



Profession



Focus



Concentrate



VISITING SOUTH AFRICA 2019-2020 INTRODUCTION



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00

Contents



Introduction



Contributory Factors



VISITING SOUTH AFRICA PUBLICATION



ABOUT CAPE ASIAN FACE
COMMUNICATIONS



Advertising





01

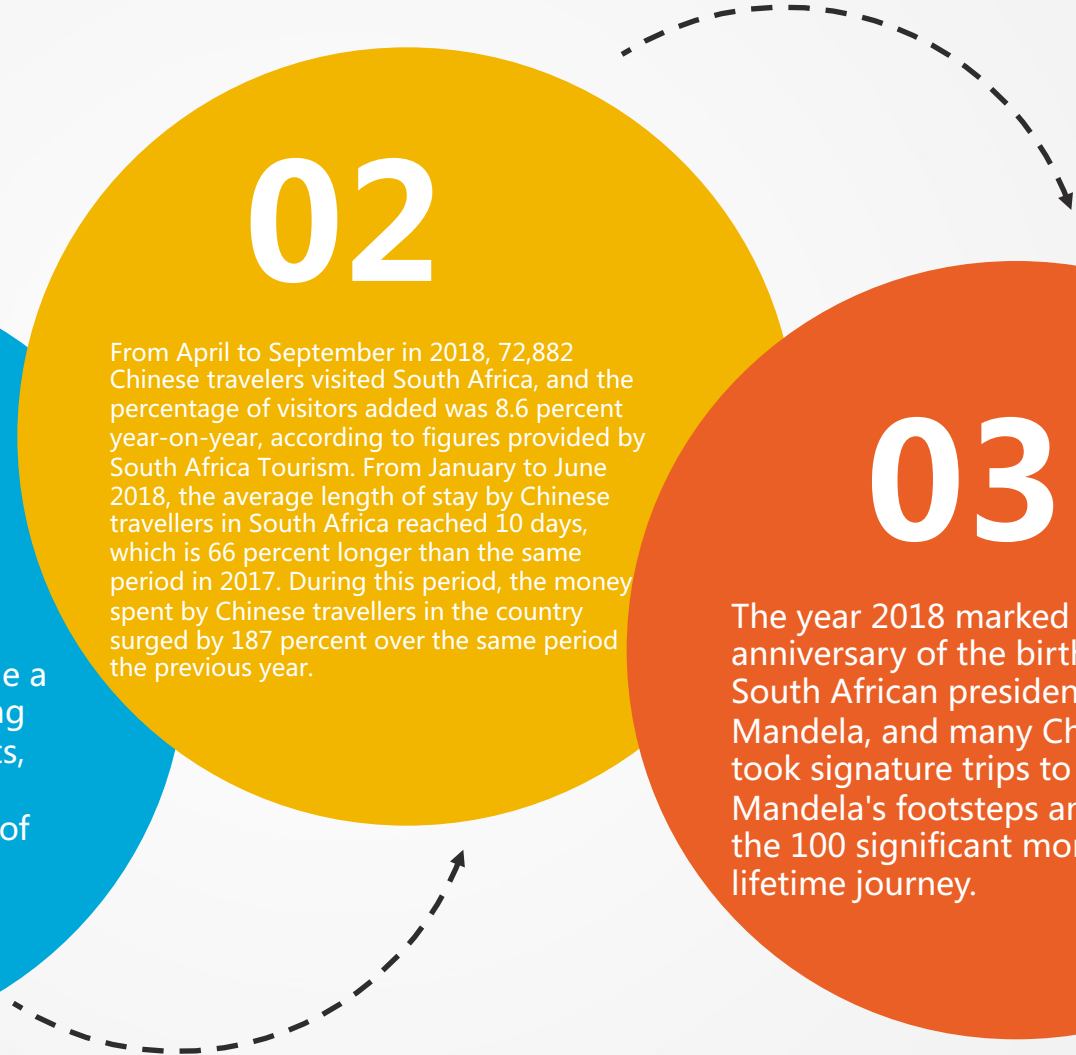
South Africa, along with other countries of Africa, has become a new popular overseas travelling destination for Chinese tourists, driven by their increasing spending power and demand of unique and in-depth travel experiences.

02

From April to September in 2018, 72,882 Chinese travelers visited South Africa, and the percentage of visitors added was 8.6 percent year-on-year, according to figures provided by South Africa Tourism. From January to June 2018, the average length of stay by Chinese travellers in South Africa reached 10 days, which is 66 percent longer than the same period in 2017. During this period, the money spent by Chinese travellers in the country surged by 187 percent over the same period the previous year.

03

The year 2018 marked the 100th anniversary of the birth of former South African president Nelson Mandela, and many Chinese travellers took signature trips to follow Mandela's footsteps and experience the 100 significant moments of his lifetime journey.





