylvia Earle and Jane Goodall

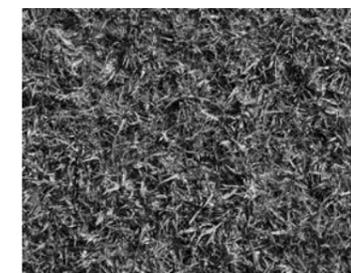
CURRENT CONSERVATION PROJECT/S:
I run the I AM WATER Ocean Conservation Foundation – we believe in ocean conservation through human experience and we work under the ethos of, "you protect what you love and you love what you have experienced". We are all water and we all share the opportunity and challenge to protect our last wilderness beneath the waves. I AM WATER does this through education, awareness and advocacy with a focus on innovative ocean workshops offered to underserved coastal communities globally, as well as bespoke ocean adventures for paying clients serving as a form of sustainable fundraising.

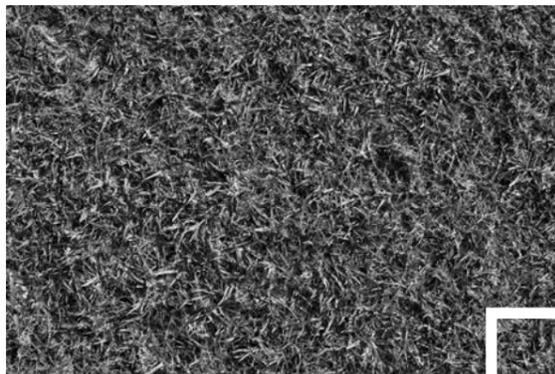
GREATEST CONSERVATION ACHIEVEMENT:
Seeing the kids in our projects go from distrusting the ocean to feeling total connection and the desire to protect it. Through our programmes, hundreds of children have learnt to love and respect the ocean, as well as grow into kinder, more responsible humans.

HOW CAN WE PLAY TO WIN THE CONSERVATION GAME?
Humans are the biggest problem our planet faces; but we are also the only solution. We know enough (the research is there) and we have enough (the resources are there) to create real change in how we impact the natural world. What we need more of are individuals (both in powerful and grassroots positions) to take responsibility for their blue or green backyard. We need to rekindle the deep connection our species once had with wilderness to see this happen... And whatever happens, we cannot give up hope.

"Humans are the biggest problem our planet faces; but we are also the only solution."

Hanli Prinsloo,
Founder & CEO
of I AM WATER Ocean Conservation Foundation





STAR PLAYER:
Aleksandra Orbeck-Nilssen, CEO & Founder of Nanofasa Namibia Trust

TEAM NICKNAME:
The Gatherer

IN THREE WORDS...
Innovative, persistent, wild

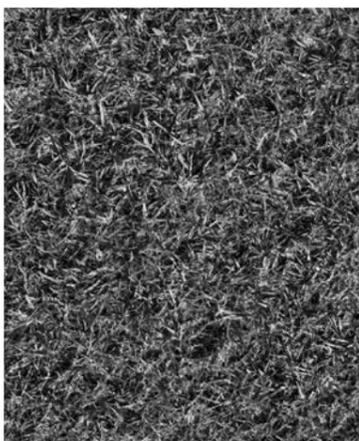
CONSERVATION HERO:
The Ju'/hoansi San people

CURRENT CONSERVATION PROJECT/S:
I run an organisation, Nanofasa Namibia Trust, in Namibia working with the San people. Nanofasa works to ensure healthy and productive interactions between nature, adventure, culture and communities. Improved human wellbeing and ecosystem health is essential for the sustainability of our planet and its people. We run many different spin-off projects: The Barefoot Academy; Adventure Student Project (people who come to learn about nature and culture from our San mentors); The What About Water project; and the Wild at Research project, which is a research and tracking project where we strive to ensure the general ecosystem health in the last wild zone in the North East of Namibia.

GREATEST CONSERVATION ACHIEVEMENT:
One of the most successful projects of Nanofasa is The Barefoot Academy: a project created in conjunction with the communities themselves, where we base the project on their interests and knowledge and create a local offering where they can excel in their area of interest, and at the same time ensure the sustainability of their environment and future generations.

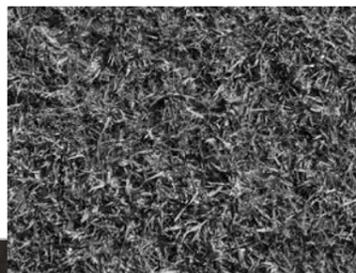
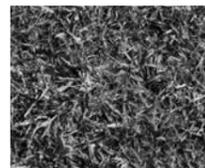
The Barefoot Academy is designed as a project that not only conserves the nature, wildlife and resources that the communities and their livelihoods depend upon; but it will also promote local engagement, cultural sustainability and tradition-based education and work creation for women, men and unemployed youth. They get full traditional educational training by their elders and will be able to receive a qualification certificate, though Cybertracking, that enables them to become trackers, vegetation assessors, guides, mentors or traditional teachers, shoe cobblers and to assist the Nanofasa research team with wildlife tracking, botany and how to keep the nature and resources that they depend upon alive. It is all about creating a local offering.

