

SIPPO promotes South African SMEs.

Innovative and specialised companies successfully enter the Swiss and German tourism markets.

Thanks to the workshops, we gained new inspirations and insights into what the European market is looking for in South Africa and we have already hosted our first group.

Athol Stark, Chief Coordinator, Highveld Tourism Mpumalanga

Coordinated by SIPPO and with the support of Tourism Enterprise Partnership TEP, South African Tourism and the South African Embassy in Bern, nine innovative tourism products established very promising contacts with potential customers in Switzerland and Germany.



In recent years, South Africa has become a popular long-haul tourist destination, especially for Swiss and German travellers. Therefore, South Africa was guest country at the tourism trade fair TTW 2011 in Zurich – the Swiss platform for the global travel industry. Within the scope of the sustainable tourism approach, unique and charming hotels and lodges as well as specialised tour operators from South Africa were present at the South African Pavilion which was set up by SIPPO. They presented a broad range of travel offers of high standing quality, some of them also complying with the fair trade standard Fair Trade in Tourism South Africa (FTTSA). At the South African Pavilion, visitors could get in touch with the magic of South Africa and taste delicious South African wines and food. The inspiring destination workshops for travel agents and trainees gave a great insight into the country's fascinating culture, its regal wildlife and natural wonders. Besides the trade fair participation, the South African companies presented their unique product offers to interested tour operators during one workshop in Zurich and one in Munich. The two workshops gave the companies a great platform to directly interact and network with specialised tour operators and to gain new insights into the European tourism market. As a result, some companies have already started to cooperate with Swiss and German tour operators, and they will soon welcome their first guests in South Africa.

The companies went back to South Africa with a lot of new and promising business contacts, with new insights into the Swiss and German tourism markets as well as inspiration and new ideas for their own product developments.

SIPPO used every opportunity for South African delegates to meet trade representatives.

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Monique Le Roux, Director, Andulela Experience