



[www.experiencenortherncape.com](http://www.experiencenortherncape.com)

## **MEDIA RELEASE**

**5 MAY 2018**

### **THE GEMS OF THE NORTHERN CAPE TO SHINE AT INDABA**

The Northern Cape will showcase an impressive selection of products and activities aimed to attract the attention of the trade and the media at Indaba.

The 2018 Indaba has seen several new innovations introduced by South African Tourism in 2017, one being the development of a SMME village. The 2018 SMME village will once again feature the top 18 SMME products of the Northern Cape Province affording them the opportunity to show case their product or services to national and international trade and media.

The 18 products from the Northern Cape will showcase the diversity of the destination, not only in terms of the warm hospitality of our people and unique culture, but the opportunity to deliver the dynamic value-for-money attributes of a global destination.

According to MEC for Economic Development and Tourism, Mr. Mac Jack, all 18 products are expected to be well received by the domestic and international trade. "We hope to make good contacts and pick up valuable business as well," said MEC Jack.

He further encouraged the local SMMEs to represent the Province well so that the business they will bring back to the Province to benefit the economy of the Northern Cape, "Our local SMMEs have the capability to deliver the best experiences and act as champions in offering the service excellence that will create repeat visits to the Province. I wish them all the best of luck and they may grow in the tourism industry by also creating long lasting tourists interests to the Northern Cape whilst increasing feet to the Province," said MEC Jack.

The Northern Cape also welcome the invitation by the Deputy Minister of Tourism, Ms Elizabeth Thabethe, for inviting the two SMMEs from Kimberley to the ministerial lunch function on the 9<sup>th</sup> May 2018 at the Indaba. The two invited SMMEs are a chef who benefitted from the National Department Chef Program and an SMME who underwent the National Department of Tourism Mandarin training held

in Pretoria recently. The invitation came after the Deputy Minister's engagement with SMMEs and the community during an Imbizo at Galeshewe in Kimberley.

The 18 Gems from the Northern Cape to attend Indaba are: Karoo Travel Dimensions, Fraserburg Rocks, Hotel Kgalagadi, The Workshop Ko Kasi, Kalahari River and Safari Company, Native Minds Heritage Tours, Gravity Aventures, Fusions Garden Restaurant, Kalahari Rooiduin Guest House, Vinkie's Tourism Enterprise, Kalahari Info Centre and Tented Camp, Aukwatowa Tours, SAAO/SALT, Kliphuis Restaurant & Herberg B&B, Jakhalsdans Guest House, Touch Let's Go, Curries Camp Community Tourism, and Riemvasmaak Community Tourism.

Ends.

---

For media enquiry please contact Tebogo Velembo on +27(0)71 461 3150 or email: [tebogo@experiencenortherncape.com](mailto:tebogo@experiencenortherncape.com)