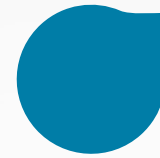
4

On the Chinese New Year celebratory dinner at the Time Square Sun Arena in Pretoria, on 5 February 2019, Tourism Minister Derek Hanekom announced that Chinese Ambassador Lin Songtian's vision was to increase the number of Chinese tourists to South Africa from 100 000 to half a million annually.

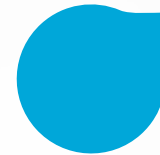
5

Hanekom told the media at the event: "There are 140million Chinese travelling abroad annually, but only 100000 came to South Africa last year. We need to make it easier for Chinese tourists to come here. We have just signed a visa simplification agreement with China and agreed to 10-year multiple entry visas. The goal is to have a five-day turnaround time, as well as to introduce an e-visa system in South Africa."

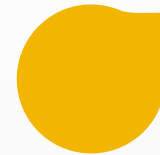
Integrity creates quality
Innovation leads the future



South Africa was officially granted Approved Destination Status (ADS) by China in 2002.



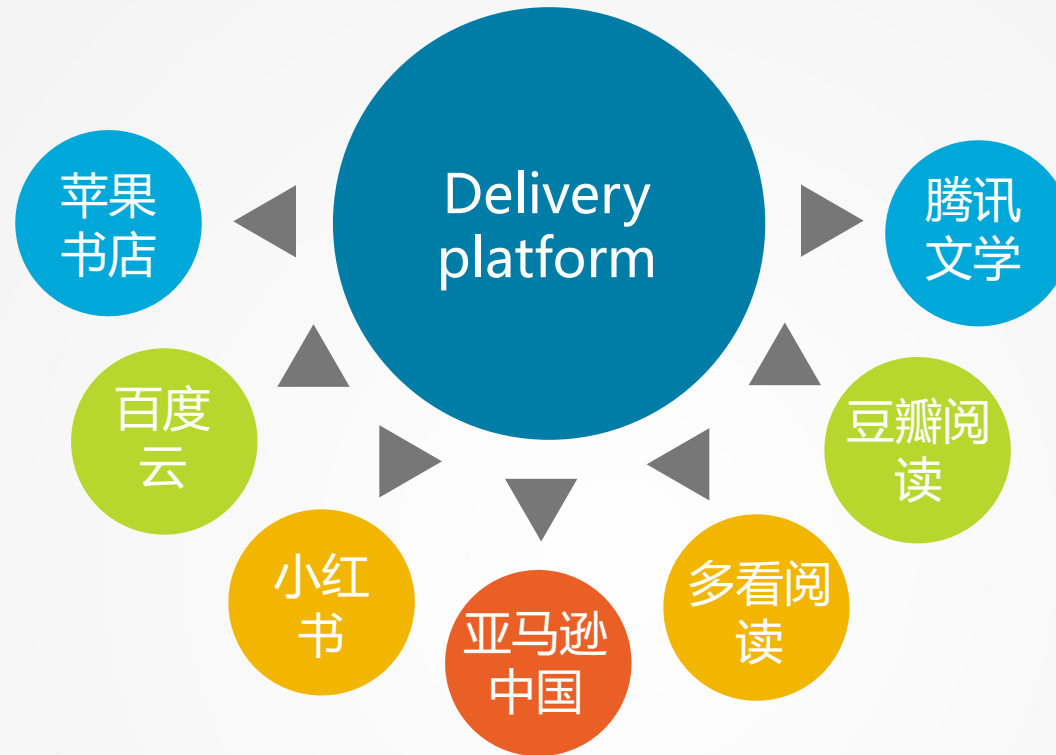
During 2010 SA Tourism has opened individual tourist visas for Chinese travelers and has co-operated with travel agencies to launch World Cup products, which created a very impressive outcome.



In 2012 South African Airline opened a direct line from Beijing to Johannesburg, reducing the flight time to 15hrs. Nowadays, apart from the South African Airline, other main airlines flying between Johannesburg and China are: Air China, Cathay Pacific Airlines, Dragonair, and Singapore Airlines. Non-stop flights from Johannesburg to China are now available.



In 2011 South Africa opened its visa center for Beijing and Shanghai, which rapidly improved the work efficiency of the tourist visa application process. Up till now, South Africa has opened additional 9 visa centers in the following cities which makes the total figure of visa centers 11: Chengdu, Chongqing, Kunming, Shenyang, Wuhan, Xi' an, Guangzhou, Hangzhou, Jinan.