HOW CAN WE PLAY TO WIN THE CONSERVATION GAME?
If we want to protect ecosystems, we must become one. For true development to take place, we need to nurture, protect and preserve not only our natural environment and wildlife, but also our people, their culture and customs through equality. We are all the key to a sustainable future.



“If we want to protect ecosystems, we must become one...we are all the key to a sustainable future.”

Aleksandra Orbeck-Nilssen,
CEO & Founder of Nanofasa



STAR PLAYER:
Ralf Buckley, International Chair in Ecotourism Research at Griffith University

TEAM NICKNAME:
The Prof

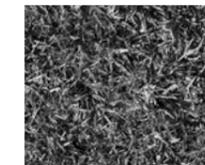
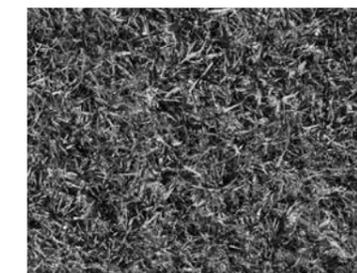
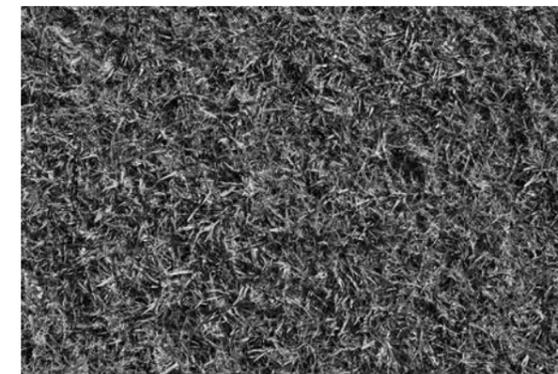
IN THREE WORDS...
Analytical, international, outdoors

CONSERVATION HERO:
There are innumerable unsung conservation heroes: rangers; anti-poaching crews; undercover agents; campaigners. Right now I'll list Les Carlisle, Map Ives, and Dereck and Beverly Joubert.

CURRENT CONSERVATION PROJECT/S:
We are a research group, so we are always running multiple projects at the same time. We have just published work on: grand challenges for conservation world-wide; management of over 1000 parks in China; the role of tourism in conservation of African big cats; the decision-making processes of travel agents in luxury wildlife tourism; the net quantitative effects of ecotourism on extinction risks for various threatened species, etc. In recent years we have also published research on: the proportions of IUCN Redlisted mammal, bird and amphibian species, whose conservation is funded through ecotourism; the role of tourism in protecting Bengal tigers against poaching; the pros and cons of hunting tourism for various species, etc. In 2010 we published the world's first book on Conservation Tourism.

GREATEST CONSERVATION ACHIEVEMENT:
I am generally an analyst rather than an activist, so most of my contributions are in assessing and publicising others' achievements, rather than my own. However, I have also been involved in numerous intergovernmental agencies, parliamentary inquiries and active conservation campaigns over the years, successfully opposing high-impact mining-industry or infrastructure-development proposals inside public national parks. I have also been involved in developing environmental policy and legislation related to international trade and investment, impact assessment for various industries and pollution control. And I have also taught many undergraduate and executive courses in various aspects of environmental management and conservation, including the role of ecotourism. So I would say it is a career portfolio rather than any notable achievement!

HOW CAN WE PLAY TO WIN THE CONSERVATION GAME?
We are players in a real-life political game, with powerful opponents. We need strategy, allies and firepower. There is no magic bullet: we are fighting on different fronts using different approaches - we need immediate anti-poaching actions, as well as campaigns to win global hearts and minds. We will take losses along the way, but gain allies. Finally, we cannot ignore global population increase, development and climate change - unless those are checked, everything else will ultimately be fruitless. But take heart: "without courage, all other virtues are useless."



To learn more or find out how you can get involved in the Conservation Lab, visit www.conservation-lab.com

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TELL AFRICA'S NEXT CHAPTER

THIS YEAR'S AWARDS SHORTLIST TELL US HOW THEY INSPIRE INNOVATION

Every year, we call on our tribe to share with us what they've been doing to write

the next chapter for African travel. And every year, we're amazed by the innovative thinking that's being put forward from every corner of the continent.

2016 has proved no exception, with tribe

members putting their best foot forward in categories as diverse as design, conservation and branding.

All the entries were presented to our dynamic panel of African cultural insiders at an event in Cape

Town, where they debated to find the top contenders in each category.

Afterwards it was back over to the people who know the industry best to decide the winners: you, the We Are Africa tribe.

