

Marketing SA to Europe

Millions of Europeans will experience South Africa as a country, 'Alive With Possibility', thanks to a series of broadcasts on the CNBC Europe television channel between 10 and 28 June 2005.

Vignettes showcasing South Africa's attractiveness as an investment and trade destination will be flighted every Friday at 20h30 (Central European Time), and will be viewed by CNBC's growing audience of business leaders on its World Business programme. The broadcasts will also be repeated every Saturday at 13h30 for the whole month.

These broadcasts coincide with the current visit to Germany and the United Kingdom of a delegation of senior South African business leaders under the auspices of the International Marketing Council of South Africa (IMC). The mission is profiling business and investment opportunities on offer in South Africa, and setting out the spectrum of economic, political and social developments that have in recent years produced economic growth unprecedented in the history of the country.

The IMC is a public-private partnership established by President Thabo Mbeki and dedicated to profiling South Africa as a compelling destination for trade, tourism and investment. The IMC is also tasked with building South Africans' awareness of and pride in the country's achievements, across all sectors.

The IMC mission to Europe and other activities will be supported by print and out of home advertisements in and around major airports and London cabs in due course.

For more, visit: <https://www.bizcommunity.com>