



## **MEDIA STATEMENT**

### **INFRASTRUCTURE AND ECONOMIC CLUSTER LAUNCHES THREE MAJOR EVENTS (NATIONAL TOURISM CAREER EXPO, MACUFE, AND GLOBAL TRADE BRIDGE)**

**30 September 2015**

Today marks the end of Tourism and Heritage month that we have celebrated through various activities throughout the Province. The celebration of Tourism month enabled us to focus on the importance of tourism to the economy.

This year's theme encompassed the important aspect of protecting our heritage, energy and water. Our emphasis on living heritage is to promote cultural diversity, social cohesion, reconciliation, peace and economic development.

The celebration of these annual activities in the province provided opportunities for SMMEs in the arts and craft industries, cultural landscape, heritage sites and cultural festivals thereby addressing the national imperatives of economic growth and poverty alleviation.

Our broader strategy of dealing with the challenges that our society faces includes the focus on sectors that have the potential to create sustainable livelihoods and economic growth.

This statement deals with the three main events that speak to the sectors that we have identified to revitalise the economy, increase productivity and enhance global competitiveness.



We are launching the following events:

- The National Tourism Careers Expo (NTCE) under the theme: **“Tourism: Alive with Opportunities”**
- The Free State Global Investors Trade Bridge under the theme: **“Pursuing Investment Growth”**
- Mangaung African Cultural Festival (MACUFE) under the theme: **“When Your Heart and Soul is African”**

### **FREE STATE IS READY FOR NTCE 2015**

The Sand Du Plessis Theatre (PACOFs), in Bloemfontein, will be a place to be from the 01-03 October 2015. Some 10 000 learners, 750 educators, close to 500 unemployed graduates and tourism students will converge at the theatre for the National Tourism Careers Expo (NTCE) 2015 under the theme **“Tourism: Alive with Opportunities”**.

The expo aims to position tourism as a valued and vibrant career of choice, and drive South Africa’s National Tourism Sector Strategy’s (NTSS) goal of creating 225 000 tourism jobs opportunities by 2020.

The 3 day event programme includes among others:

- Presentations and motivational talks from SA's leading tourism entrepreneurs and personalities
- Exhibitions from Free State tourism operators and related organisations
- Platforms assisting youth and unemployed graduates to prepare for job applications

All eyes will be on Youth Business Zone where young people will be given an opportunity to present their business propositions or concepts to a panel of



adjudicators. The aim is to afford young people who have vibrant and dynamic ideas to enter into the tourism space and contribute towards the development of tourism in the Free State.

The competition targets young people at tertiary institutions and unemployed graduates in tourism, hospitality and consumer studies. The winning concept will be afforded funding opportunity to implement the idea

The benefits of hosting the NTCE in the province and in Mangaung Metro in particular include economic spin offs throughout the tourism value chain.

The event is a partnership between the Department of Tourism (NDT), the Culture Arts, Tourism, Hospitality & Sport Education Training Authority (CATHSSETA), the Free State Department of Economic, Small Business Development, Tourism and Environment Affairs (DESTEA) and the Free State Tourism Authority (FSTA).

## **FREE STATE GLOBAL INVESTORS TRADE BRIDGE (FSGITB)**

**Theme:** Pursuing Investment Growth

The hosting of the Free State Global Investors Trade Bridge (FSGITB) is about strengthening the international partnerships through investment in these and many other projects in the province. The expected delegates from 26 countries will participate in product exhibitions, scheduled back-to-back meetings, excursions, factory and company visits and optional business trips to different parts of the Free State. Most importantly, the trade bridge will facilitate the effective implementation of the various agreements and MOUs signed between the Free State Province and countries of the world to unlock trade and investment opportunities between the Free State Province and the rest of the world.

As pronounced by the Premier during the 2015 State of the Province Address (SOPA), the Free State Provincial Government in partnership with businesses and



industrialists is preparing to host the Free State Global Trade Bridge on 5 – 7 October 2015, at the Old Greys Sports Grounds.

