

# Chester Williams named as Welcome Ambassador at INDABA 2015

Chester Williams, the former Springbok rugby great, star winger of the 1995 Rugby World Cup winning squad, coach of the 2002 World Sevens Series runner-up team AND all round great guy, has been secured by South African Tourism as their ambassador for the "Make someone's day" campaign for INDABA 2015.

A well-known South African who understands the importance of working within a team, putting your best foot forward and always playing your best game, Chester was the natural and perfect choice for being the "Welcome! Make someone's day" campaign ambassador. He's approachable; generally a great guy and can resonate with locals and foreigners alike.

As part of his role, Williams will join the Minister of Tourism, Derek Hanekom on his first walkabout of the tradeshow floor, to take place on 9 May 2015; to meet and greet as well as bring the spirit of Welcome to individual exhibitors.

Additionally, Chester will be a special guest at a media cocktail event to be held after the opening ceremony to be held on the same day. He will be in attendance to engage with journalists over snacks and cocktails, speak about the importance of being creating a culture of service excellence and promoting a great tourist experience, and he will be available for media interviews and picture opportunities

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