MEET THE PANEL



COLIN BELL
Conservationist



MASINGITA MAZIBUKO
Marketing Consultant



LOYISO MDEBUKA
(DJ Loyd) - DJ and TV presenter



VERASHNI PILLAY
Editor-in-Chief, Mail & Guardian



LEW ROOD
Hospitality Guru

WE ASKED EACH OF THE NOMINEES TO TELL US IN NO MORE THAN THE LENGTH OF A TWEET WHY THEY DESERVE TO WIN THAT FAMOUS ORANGE SLAB FOR 2016...

To find out who emerges victorious in each category, make sure you're at the We Are Africa Awards Party on Tuesday 3 May, hosted by GOLD Restaurant.

EXPERIENCE AFRICA



Bushtops Camps - Astrophotography Workshops: "Bushtops is the only safari outfit that offers Astrophotography workshops in the bush with such an accomplished astrophotographer."



Passage to Africa / Zakouma Chad - Beyond the Infinity Pool: "This award is another step in putting Zakouma and the associated conservation success story on the map."



Simien Lodge - Saddique Amba Restoration: "Nothing is more rewarding in tourism than to discover a new and unique destination. We have helped retain part of the heritage of Africa."



Escape + Explore - See the Cape from a New Perspective: "Our innovative adventure safaris offer a way to explore Cape Town in a way that matches the city's striking landscape, for the first time."



NatureFriendSafaris - Fatbiking in Namibia: "This itinerary is one of a kind, traversing the Namib dune belt expedition style on bicycle and supporting the Topnaar community."

BRAND AFRICA



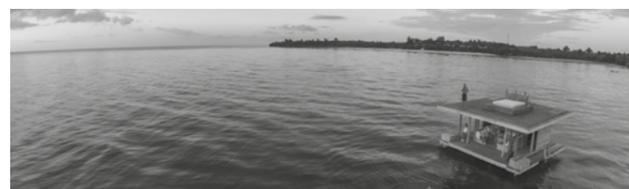
Tully Luxury Travel - African Dreams: "I share my passion for Africa's wildlife and cultures and as a leading voice in the travel industry, I hope I inspire others to do the same."



Time + Tide - Time + Tide is Born: "The Time + Tide brand reveals the tangible and immaterial richness of what we offer: exclusive access to the wisdoms and wilds of Africa."



African Bush Camps - Partnership with 360Fly: "This is groundbreaking footage to allow potential travellers to get a taste of what it is like to be on safari through virtual video."



The Manta Underwater Room - Kwanini (Why) Pemba: "Your important award would greatly serve as added inspiration to all of us to continue innovating on behalf of African tourism."

DESIGN AFRICA



Angama Mara: "Angama Mara is proud to have played a small but meaningful role in getting the spotlight back on Kenya as a great safari destination."



African Bush Camps - Rebuilding Somalisa: "Our Rebuild has included innovative ways in which to have a lighter carbon footprint and allow our guests to feel at one with nature."



Bushtops Camps - Roving Bushtops: "This is a completely new and innovative concept. There is no other luxury mobile safari tent like this in the world."



The Manta Underwater Room: "Your important award would greatly serve as added inspiration to all of us to continue innovating on behalf of African tourism."



Leeu House: "Transforming the main street of Franschhoek and elevating the 5-star experience."

ENGAGE AFRICA



Time + Tide - Girls' Club - Encouraging Young Female Expression: "We work to uncover subtle ways of addressing social challenges. By cultivating girls' ambitions we promote their individuality and importance."



Campi Ya Kanzi - Maasai Wilderness Conservation Trust Reed + Carbon Project: "We believe that defining protected areas dedicated to wildlife and leaving people out is an old school conservation approach that has failed."



Uthando (Love) South Africa: "Uthando has created a unique, meaningful and enormously beneficial link between tourism and community development and charitable organisations."



!Khwa ttu San Centre - Kabbo Academy: "We boost the social and economic wellbeing of San communities in Southern Africa through development of community and tourism initiatives."



Wilderness Safaris - Children in the Wilderness Eco-Clubs: "Children in the Wilderness pioneers youth environmental education programmes and camps to develop the next generation of conservation leaders"

CONSERVE AFRICA



Tswalu Kalahari – Species Conservation and Genetic Diversity: “An ecological work in progress developing as a significant contributor to biodiversity conservation and a renowned centre of research.”



Fregate Island Private: “Fregate Island has a long history of environmental stewardship and success. Ongoing conservation efforts are part of our daily lives.”



Campi Ya Kanzi – Wildlife Pays: “We believe that defining protected areas dedicated to wildlife and leaving people out is an old school conservation approach that has failed.”



Ultimate Safaris Namibia: “A benchmark every safari operator in Africa should be emulating and more importantly reinvesting in what is our business: the environment.”



Imvelo Safari Lodges – The Jozi Story: “Through tourism, Imvelo is rehabilitating a remote section of Hwange National Park where poaching has been a major issue in the recent past.”

SHAPE AFRICA



Dereck and Beverly Joubert – Great Plains Conservation: “Dereck and Beverly Joubert strive tirelessly to raise the awareness of leading conservation and community projects in Africa.”



