

Press information



Invitation

South African Tourism & Trade Event in Stockholm 15-17th September

In order to increase the steadily growing trade between South Africa and Sweden, the South African Tourism & Trade Event will take place in Stockholm 15-17th September. The Event will be officially opened by South African Minister of Trade and Industry, Mr. Mandisi Mphahlele, and Swedish Minister for Industry and Trade Mr. Tomas Östros.

The South African Tourism & Trade Event is the crown event this year of the common effort between the two countries to promote the accelerating exchanges, especially in the field of tourism and trade. More than 40 companies from South Africa will participate together with representatives of Swedish companies and organizations at Mondo, Medborgarplatsen 8, Stockholm.

The two Ministers will hold a **Press Conference on Thursday 15th September between 15h15 and 15h45 at Mini Mondo (5th floor) at Mondo, Medborgarplatsen 8, Stockholm.**

A full program of the Event, including not only Tourism & Trade Exhibitions but also two days of exclusive Investment and Tourism Seminars, is available on the South African Embassy website: www.southafrica.se.

One of the most important objectives for the Event is to fulfill the common effort to increase the number of tourists to South Africa, particularly in low seasons and to least visited regions. Another important effort is to increase the turnover of South African export goods in Sweden, which also could help to expose South African BEE (Black Economic Empowerment) companies in Sweden.

Please notify your participation in the Press Conference to:

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