



CAPE WINELANDS DISTRICT

MUNICIPALITY • MUNISIPALITEIT • UMASIPALA

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Alle korrespondensie moet aan die Munisipale Bestuurder gerig word/

All correspondence to be addressed to the Municipal Manager/Yonke imbalelwano mayithunyelwe kuMlawuli kaMasipala

08 August 2022

Municipal Manager
Mr. D McThomas
BREEDE VALLEY MUNICIPALITY

Dear Mr. D McThomas

RE: AN INVITATION TO THE BREEDE VALLEY MUNICIPALITY TO ATTEND THE NAMIBIA TOURISM EXPO (3 TO 5 NOVEMBER 2022) WITH THE CAPE WINELANDS DISTRICT MUNICIPALITY (CWD) AND PRODUCT OWNERS OF THE DISTRICT

1. The Cape Winelands Regional Socio-Economic Development Strategy (CW RSEDs) in its Trade Investment Action Plan explains the need for and the importance of marketing the Cape Winelands as a premier investment destination.
2. The key driver for the CW RSEDs is the promotion of business innovation and diversification. It is understood that the most successful businesses continually strive to improve on their products and services and continually search for new markets for their products and services. It is important for governments to recognise this business creativity and support business innovation.
3. It is therefore crucial that municipalities support services to promote diversification (when businesses develop new markets) and innovation (when businesses design new products/services).
4. These trade shows provide a platform for businesses in a specific industry to showcase, market and demonstrate their products, services and examine market trends and opportunities. This creates brand recognition of Cape Winelands products and services both domestically and internationally; and provides opportunities for generating additional revenue for businesses and thus expanding the District's tax base.
5. A platform is also created for businesses to present and display a selection of their products and services with key advantages such as customer and business contacts, launching of products and services and marketing communication which can raise the profile of the business brands for the duration of the exhibition.

6. The Cape Winelands District Municipality hereby extends an invitation to the Breede Valley Municipality to attend the Namibia Tourism Expo which will be held from 3 to 5 November 2022 at the SKW Sport Fields Windhoek, Namibia with the Cape Winelands District Municipality.
7. The Cape Winelands District Municipality will fund the exhibition space and the courier of the marketing materials and therefore the Breede Valley Municipality will only be responsible for the costs pertaining to Flights, Car hire, Accommodation and Travel and Subsistence Allowances for its delegation.

Yours sincerely

A handwritten signature in black ink, appearing to be 'HF Prins', written in a cursive style.

HF Prins
MUNICIPAL MANAGER