Rohan Vos – Rovos Rail: “There are few men more persistent that embody a pioneering entrepreneurial spirit that has shaped the South African tourism industry.”



Luca Belpietro – Campi Ya Kanzi: “Our pioneering model of sustainable conservation has engaged a diverse public of millions through new communication channels.”



Safari Professionals of The Americas: “Safari Professionals promotes travel to the continent so that the wildlife, wilderness and indigenous culture remain for the next generation.”



Michael Lorentz – Passage to Africa: “Shaping Africa is about sharing Africa in a sustainable way. This award is a humble reminder that no man is greater than the continent.”

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Visiting We Are Africa will introduce you to the most outstanding African brands. It will take you on a journey of discovering a carefully curated selection of luxury African brands showcasing their products and services to some of the world's finest travel buyers.

Whether you are new to the show or have visited in the past, you are in for a treat. You will discover as you walk the floor something unique about our people and luxury tourism offerings.

The kind of offerings that will suit every style and taste. Your senses will truly be blown away because whether it is traditional affluence, a star-studded urban getaway, bushveld decadence, or historic charm that you are looking for, you'll find it in every South African province. There are unique gems to be discovered in every corner of the country. South Africa is the place to be spoiled over and over again. From the rolling winelands to rolling over crystal blue waters on a private yacht, there are no limits to the destination's affordable luxury.

While South Africa is loaded with historic sights, cultural diversity, natural attractions and almost limitless activities; these aspects are hard-won against the destinations on this list, which will encourage travellers in search of lavishness to linger a little longer in the lap of luxury.

Over the years South Africa has expanded its repertoire of tourism offerings. It is no longer known as just a safari destination, but an exciting and vibrant destination that offers an incredible range of tourist attractions: leisure and lifestyle offerings; beach and bush activities; shopping, wining and dining experiences.

We Are Africa will encourage you to visit the country's nine provinces, enjoy its magnificence and be immersed in the culture of its welcoming people. It is from those travels that you will get to understand that luxury the South African way is never hurried, never conventional, and always magical.



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Cape Town has all the attributes that appeal to people looking for a great city in which to live, work, study, invest and do business, in an urban environment surrounded by nature. The city has sound infrastructure across all sectors, commitment to entrepreneurial expansion and visible evidence of investment in its world-class CBD.

Cape Town is South Africa's leading city for Business Process Outsourcing and has numerous call centres for new international companies. It has also been the preferred location for the expansion of various domestic and international operations in recent years.

The city hosts offices of a number of leading global brands including Amazon, ASDA, Bloomberg, British Gas, iiNet, Shell, Shop Direct, T-Mobile and Mindpearl, a 24x7 global multi-lingual Airline Contact Centre located in the V&A Waterfront, servicing several international

airlines in a variety of languages. The City of Cape Town's investment in broadband infrastructure will increase data capacity which will, in turn, boost Cape Town's competitive advantage.

The City plays an important role as an "enabler" and "connector". Through its external relations and strategic events programme, for example, the City is able to promote Cape Town as a dynamic and competitive investment destination on the world stage.

Moreover, by providing funding for strategic initiatives, it can forge partnerships with the private sector and encourage collaboration between government, business and academia to implement growth-enhancing catalytic projects and facilitate much-needed research and development investment.

Africa's 'Events Capital'

Cape Town hosts a variety of local and international events annually, from concerts and cultural festivals to business conferences and international sports tournaments.

Key annual events include the J&B Met (horseracing), the Mining Indaba (mining conference), the Cape Town Carnival and Minstrel parades (cultural festivals), Cape Town Cycle Tour, Absa Cape Epic (mountain biking), the Old Mutual Two Oceans Marathon, Africa Travel Week and the world-renowned Cape Town International Jazz Festival. Combined, these events contribute hundreds of millions of Rands to the city's economy.

The city is also positioning itself as a business events destination of choice.

Meetings, conferences and exhibitions hosted in Cape Town the past year include, amongst others, the World Economic Forum, the International Congress of Infectious Diseases Conference, the Smart Procurement World Conference, the 45th South African Property Owners Association (SAPOA) Convention, Mining Indaba, the SA Innovation Summit, the Design House Exhibition, Africa Travel Week and Design Indaba.

In the last financial year, our trade, investment and tourism destination promotion agency, Wesgro, secured conference bids worth R347 million, which drew 27 580 delegates to the province. The number of conference and meeting venues in Cape Town has increased considerably over the past decade. Hotels have upgraded their facilities to include fully equipped meeting rooms, conference halls and sophisticated exhibition areas.

Infrastructure

The world-class Cape Town International Convention Centre is currently undergoing a multimillion rand upgrade. The CTICC East expansion is part of a broader precinct development, which is set to include a 40 000m² commercial and hotel development alongside a new hospital.