In 2005, we published the first guide book for Chinese tourists and students who travel to South Africa, titled, “Visiting South Africa” . This book has grown in popularity amongst travel agencies and Tour Operators in China. The eleventh edition will be issued during this year with more updated information and interesting travel stories in it. New features will include:

Cover page design in folding layout. i.e. Front folded page No. 2,3; Cover page No.2.3 and bottom cover page

Map of South Africa

Enriched photographic content. (Amateur photographers are welcome)

Personal travel stories of tourists and local famous travel people who have many years of experience in the Asian Market of SA tourism. (travel picture attached)





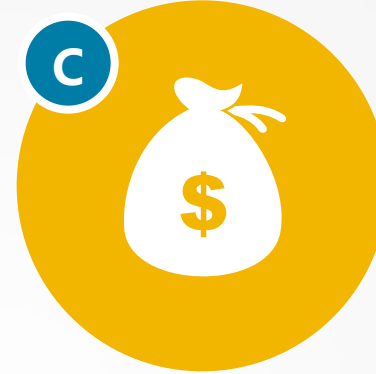
3.2

During 24-26 November 2011, CAFC has distributed over 5000 copies of the 6th edition on the South African Expo in China, at the Beijing Exhibition Center. The same applies to the Shanghai exhibition center.



3.3

Based on the past success, we are excited to present you with this fresh, interesting and commercially valued – “Visiting SA 2015-2016” .



3.4

Highlights of the eleventh edition: Celebrating the 70th anniversary of the founding of the People’ s Republic of China; Speech by the Tourism Minister inside the cover page; E-version will be distributed via

3.4

numerous Chinese e-book platforms to receive great attention by the readers. Those platforms include but is not limited to the international platforms such as ibook store China, kindle China and the following well-known Chinese sites:

<https://yuedu.baidu.com/>
<http://yuedu.163.com/>
<http://e.dangdang.com/>
<https://read.douban.com/>
<http://www.duokan.com/>



Cape Asian Face Communications was established in 2003 and is based in Cape Town, South Africa. The Company is a member of Cape Chamber and registered service provider in the provincial government database.

We specialize in improving and developing International cultural communication, business investment and cooperation. Our management team has an accumulated knowledge of over 18 years in Public Relation and television production in both local and international markets, such as P.R. China, Japan and Southeast Asia.



01

Planning, executing and cultural promulgation

02

Producing TV programs, filming productions and modeling agency

03

Managing Chinese cultural activities in South Africa and visits by Chinese delegations

04

Compiling and managing Chinese publications

05

Consultation service on business investment and cooperation

Our achievements

For details, please see separate attachment or check our company website: www.capeasian.com

We highly appreciate your time to read and consider our proposal.

David Bian Director



Size of Publication / Quantity

210mm X 130mm

Massive high quality pictures
60,000 Copies

DISTRIBUTION IN CHINA

This Book will be distributed for free
both printing and e-Book.

(Above cover design is for our 11th edition, the latest cover is on designing process, The new design will be a fresh and excited!)

WHERE IS IT DISTRIBUTED?

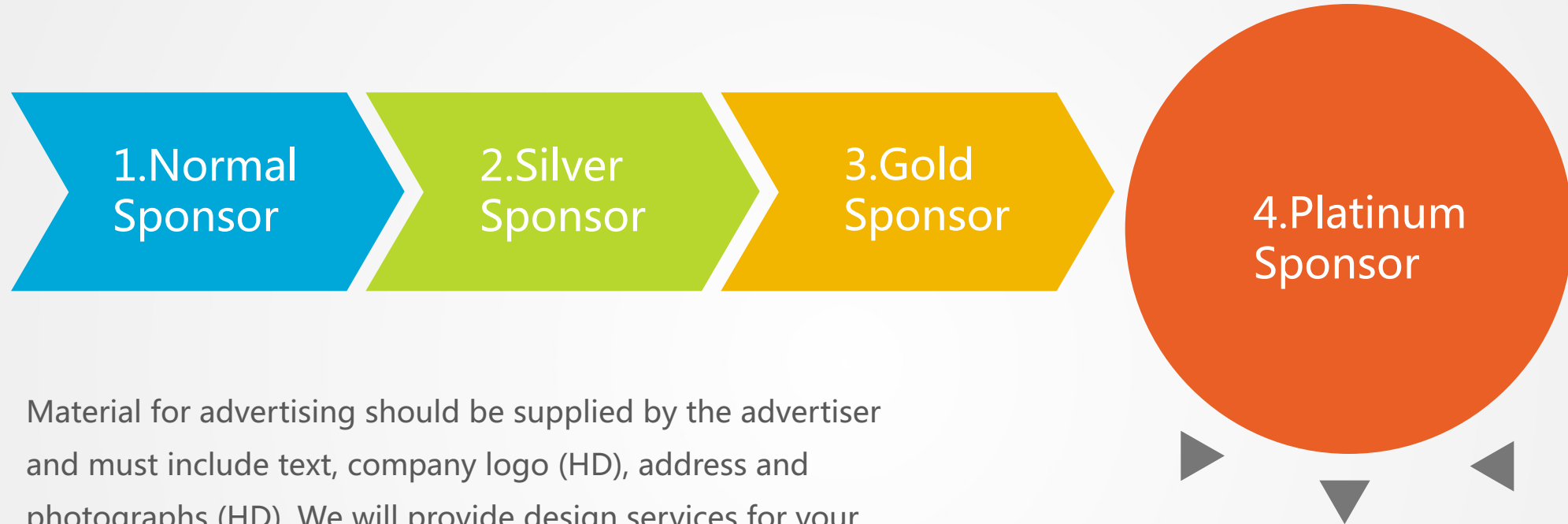
The book will be promoted at the International Tourism Festival in China.

