



Jabula summer 2006

Quarterly newsletter of the South African International Association of the Riviera
Some won't know what this word means, so we'll keep you guessing until Autumn.

A villa with a view - Villa Beauregard...

Thanks go to the 86 (92 with the musicians) members, guests and volunteers who turned out for the SAFI midsummer evening party at the splendid Villa Beauregard in Villefranche sur mer. With a good mix of lively South Africans and an international blend of good fun, Riviera personalities, the majority had one thing in common – all have visited SA, have family there or are planning a holiday to enjoy the unforgettable experience of South Africa's amazing wildlife and hospitality that South Africa is famous for.

Funds raised...

And that's what SAFI is all about, while having fun, we are all making a contribution to a good cause, to community and wildlife projects in the Sabi Sands, alongside the Kruger National Park. Over 500 euros was raised from the raffle and sale of Rooibos Tea. Together with ticket sales, after event costs and expenses, and the SAFI loan account, close to 1000 euros will be earmarked for the donation account. A healthy start. A very big thank you to the generous goodwill of Patrick Howitt, owner of the superb, Villa Beauregard. And, to all the kind, spirited people and Marcel with his group of musicians on the drums, pounding the rhythm of Africa across the bay of Villefranche, (the neighbours were jiving and the frogs were croaking), or was it the other way around? All made the evening the success it was. So much so, everyone is invited back next year, please mark it in your diaries for June 2007.

SAFI membership, events & support...

Membership response has been very positive and a warm welcome to all the newcomers. Membership forms the base line of any association and collectively, helps direct the onward development of SAFI and its objectives. One such objective is to organize a minimum of six, quality events a year, hosted at festive and elegant venues along the French-Italian Rivièras and Monaco. It provides an ideal opportunity for members to invite their guests to a fun occasion, to meet others, network and enjoy congenial, lively company in superb surroundings. Next event is 'Out of Africa' family day on 3 September at Château des Chaberts in the Var.

SAFI is currently discussing sponsorship opportunities with various organizations, to lend an added degree of support towards fund raising opportunities, especially for hosting the planned, annual South African International Gala evening. Likewise, SAFI patrons are being sought who would help lend their degree of patronage and practical support to the long term development of SAFI. Many thanks to Rooibos for their contribution of tea (try it with lemon and honey). Rooibos Tea is available at all SAFI events.

A test for post apartheid and the rainbow nation – soccer world cup arrives in South Africa...

Soccer mania hit the world, and more persons than ever, watched the 2006 World Cup matches on television. It is estimated that 5,9 billion viewers watched the event globally, 15 % more than the 2002 World Cup. South Africans have been more than a little sceptical of their country's ability to host the World Cup 2010, but the launch of the World Cup 2010 logo in Berlin to 3000 media and VIP guests on 7 July was an event that made South Africans proud of the faith that FIFA is placing in the country to host Africa's first World Cup. At a function that cost South Africa millions of Rands, it was clear that in 2010 the World Cup will be presented in African style.



The winning logo was designed by Gaby de Abreu of Switch Design. A panel of prominent South Africans, including Albie Sachs and Cheryl Carolus, selected his logo as best reflecting that the 2010 event is for all in Africa. The colours of the South African flag were brought into the logo, and the bicycle kick has been presented in a San-style, to link the design to South Africa. FIFA's new logo was also incorporated into the logo design.

Rumours that FIFA had secretly made contingency plans to move the World Cup to Sydney, hit Sunday newspapers the week prior to the Berlin ceremony. In Berlin, SA President Mbeki, United Nations Secretary-General Kofi Annan, African Union Commission chairman, Alpha Oumar Konare and FIFA President, Sepp Blatter, all spoke with enthusiasm about Africa's first World Cup, and rejected the contingency plan. The theme for the next four years is "Win in Africa with Africa". President Mbeki ended his speech with an invitation in German to the world to come to South Africa. He indicated that he felt that the 2010 World Cup would be as unifying to South Africans as the 2006 event has been for Germany. Nils Heckscher, Chairman of FEDHASA Cape, has stated that the hospitality industry is ready for World Cup 2010 and that sufficient accommodation is available.

