



UPDATES FROM YOUR DIRECTORS



VICE PRESIDENT PR & COMMUNICATION

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It has been an eventful few weeks for me regarding my portfolio of Membership Engagement for Africa. My presence at WTM Africa this year was very beneficial for the growth of Africa in Skål as I had the privilege of meeting many influential business leaders in the different African countries, as well as been exposed to so many African citizens living abroad and working for either non profit organizations supporting Africa or being employed by the public sector.

After many discussions with these tourism leaders via skype or telephonically it was agreed that we all can work together and use our respective influence in forging ahead with effective membership increase in the 52 African countries as well as to “Bring Africa to the world” in relation to the Travel and Tourism Industry.

Our first success story was the formation of the first club in Zanzibar last weekend. It was an honor to be invited to address the more than 30 guests hosted by AIM Khamis Rashid at the beautiful Hilton DoubleTree in Stonetown on Friday 27 July and after a 45 minute presentation with an active question and answer session, more than 25 members signed the membership applications. I am confident that many more clubs in Tanzania will be formed in the near future.

We are in the final stages of the signing of the MOU with the African Union and it is envisaged that the formal signing of this agreement will be held at our World Congress in Mombasa, which would be a fitting environment for this momentous occasion. A big thank you to Steve Richer who has been a pivotal part of this arrangement.

We have a long way to go but as they say in Swahili “polepole” (slowly, slowly), one step at a time.