The expansion will double the centre's existing exhibition capacity. It involves the construction of 9,600 sqm of additional exhibition space, meeting rooms, a proposed tower and a skybridge connecting the existing centre to the expansion. The multimillion-rand expansion will raise the global competitiveness of Cape Town as a premier world-class meetings and events destination.

Cape Town International Airport is regularly voted the best Airport in Africa. Cape Town's integrated public transport network, a legacy from the 2010 FIFA World Cup, is a fantastic new resource for organisers as it enables easy access to major sporting venues and tourism attractions. Our network of world-class sports and events venues create many possibilities.

The Cape Town Stadium, a 55 000-seater multi-functional stadium, was host to the 2010 FIFA World Cup and has since then hosted several international sports tournaments, concerts and festivals – among them the Nelson Mandela tribute concert a few days after the former statesman's death.

The City has a host of important supporting infrastructure including four universities, broadband infrastructure, a Sport Science Institute, hospitals and medical facilities and a host of accommodation solutions from hotels to hostels.

Leisure

Cape Town is fast becoming a first-choice destination for luxury travellers. The city claimed the top spot on the prestigious New York Times' list of 52 Places to visit in 2014, ahead of destinations such as Los Angeles, the Vatican and the Seychelles. The NY Times described Cape Town as the "most poignant place to reflect on the iconic legacy of the late Nelson Mandela", added to this is the city's rich cultural history, natural beauty and the diversity of people. Cape Town also continues to rake in a number of top travel awards. Recent accolades include being named one of the top five eco-friendliest cities in the world by Conde Nast Traveler in 2015 and featuring in CNN's Top 10 Cities List for 2015. Other accolades include featuring in the Top 10 of TripAdvisor's Top 25 Destinations in the World for 2015 and being named the number three city in Lonely Planet's Best in Travel 2014 Top Cities list. The World Travel Awards placed Cape Town top of the log as Africa's Leading Destination and also as Africa's Leading Meetings and Conference Destination in October 2013. At the same event, the Taj Hotel in the CBD took the award for Africa's Leading Hotel Residence.

Big 7 attractions

The Cape Town Big 7 represents the perfect combination of dramatic scenic beauty, enthralling history and exhilarating activities that have come to define this beautiful corner of South Africa. Cape Point, City Walk, Groot Constantia, Kirstenbosch, Robben Island, Table Mountain Cableway and V&A Waterfront are the iconic destinations that form the core of the true Cape Town experience, and a trip to the city will not be complete without a visit to each Big 7 attraction.

Other popular attractions include Boulders beach, where you can swim the penguins and enjoy a private, sandy beach; Chapman's Peak Drive, a scenic route which winds its way between Noordhoek and Hout Bay and is touted as one of the most spectacular marine drives in the world.

Beautiful spaces

Cape Town is a city of incredible natural beauty. With a cultural heritage spanning more than 300 years, the city is perched between the ocean and the mountain, with a national park at its heart. The multipurpose Green Point Urban Park functions as an inner city "people's recreation park" for relaxation, education and amusement – beckoning jaded urbanites to get outdoors and play.

Energetic types can make use of the fitness park with cycling, outdoor training and gym facilities. Along with these exercising features, the venue includes a play park, an adventure park, learning park for functions and seminars, art exhibition and craft park, concert arena, outdoor markets and more. Areas for relaxation and enrichment include a biodiversity garden celebrating the region's unique natural heritage and picnic spots. There is a continued focus on improving safety and security across a challenging landscape that includes a unique National Park with the iconic Table Mountain – one of the 7 wonders of Nature. The city boasts eight Blue flag beaches and two Marinas, more than 12 golf courses within the city limits and more further afield, world class cuisine and shopping districts, four of the best universities in Africa and more.

Extreme sports & adventure

Cape Town has a variety of extreme sport and adventure activities to satisfy your need. The city, known for its strong south-easterly winds, is one of the top Kiteboarding destinations in the world. Cape Town beaches host international kitesurfing competitions annually, attracting participants and spectators from the Netherlands, France, Germany, the US and Brazil. Other adventure activities include tandem paragliding off Lion's Head, kayaking, abseiling, cage shark diving in Gansbaai (an hour's drive from the CBD) and exhilarating sandboarding excursions to the Atlantis dunes.

Culture & heritage

Cape Town is renowned for being a melting-pot of cultures and add to that a status of World Design Capital, makes for extraordinary creativity. From the sophisticated connoisseur to budget-conscious backpacker and all in between, Cape Town offers unique, inspiring and limitless options for a better lifestyle or holiday. The city is home to vast array of heritage buildings and urban environments, places of memory, struggle history sites as well as natural, rural and cultural landscapes. This urban heritage includes the beginnings of the city such as the Company's Garden and the Castle of Goodhope, the early houses of the Bo-Kaap as well as distinct suburbs such as Woodstock and Kalk Bay. It also includes the Table Mountain range, the winelands, vleis and wetlands. Places of memory connected with pre-colonial heritage, slave history and the struggle for democracy are integral to the city's heritage.