The concert that was due to have been held at the Brandenburg Gate in Berlin on the evening of the hand-over of the 2010 World Cup to South Africa was unfortunately washed out due to heavy thundershowers. South African performers like Freshlyground, Johnny Clegg and Sibongile Khumalo were scheduled to perform. A symbolic hand-over of the World Cup to South Africa, with Sepp Blatter, President Mbeki, German Chancellor, Angela Merkel and the UN's Kofi Annan, would have been the highlight of an event that was to have been broadcast to 120 countries. No weather contingency planning appears to have been in place.

President Mbeki was quoted as saying that the German 2006 World Cup organising committee, with Franz Beckenbauer at the helm, has offered its assistance to South Africa. It has also been stressed that South Africa will not replicate the German event, but will rather give it an African flair. According to Mbeki, the fact that FIFA has raised more sponsorship monies for 2010 than for 2006 is a 'clear statement by the market of their confidence in South Africa', reports the **Cape Times**.

The German economy received a welcome boost from the 2006 World Cup event, with a five-year high in consumer confidence, a drop in unemployment to an 18-month low, strong retail growth, and the arrival of more than a million foreign visitors, says **Business Report**. During the 2006 World Cup event the South African International Marketing Council marketed the country at Frankfurt airport via posters, column wraps, 9 meter high plasma vision walls and three-dimensional holograph ads projected 1 meter above the ground, says **Business Day**. During the Final on 9 July, a 2-minute ad for South Africa was flighted at Berlin's Olympiastadium as well as in fan parks across Germany. The ad featured a personal invitation from Nelson Mandela for soccer enthusiasts to visit South Africa in 2010, and to experience its people, landscapes and spirit, reports **Travel News Now**.

Despite all the World Cup hype, as many as 50 % of South Africans do not yet know that this country is to host the World Cup in 2010, especially in the rural areas, a survey has found. A Capetonian who has developed an anti-World Cup 2010 website has been invited by Independent Democrat & Cape Town City Councillor Simon Grindrod, to leave the country on a one-way ticket and take his negativity with him, at his expense. Neil Watson has accepted Grindrod's offer and wants tickets to New York for his family and cat, at the cost of R 130 000! Watson's website has just been attacked by hackers, reports **Travel News Now**. The website now opens to a letter, explaining that one job is created for every 8 tourists visiting the country.

The City of Cape Town has announced that it agrees that Green Point is the best site for the World Cup stadium in Cape Town, and has emphasised that it supports the design which would lead to the scrapping and rebuilding of the existing stadium. Residents in the area feared that the new stadium would be partly built on the nearby Metropolitan golf course. Interestingly, the environmental impact assessment that was commissioned, found the golf course site to be more environmentally favourable, in affecting the view of fewer residents in the area compared to its current location. Keeping the stadium where it is means that any resident action against the development on the golf course will be avoided, therefore not affecting the timing of the project. Timing is crucial, and the fact that the stadium needs to be rebuilt may cost Cape Town participation in the Confederations Cup in 2009 if it is not finished by then. Soccer City, Ellis Park, Loftus, Royal Bafokeng and the Free State Stadium have already been designated as Confederations Cup stadiums. The shock to Cape Town residents is that the rebuilding of the Green Point stadium is estimated to cost R 4,2 billion, while the City of Cape Town has only R 400 million. It is uncertain how the shortfall will be financed.