- The Free State Government will be hosting a high level delegation of dignitaries and business people from 26 countries.
- The objective of the Free State Global Investors Trade Bridge is to facilitate the effective implementation of the various agreements and MOUs signed between the Free State Province and countries of the world; to unlock trade and investment opportunities between the Free State Province and the rest of the world.
- The following trades will form part of the initiative: Tourism and Investment; solar energy; manufacturing; agro-processing and value chain integration; mining and mineral beneficiation; infrastructure investment plans, information and communication technology seminars and exhibitions
- The event is a marketing tool to direct attention to the abundant lucrative business prospects in the Free State
- It will provide an opportunity for South African, Free State business and visiting international organisations to forge relationships and form business linkages with key players and decision makers in various sectors
- Essential characteristics of the trade bridge concept is product exhibition, scheduled business to business (B2B) meetings, excursions; factory and company visits and optional business trips to different parts of the Free State

The dignitaries attending the FSGITB include:

- The High Commissioner to India; Playfair Morule,
- SA Ambassador to Spain, Ambassador Smuts Ngonyama,
- Russian Ambassador to SA, Michael Petrakov,
- Bulgarian Ambassador to SA Katya Deleva and,
- Belarus Counsellor for Trade and Economics in SA, Stan Ventsel



Countries to attend include:

- Cuba,
  - India,
  - China,
  - Turkey ,
  - Germany,
  - Botswana,
  - Lesotho,
  - Mozambique,
  - Zambia,
  - Zimbabwe
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- Thus far, out of the relations with 26 Countries, 33 Agreements have been outlined in which we have received the following successes:
    - *Exchange student programmes*
      - China
      - Turkey
      - India
      - Cuba
  - Out of the experiences and successes of the China Week (April 2015), the province has now extended invites for the FSGITB to 26 countries.
  - The China Week successes are various businesses with whom we have built business relations in industries such as Steel, Solar, Mining and Manufacturing., as well as industrial partnerships and agreements with various universities in China.



**During the FSGITB we will have:**

- 200 exhibition stalls occupied
- Business to business engagements
- Match making opportunities
- Government to government engagements
- University to university collaborations
- Each entity to take control of their own interests and to drive them forward.

Our province has the potential to attract foreign investors through excellent infrastructure (roads, rail, airports, offices, education, banking and medical facilities); competitive land and building costs; low factory rentals; abundance of natural resources and most developed telecommunications network in Africa. We are convinced that indeed the Free State is an ideal trading partner within South Africa and with other international markets.

*The Free State Province is indeed pursuing investment growth!.*

**.MACUFE 2015: 2 – 11 October**

**“When Your Heart and Soul is African”**

This year the Free State will elevate the Mangaung African Cultural Festival (MACUFE) as part of tourism and a business component to enhance trade relations and international growth. This will enable the Province to forge people-to-people relations - including cultural relations - to enhance and enrich the healthy relations that exist between the South Africans and the people from other countries.

MACUFE is an annual Arts and Culture pilgrimage which has grown to be one of the biggest recognized brands in Africa and abroad. It continues to be the pride of the Free State.



MACUFE was launched by the Free State Provincial Government in 1997 and is celebrating its 18<sup>th</sup> year with the 2015 addition. Since its launch, It has become one of the biggest cultural festivals on the African continent with international acclaim. Over the years, the festival has grown in leaps and bounds.

MACUFE aims to promote Free State cultural tourism. The festival features top local, continental and international artists. The MACUFE aftercare programme is successfully being implemented in partnership with PACOFS. Through this programme training is provided to aspiring script writers.

Looking back to MACUFE 2014, a new addition was a rugby match. The official Currie Cup rugby match between Free State Cheetahs and DHL Western Province – at the Free State Stadium - was used to enhance the 2014 MACUFE edition..

Other sport activations of MACUFE include MACUFE Soccer Cup which is staged between Bloemfontein Celtic and Kaizer Chiefs as well as MACUFE 21, 1 km Half Marathon and Big Walk.

In its 18<sup>th</sup> year of existence, MACUFE is certainly coming of age. As in previous editions MACUFE promises to dazzle its patrons with an action packed and entertainment galore programme.

