



Inspiring new ways

04 June 2015

Welcome to South Africa!

A unique melting pot of diversity; a land filled with tales of forgiveness and triumph; a history marred by struggle; a young democracy working towards inspiring ways of fulfilling our hopeful and promising future. We trust that you will enjoy your time in our much loved and beautiful country.

Brand South Africa, in partnership with the Department of International Relations and Cooperation, South African Tourism, the Gauteng Tourism Authority, Ekurhuleni Municipality, the National Research Foundation and the South African Nuclear Energy Corporation, invites you to participate in a number of media engagements taking place on the margins of the 25th African Union Summit from Sunday, 7 June 2015, to Tuesday, 9 June 2015. This carefully crafted media itinerary involves a series of engagements to provide you with a deeper understanding of South Africa in a number of key areas.

Due to capacity constraints, only 50 journalists will be accommodated for each activity on each day. Should you wish to participate in this programme, please highlight the activity you wish to participate in, provide your details (at the bottom of the itinerary) and send the information to Ms Kelly Davids on kellyd@brandsouthafrica.com by Friday, 5 June 2015. Transportation has been arranged for each activity, the meeting place will be communicated on the receipt of your confirmation.

Should you require more information, please contact Ms Davids on kellyd@brandsouthafrica.com or +27 74 928 4285

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Itinerary

Sunday, 7 June 2015

Option 1 GTA 09h30-15h00	Option 2 EKR 09h00-15h00
<p>Re-urbanisation of inner city Johannesburg</p> <p>The City of Johannesburg is the largest in South Africa. The inner city of Johannesburg is currently undergoing dramatic transformation to resemble the urban melting pot of its culture. This tour will highlight the re-urbanisation of the Johannesburg CBD, and include a tour of Constitutional Hill.</p>	<p>Ekurhuleni Municipal Tour</p> <p>Ekurhuleni is one of Johannesburg's largest and most dynamic areas covering the entire East Rand. This tour includes a visit to the Aviation Museum, the Chris Hani Memorial and OR Tambo Cultural Precinct.</p>

Monday, 8 June 2015

Option 1 GTA 09h00-15h00	Option 2 EKR 09h00-15h00	Option 3 NRF 08h00-13h00	Option 4 NRF 07h30-17h00
<p>Cradle of Humankind</p> <p>South Africa is home to some of the most significant archeological and palaeontological discoveries. This tour will take you to the Sterkfontein Caves, the Presidential Footprint Project and some landmark paleontological discoveries. The tour will kick off with a visit to Liliesleaf where members of the MK high command were arrested.</p>	<p>Ekurhuleni Municipal Tour</p> <p>Ekurhuleni is one of Johannesburg's largest and most dynamic areas covering the entire East Rand. This tour includes a visit to the Aviation Museum, the Chris Hani Memorial and OR Tambo Cultural Precinct.</p>	<p>Hartebeesthoek Radio Astronomy Observatory</p> <p>Innovation, science and technology are key areas South Africa is focused on to achieve the National Development Plan goals. This tour will provide you with an opportunity to visit the Radio Astronomy Observatory and a briefing with a lead project manager from the SKA project.</p>	<p>Mineral resources and palaeosciences</p> <p>Recognising Africa's international geographic advantage in terms of both mineral resource wealth and palaeontological heritage, the Universities of Johannesburg and the Witwatersrand host two Department of Science and Technology (DST)/National Research Foundation (NRF) Centres of Excellence aimed at researching the continent's mineral and energy deposits and superlative palaeontological and palaeoanthropological records. This visit will include both centres where participants will have the opportunity to meet researchers and international students working on groundbreaking multidisciplinary projects across the continent aimed at understanding and developing Africa's geological and palaeontological resources. Included in the visit will be an opportunity to view priceless fossils, such as the Taung Skull and <i>Australopithecus sediba</i>, and to visit the internationally-acclaimed Origins Centre.</p>

Tuesday, 9 June 2015

Option 1 GTA 09h00-15h00	Option 2 EKR 09h00-15h00	Option 3 NRF 08h00-15h00	Option 4 SAT 09h30-15h30
<p>Cradle of human kind</p> <p>South Africa is home to some of the most significant archeological and palaeontological discoveries. This tour will take you to the Sterkfontein Caves, the Presidential Footprint Project and some landmark paleontological discoveries. The tour will kick off with a visit to Lilliesleaf where members of the MK high command were arrested.</p>	<p>Ekurhuleni Municipal Tour</p> <p>Ekurhuleni is one of Johannesburg's largest and most dynamic areas covering the entire East Rand. This tour includes a visit to the Aviation Museum, the Chris Hani Memorial and OR Tambo Cultural Precinct.</p>	<p>Hartebeesthoek Radio Astronomy Observatory & Pelindaba</p> <p>Innovation & Science and Technology are key areas South Africa is focused on to achieve the National Development Goals. This tour will provide This tour will provide you with an opportunity to visit the Radio Astronomy Observatory and a briefing with a lead project manager from the SKA project, before visiting South Africa's main nuclear research Center NECSA.</p> <p>NECSA, a nuclear cutting edge technology facility, ranked as one of the world's top three nuclear medicine suppliers and an exporter of fluorine-based products to over twenty six countries. Necsa is the only manufacturing entity in Africa that has ASME III Nuclear Certification. It is currently celebrating 50 years of impeccable safety, research and production by the SAFARI-1 reactor. As the South African custodian of nuclear, Necsa has a state-of-the art Visitor's Centre that is always open for the members of the public to learn more about the exciting work it does.</p>	<p>City of Johannesburg: Madiba's Journey</p> <p>The City of Johannesburg is the largest in South Africa. Some of the most historically significant events have taken place in the streets of Johannesburg. This tour will take you to visit the only street to be home to two Nobel Laureates and the Apartheid Museum.</p>

Indemnity

I, _____ (full name), in consideration of having agreed to participate in the various activities arranged by Brand South Africa and partners, where relevant, hereby:

1. **Consent** to being transported to and from the said activities by means of transport made available by Brand South Africa for that purpose; and
2. **Agree** to the condition that, while every precaution will be taken for my safety and welfare of and for the care of my possessions, I will keep Brand SA, partners and all employees of Brand SA and partners indemnified and hold Brand SA and partners blameless against all loss or damage, from any cause arising, which I may sustain as a result of having agreed to participate in the various activities arranged by Brand SA and partners.

Signed: _____

Witnesses: _____

Name: _____

Surname: _____

Organisation: _____

Contact number: _____

E-mail address: _____