MTN has emerged as the first major sponsor of World Cup 2010, with a \$ 65 million sponsorship, making it a global sponsor of 2010, alongside Coca Cola, Adidas, Visa and Emirates. The company is the first ever, global sponsor from Africa, reports **Business Day**. The sponsorship will allow MTN to broadcast video footage of the matches to cell phones in Africa and the Middle East. FNB (First National Bank) is a national sponsor, and has committed \$30 million to the event. ABSA (African Bank of SA) has indicated that it will seek compensation for the naming rights it will lose for its stadiums during 2010, given FNB's sponsorship. Existing stadium sponsors have to remove their branding a year prior to the World Cup, in time for the Confederations Cup in June 2009.

In Germany R 21 million was spent on stadiums, while R 57 million went to the creation of fan parks in big cities. It is expected that fan parks will also be created in South Africa, for those soccer lovers who cannot afford to buy a ticket, or who left it too late. Up to a million soccer lovers watched the matches in Germany in this way. At least six fan parks are planned for the Western Cape. With ticket prices starting at R 1 000 each, fan parks may become more popular than watching the games from the stadiums.

World Cup 2010 memorabilia is already being manufactured in Indonesia and sold in Germany, reports the **Cape Times**. To date, these are not being made in South Africa. A collaborative arrangement between Indonesia and South Africa is to be sought, to involve small local, SA businesses in the manufacture of souvenirs

Cape Town voted best city in Africa & Middle East...

Cape Town has been voted as the best city in Africa and the Middle East, by the readers of **Travel and Leisure**, with Florence being named the best city in the world. It is the fifth time in a row that the Mother City has featured in the Best City List. For those who are unaware, Cape Town is twinned with Nice, France. Since the signing of this agreement several years ago, nothing has evolved. Prompted by SAFI, the Nice city council is currently pondering whether to host a South African festival in Nice.

In a recent survey, good tourism news is that more than a third of ex-South Africans living abroad would like to return to SA, and have a high level of involvement with their home country. The South Africans living in the UK are far more likely to want to return compared to those living in America and Australia. The ex-pats are good ambassadors for the country, encouraging their colleagues and friends to visit South Africa on holiday, and advising them on where to stay. They themselves visit the country regularly, and also are an important tourism segment.

Tourism to South Africa increased by 13 % in April 2006 compared to the year before, with 24 % of the international visitors arriving from the UK, 12 % from Germany and 11 % from the USA. Visitors from Mozambique increased by 75% due to the abolition of visa requirements between the two countries, while tourism from France continues to decline.

Visitors from Africa are on the increase, especially to do shopping in Johannesburg, leading the **Cape Times** to rename it "Jobai" after Dubai's shopping status. Of the more than 5 million visitors from Africa, half go to Johannesburg to shop, adding R 20 billion to the city's economy. Tourism to the Western Cape may benefit from a new co-operation agreement between the Zhejiang province in China and the Western Cape, says the **Cape Argus**. Local wine and olives will be the first products to be exported to China.

Good news for tourism is that Cape Town Routes Unlimited has hosted a delegation of travel advisers from the Netherlands, a market attracting about 70 000 visitors annually. A group of journalists from the United Arab Emirates also recently visited Cape Town, as did a Vietnamese political delegation.

S A Tourism has a new Board, and many directors are unknown and do not operate in the tourism industry. Better known directors include Yvonne Johnston from the International Marketing Council, Dr Tanya Abrahamse from the Tourism Business Council of South Africa, and Mike Lutzeyer, co-owner of Grootbos Nature Reserve. The contribution of representatives from the Mining Development Association, Siemens, the Quadriplegic Association of Gauteng, and Proudly South African, to tourism development and marketing in serving on the Board, is questioned.

School holiday dates are to change in 2007. The winter holiday period, traditionally three weeks long, reduces to two weeks, while the March holidays will increase by a week, hopefully to absorb some of the public holidays and Easter falling into the first quarter holiday period.

International celebrities visit SA...

A number of VIP visitors visited South Africa recently. Bill Clinton and Bill Gates addressed the Microsoft Government Leaders Forum, held at the Cape Town International Convention Centre in July.