*Artists:*

Still guided by its pay-off-line, “When your Heart and Soul is African”, the 2015 MACUFE edition will be rolled out from the 2<sup>nd</sup> to 11<sup>th</sup> October. On the international front, artists of note will continue to feature as part of the programme. For the 2015 edition, music lovers can expect to be enthralled by the likes of Tamia (USA), Dave Koz (USA) and Sierra Maestra (Cuba).

True to its name and pay-off-line, the festival will continue to feature artists from across the African continent.

Hailing from Nigeria is Flavour and Kunle who promise to lift up our African spirits with their deep-rooted African sounds. These African music maestros from our sister



countries on our continent will be complimented with the equally African voices from our own country. The elegant African sounds of Victor Kgantlape, Mafikizolo, Tshepo Tshola, Letta Mbulu, Caiphus Semanya, Unathi, The Soil and many others will feature prominently during the festival.

Back by popular demand for the nourishment and revival of the spirit are Sfiso Ncwane, Benjamin Dube, Teboho, Umsingizane, Thoko, Sechaba who will be joined by other gospel artists during the MACUFE Gospel show.

*Programme:*

The programme of MACUFE has always been appealing to a wide range of audiences with diverse music tastes. The 2015 edition will continue to entrench this appeal to all lovers of music and the arts in general.

The programme will unfold as follows:

- **Friday, 2 October:** Tshepe Hip Hop music will be staged at The Dome at the Old Grey Sports Ground from 18h00 to 02:00. Entrance fee is R100.00.
- **Saturday, 3 October:** Miss Glamorous Free State will be staged at the Bloemfontein Showgrounds from 18h00 to 23h00. Entrance fee is R100.00.
- **Sunday, 4 October:** MACUFE Gospel will be staged at The Dome at the Old Grey Sports Ground from 11h00 to 23h00. Entrance fee is R150.00.
- **Saturday, 3 October to Saturday, 10 October:** The Craft Market will be operational at CnrMarkgraaf and Elizabeth Streets. Entrance is free of charge.
- **Monday, 5 October to Friday, 9 October:** Development Performances (Local Theatre, Drama and Poetry) will be staged at the Civic Theatre and Musicon. Entrance fee for scholars is R20 only at 14:00 and R50 for other categories only at 19:00.
- **Wednesday, 7 October:** MACUFE Comedy will be staged at The Dome at the Old Grey Sports Ground from 19h00 to 23h00. Entrance fee is R170.00.
- **Thursday, 8 October:** MACUFE Indoor Jazz will be staged from 19:00 to 23:00. Entrance fee is R220.00.



- **Friday, 9 October:** MACUFE Divas will be staged at The Dome at the Old Grey Sports Ground from 18h30 to 24h00. Entrance fee is R250.00.
- **Friday, 9 October:** MACUFE Urban Youth Festival (All White Party) will be staged from 15h00 to 02h00. The venue will be confirmed in due course. Entrance fee is R150.00.
- **Saturday, 10 October:** MACUFE Main Music Festival will be staged at the Rose Garden at Loch Logan. Entrance fee is R320.00.
- **Sunday, 11 October:** MACUFE Cup will be staged at the Free State Stadium. Entrance fee will be announced in due course.

*Prohibited Items and Activities:*

The patrons of MACUFE are cordially requested to take note of the following rules when attending the festival particularly on the two venues within the MACUFE Precinct:

- 1) **At The Dome, Old Grey Sport Grounds:** NO dangerous weapons, cooler boxes including soft/hard drinks, camping chairs, umbrellas, braai stands will be allowed.
- 2) **At the Rose Garden/Loch Logan Island:** NO dangerous weapons, braai stands and breakable bottles will be allowed,
- 3) **No PASS-OUT** in all MACUFE activities

Again, the MACUFE patrons are assured of the high level security arrangement at all events of MACUFE. It nonetheless remains the primary responsibility of each patron to ensure personal security at all material times.



The Premier of the Free State, Ace Magashule, and the Executive Council, would like to wish all the music and arts lovers from the Free State, other provinces and outside the borders of our country, an enjoyable and memorable festival.

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