A wine capital

Thousands of tourists from across the world visit the Cape's award-winning wine farms every year. Less than 30-minutes from Cape Town's city centre, three wine routes – Constantia Valley, Durbanville and the Helderberg Route – offer visitors picturesque scenery, friendly hospitality and excellent wines in Cape Town's urban settings. There are also a vast array of wine tasting rooms within city limits – from Signal Hill Wines, Cape Town CBD's only urban winery, to establishments in the Constantia Valley and the Tygerberg Hills.

"We believe that we are becoming a centre for global business that stretches beyond old boundaries," said Cape Town Mayor Patricia de Lille. "We seek to position ourselves as a place where the world can access Africa and Africa can access the world, providing sophisticated tertiary services, reliable infrastructure and advanced commercial and banking practices."

"Cape Town is not only an iconic destination but is also at the forefront of innovation, new activities and attractions."



"Adventure tourism is a booming business and Cape Town is quickly becoming the go-to place for travellers looking for their adrenaline fix. From shark cage diving to abseiling down Table Mountain, the Mother City is the adventure capital of the world and she is waiting for you to cut loose."



Top 10 Adventure Activities in Cape Town

1. ZIP-LINE ADVENTURE:

There is arguably no better way to absorb the splendour of Constantia Valley. The SA Forest Adventures zipline at Silvermist Wine Estate, near Constantia Nek, combines adventure and sight-seeing into one unique experience. The 2.3-kilometre course is one of the longest in Africa with the lines differing in distance and speed. Once you're done, be sure to quench your thirst by visiting Groot Constantia, which you more than likely got a bird's eye view while zipping your way across the valley.

Phone: 083 517 3635
Email: bookings@saforestadventures.co.za
Website: www.saforestadventures.co.za

Read our own Kelly Lodewyk's review of the adventure: www.capetown.travel/blog/entry/new-in-cape-town-zipline-slide-above-the-trees.

For more information: <http://saforestadventures.co.za/index.php/cape-town-2/cape-town-zipline-tour/>

2. ABSEILING:

Table Mountain is synonymous with Cape Town with around 800 000 visitors using the Cableway every year. But why take the Cableway down if you can abseil? Okay, so you won't be going the whole way down, but at 1000 metres, it is the highest abseil in the world. And you couldn't ask for a better view on the descent. The whole experience will last around 45 minutes and involves a short hike back to the top of the mountain... worth it!

For more information: www.capetown.travel/activities/entry/abseiling-in-cape-town

Read our own Rob Peters's review of the adventure: www.capetown.travel/blog/entry/take-a-leap-of-faith-off-table-mountain-in-cape-town.

3. MTB AND TRAIL-RUNNING:

Cape Town is home to those with an adventurous spirit. Not surprising when you consider what they have to explore. Mountain biking and trail-running are popular past-times for the locals and visitors with a vast array of routes to choose from. The trails also differ markedly in terrain, from the rocky single-tracks of Silvermine to the thick, lush forest below in Tokai. Just make sure you find out your route beforehand, because we wouldn't want your adventure stretching too long.

For more information: www.capetown.travel/activities/entry/cycling_and_mountain_biking

4. SEAL SNORKELLING:

If you're not down with shark cage diving, we highly recommend giving seal snorkelling a go! The experience is for everyone with no diving experience necessary. All equipment is provided and this is your opportunity to swim, and play, alongside the silky smooth animals. Sharks? Never fear, the cold water of the Atlantic is a tad too nippy for the finned predators, meaning it's just you and the seals!

For more information: www.capetown.travel/activities/entry/animal-ocean

5. SURFING:

Cape Town has some of the most spectacular beaches in the world for surfing. From Dungeons to Big Bay, you will find a break suited to your taste and skills. You can take a look at a definitive guide of the surfing spots in the city here (www.capetown.travel/activities/entry/surfing). There are also a number of surfing schools that can help you dip your toes into the water for the first time. Now all that's left is to suit up and hit the waves.

List of approved schools: www.capetown.travel/tours/entry/garys_surf_school

For more information: www.capetown.travel/activities/entry/surfing

6. SKYDIVING:

Who hasn't thought about leaping from a plane? The skydiving business is booming in Cape Town with the Mother City's attractions even more spectacular from a bird's eye view. In fact, there is so much to see that the view from above is probably the only way you will take it all in. Feast your eyes on Table Mountain, Robben Island and the bustling Table Bay Harbour as you glide effortlessly through the clear blue sky to the ground below.

Read our own Rob Peters's review of the adventure: www.capetown.travel/blog/entry/go-skydiving-in-cape-town

For more information: www.capetown.travel/activities/entry/skydiving_in_cape_town

7. SANDBOARDING:

Sandboarding is a growing adventure sport in Cape Town. While you need similar skills to snowboarding, it's not as hard to learn... and you need a lot less in the clothes department. Cape Town may not have snow, but it has dunes aplenty, making it a top spot for the sport. From Hout Bay to Atlantis, you can test your mettle on the fine white sands around the city.

