



Brand South Africa

South Africa's competitive strengths to be highlighted ahead of the AU Summit

Johannesburg - Sunday 7 June 2015 - After successfully hosting WEF Africa 2015 in Cape Town from 3 - 5 June 2015, South Africa will host the 25th African Union (AU) Summit in Johannesburg from 7 - 15 June, 2015.

The AU Summit 2015 presents an opportunity for South Africa to showcase to the world a country that embodies the spirit of partnership, commitment to Africa's socio-economic development through Agenda 2063.

It is in this spirit that Brand South Africa, together with - the Department of International Relations and Cooperation, South African Tourism, the Gauteng Tourism Authority, Ekurhuleni Municipality, the National Research Foundation, as well the South African Nuclear Energy Corporation - will host carefully crafted media tours ahead of the Summit.

The objective of the tours are to profile a country with a rich history of diverse cultures, a land of possibility and opportunity, as well as a proud heritage that continues to shape South Africa's journey to a thriving democracy.

The media tours which commence on Sunday 7 - Tuesday 9 June, intend to position South Africa's developmental trajectory which is premised on the National Development Plan (NDP) - commonly referred to as Vision 2030.

Activities for the media tour have been designed to showcase key strengths that profile South Africa's competitive strengths including its culture, heritage, archeology, science, technology and innovation. The tours will also include a visit to inner city Johannesburg which will showcase how a nation's competitiveness is born from its cities.

Brand South Africa, together with the partners involved in the media tours aim to provide distinctive South African experiences that will highlight South Africa's increased competitiveness and improved reputation - domestically and internationally - are critical ensuring the successful implementation of Vision 2030.

Follow Team South Africa's media programme during the AU Summit 2015 #MeetSouthAfrica and #AUSummit.

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The programme for the media excursions include:

Re-urbanisation of inner city Johannesburg

Date	Sunday 7 June 2015
Time	09H30 - 15h00
Description	The tour will highlight the re-urbanisation of the Johannesburg CBD and include a tour to the Constitutional Hill



Mineral resources and palaeosciences

Date Monday 8 June 2015
Time 07h30 - 17h00
Description The tour will provide an opportunity to tour the National Research Foundation's Centers of Excellence which aims to research the continent's mineral and energy deposits, and paleoanthropological records. Participants will get the opportunity to view priceless fossils and a visit to the internally acclaimed Origins Centre.

Ekurhuleni Municipality Tour

Date Sunday 7, Monday 8, and Tuesday 9 June 2015
Time 09h00 - 15h00
Description Showcase one of Johannesburg's largest dynamic communities - tour will include visits to the Aviation Museum, the Chris Hani Memorial and OR Tambo Precinct.

Cradle of Humankind

Date Monday 8 and Tuesday 9 June 2015
Time 09h00 - 15h00
Description Showcase the archaeological discoveries, the tour will include a visit to the Sterkfontein Caves

Hartebeesthoek Radio Astronomy Observatory and Pelindaba

Date Monday 8 and Tuesday 9 June 2015
Time 09h00 - 15h00
Description The tour will provide an opportunity to visit the Radio Astronomy Observatory as well as the Nuclear Research Center (NECSA)

Kindly confirm your attendance and participation with Kelly Davids on kellyd@brandsouthafrica.com

Notes to the Editor

About Brand South Africa

Brand South Africa is the official marketing agency of South Africa, with a mandate to build the country's brand reputation, in order to improve its global competitiveness. Its aim is also to build pride and patriotism among South Africans, in order to contribute to social cohesion and nation brand ambassadorship.

For more information or to set up interviews, please contact:

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