The book will be distributed in tourism information centers, Travel Agencies, hotels, shopping malls, airports and with local tour operators as well. Annually copies are also sent to the South African Embassy, Consulate in China and South Africa Tourism Office in Beijing.

For the past 9 years the publication has been distributed in most of the popular tourism exhibitions in China, such as the annual South African Tourism Exhibition, and “International Tourism Expo in Kunming” and other South African Expos in China 2011.

The publication has been chosen by most of the travel agencies in Beijing, Shanghai, Kunming, Hangzhou, Guangzhou, and Chongqing as guide book for tourists who are coming to South Africa. Due to its popularity the demand for the book is growing from year to year.

Estimated Publishing Time : _____ 2020



Material for advertising should be supplied by the advertiser and must include text, company logo (HD), address and photographs (HD). We will provide design services for your advertisement with cost of R 4680 for each full page design; including free translation service (within 300 words). The final version will be approved by the advertiser before publishing. Should you not be able to provide a design layout, we will be willing to do the layout for you for which there will be a cost involved.

5.1在这里输入您的标题

•How does the sponsorship work?

- There are many advantages if you decide to be part of “*Visiting South Africa*”.
- By using this book, we provide a good opportunity to show your information to the general public and directly to the confirmed tourist.
-
- Sponsors will be divided into the following categories, depending on the value of your sponsorship and will be acknowledged accordingly. All the sponsors’
 - names and logos will be shown on our “Special Thanks” list in the
 - book.



1. Normal Sponsor

½ page brand promotion: (Free Layout design, translation service)

A sponsor to the value of **R7705+ Vat** (excl. agency fee)

- ✦ 105mmX130mm space for your artistic design advertising inside the book
- ✦ You will get **5** copies of “Visiting South Africa 2014-2015”

Full page advertisement: (Free translation service within 300 words)

A sponsor to the value of **R13,400 + Vat** (excl. agency fee)

- ✦ Full page (210mmX130mm space) for your artistic design advertising.
- ✦ You will get **5 copies** of “Visiting South Africa 2014-2015”
- ✦ **Company name will be on and logo will appear on special thanks list.**



2. Silver Sponsor

A sponsor to the value of R **30282** + vat (excl. agency fee) (*Free translation service*)

In return you will receive:

- ✧ One full page (210mmX130mm space) for your artistic design advertising inside the book
- ✧ One full page text introduction
- ✧ Your company name and logo will be included in our “Special Thanks” list in the book
- ✧ You will get **10 sample copies** of “Visiting South Africa 2014-2015”



3 Gold Sponsor

A sponsor to the value of **R 38,440 + vat** (excl. agency fee) (**Free translation service**)

In return you will receive:

- ✧ One full page (210mmX130mm space) for your artistic design advertising inside the book
- ✧ Two extra full pages (text or artwork)
- ✧ Your company name and logo will be included in our “Special Thanks” list in the book
- ✧ You will get **10 sample copies** of “Visiting South Africa 2014-2015”

4 Platinum Sponsor

A sponsor to the value of **R 46,080+ vat** (excl. agency fee) (**free translation service**)

In return you will receive:

- ✧ One full page (210mmX130mm space) for your artistic design advertising inside the book
- ✧ Two full pages in the central page of the book.
- ✧ Your company name and logo will be included in our “Special Thanks” list in the book
- ✧ **Your company logo will be shown on the cover page**
- ✧ You will get **30 sample copies** of “Visiting South Africa 2014-2015”

Visiting South Africa will be published in October this year. It will be also distributed to the people attended in the following events:

1. Cape Town Film Festival, October 2019
2. Annual Meeting of Silk Road Theatre Union, November 2019
3. South Africa, Department of Tourism Workshops in June 2020.





Important layout advertisement position and cost:

- ✚ Front folded page NO. 2: R 50400 (vat incl.)
- ✚ Front folded page NO. 3: R 50400 (vat incl.)
- ✚ Cover page NO. 2: R 50400 (vat incl.)
- ✚ Cover page NO. 3 (the last page): R 50400 (vat. Incl.)
- ✚ Bottom cover page: R 57600 (vat incl.)

Cape Asian Face Communications

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演示完毕
感谢聆听



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