For more information: www.capetown.travel/tours/cat/tag/Sandboarding

8. PARAGLIDING:

Capetonians sure know how to get the most out of their city. Paragliding is probably one of the best ways to take in the spectacular views of the Mother City with Lions Head and Signal Hill two of the city's most popular sites to fly from. If you aren't an experienced paraglider, not a problem, because tandem instructional flights are available! Flights can last from five to 30 minutes. Time to get strapped in then!

Read our own Rob Peters's review of the adventure: www.capetown.travel/blog/entry/a-paragliding-experience-in-cape-town

For more information: www.capetown.travel/activities/entry/paragliding

9. SHARK CAGE DIVING:

Great White sharks are among the most feared predators on the planet, so of course we want to get into a cage in shark-infested waters! Shark cage diving is one of the most popular activities for tourists and with good reason. There is no better way to observe this awesome animal in its natural habitat. Stare into those cold, black eyes and try not to scream as it shows you why it is the world's best cage fighter.

Read Bianca Coleman's review of the adventure: www.capetown.travel/blog/entry/face-to-face-with-sharks-in-gansbaai

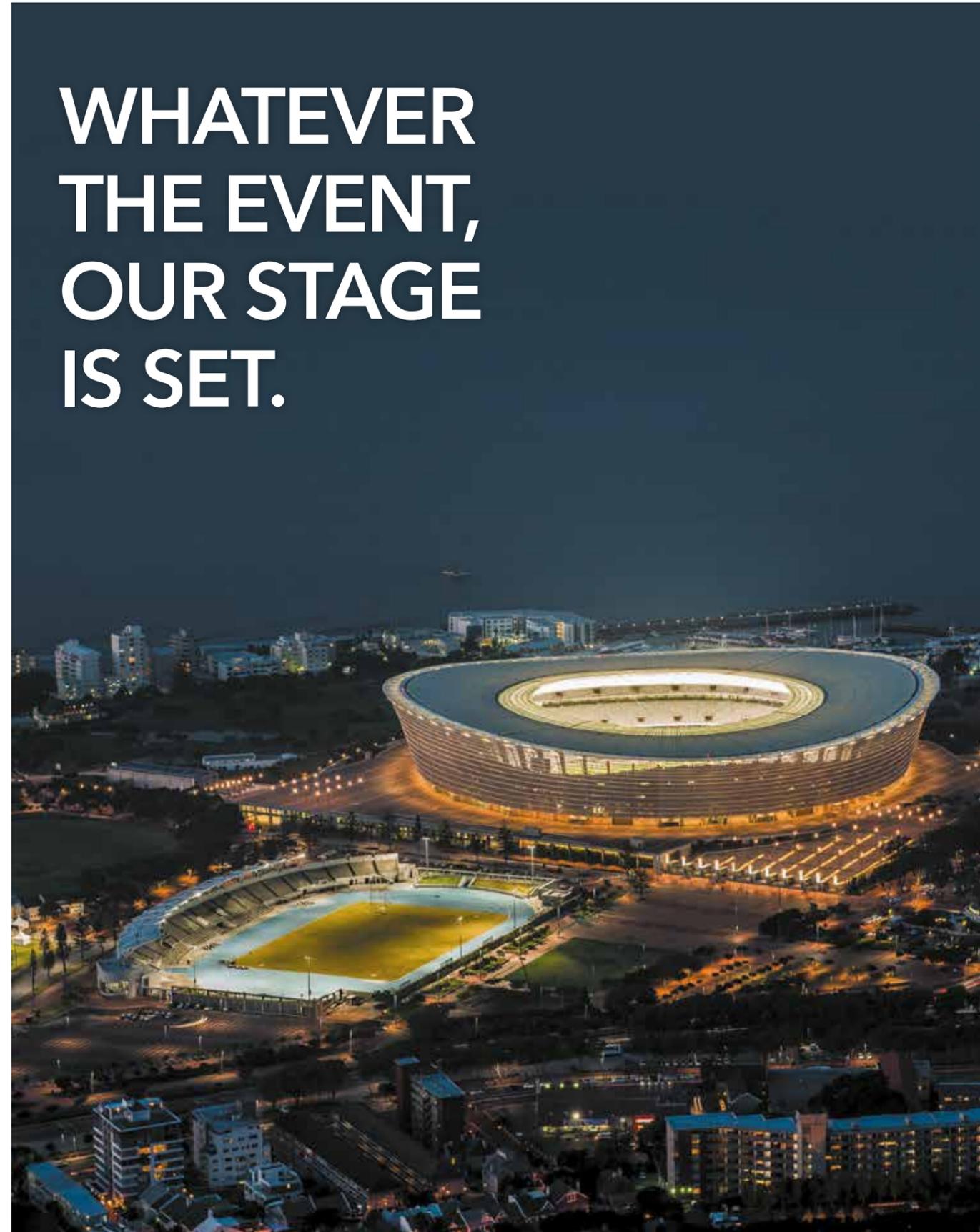
For more information: www.capetown.travel/activities/entry/great-white-shark-experiences

10. KITEBOARDING:

With over 30 beaches to choose from variety is truly the spice of life when kiteboarding in the Mother City. The stretch of coastline offers perfect conditions for the sport with the wind and weather just right AND flat waters and waves! The city is a popular one for professionals and amateurs with a number of beaches considered global hot spots. There are also a number of schools to teach you the sport and guarantee to have you in the water in no time!