Canadian Ghostbuster actor, Dan Akroyd, visited SA to launch his House of Blues nightclub franchise. He visited Nelson Mandela, celebrated his birthday, wants to buy a house in Durban, and is to lend his name to "a beautiful, big bold red wine" and market it in North America, reports the **Sunday Times**.

Sir Alex Ferguson also visited Nelson Mandela, and handed him a Man United 88 team shirt, to celebrate Madiba's 88th birthday. The Man United team were beaten by Kaizer Chiefs in a soccer tournament around the

country. The team has promised a percentage of sales of its £ 3000 a copy "The Manchester United Opus" to go to Mandela's charities.

Madonna was rumoured to visit SA to launch a new golf course on the Garden Route. Coldplay would like to stage an MTV unplugged concert in the Cango Caves, towards the end of the year or early next year. The Oudtshoorn municipality is evaluating how the concert can be staged without any damage to the caves. More than 900 million viewers could potentially see the Coldplay concert, reports the **Cape Argus**

Restaurants loose their stars...

An unsuccessful attempt by the Tourism Grading Council of South Africa, to encourage South African restaurants to be star graded, in a system similar to that developed successfully for accommodation establishments, has led to the introduction of a new restaurant grading system. A series of workshops held with restaurant owners around the country highlighted problems with the proposed star grading scheme, including the cost of grading and the stringent hygiene evaluation required.

The Food & Beverage Grading Scheme will award restaurants Bronze, Silver, Gold and Platinum grading Awards. Franchised restaurants will all receive the same grading within a franchise, whilst restaurants linked to accommodation establishments have to be graded separately. The hygiene requirements have been simplified to possession of a health certificate from the local authority or from an hygiene auditor. The Tourism Grading Council has been challenged by the Minister of Environmental Affairs and Tourism to have 40 % of all restaurants graded by 2010.

The Western Cape's reputation as a "gastro-tourism destination" has been confirmed, with half the 50 winners in the American Express Platinum Fine Dining Awards, being from the province. Local restaurants winning the award include The Atlantic at the Table Bay Hotel, Aubergine, Beluga, Blue Danube, Buitenverwachting, Bukhara, Catharina's at Steenberg Hotel, Emily's, Ginja, Grande Provence, Reubens, Sand at The Plettenberg Hotel, The Greenhouse at the Cellars-Hohenhort Hotel, Zachary's in Knysna and One.waterfront at the Cape Grace. Only two of these restaurants (Ginja and Reubens) are Top Ten restaurants. Notable absences from the list are award-winning restaurants such as Bosmans, Le Quartier Francais' Tasting Room, La Colombe, and 95 Keerom Street. Criteria evaluated in the selection of winners were service, wine and food quality and consistency, reports the **Cape Times**.

Back on French soil - France hosts the Rugby World Cup 2007...



Rugby is South Africa's national sport and the planet's third biggest sporting event. As Bernard Lapasset, President French Rugby Union & President of 2007 Rugby World Cup Organising Committee says, " Nothing great is built without passion. Being part of it is a state of mind, a common desire of solidarity, duty, exemplary nature and sharing, all are values of rugby". The Rugby World Cup runs from 7th September through 20th October 2007, with 42 matches to be played in France and 6 matches in Wales and Scotland. 09-09-2007 SA versus Samoa in Paris, 14-09-2007 SA versus England in Paris, 22-09-2007 SA versus winners in Lens and 30-09-2007 SA versus Americas in Montpellier. To the unaware, William Webb-Ellis, the founder of rugby, lived on the Riviera and is buried in Menton.

On the lighter side of Botswana...

Those who enjoy reading a good book, the books by Alexander McCall Smith are superb. Alexander McCall Smith was born in Zimbabwe and is Professor of Medical Law at the University of Scotland. The No.1 Ladies' Detective Agency and The Full Cupboard of Life are both award winning books of the year.

Keeping up to speed with The SA Times...

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