For more information: www.capetown.travel/activities/entry/cape-town-watersports

WHATEVER THE EVENT, OUR STAGE IS SET.



Whether you're planning a concert, conference or World Cup, Cape Town's the ideal location for any occasion. With its world-class infrastructure and incredible venues, this city is exactly what your next event needs.

Call 021 417 0120 or visit <http://capetownstadium.capetown.gov.za>.



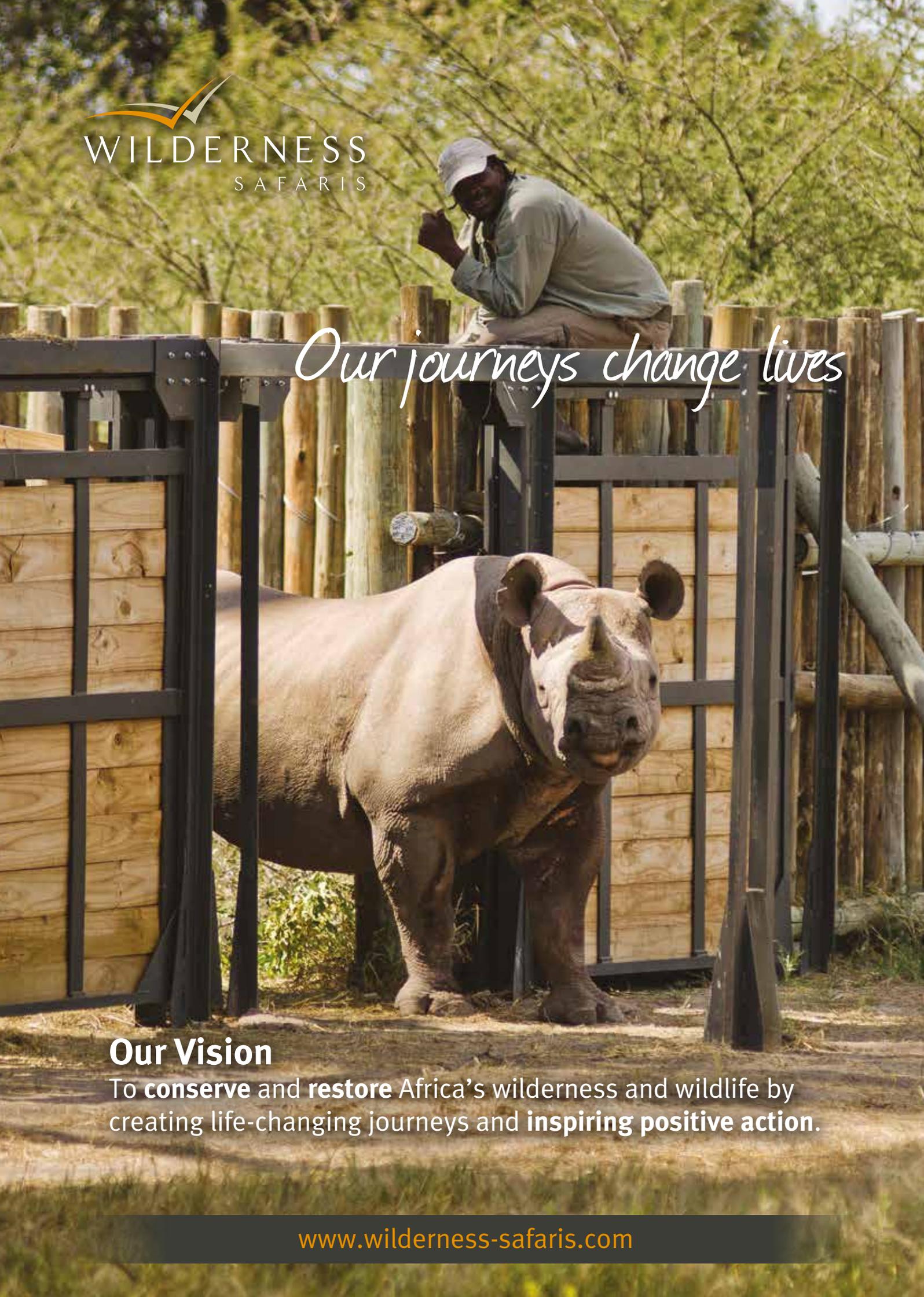
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Making progress possible. Together.



Our journeys change lives

Our Vision

To **conserve** and **restore** Africa's wilderness and wildlife by creating life-changing journeys and **inspiring positive action**.