



CELEBRATING ENTREPRENEURIAL SPIRIT

“Whether you think you can or you can’t... You’re right” – Henry Ford

ENTREPRENEURS GET THE INSIDE TRACK AT BUSINESS OPPORTUNITIES & FRANCHISE EXPO 2010

In a display of South Africa’s trademark entrepreneurial flair, more than 9 000 enthusiastic entrepreneurs, and business-minded visitors attended the recent Business Opportunities & Franchise Expo, at Johannesburg’s Coca-Cola dome.

This successful attendance once again reflected South Africa’s inherent enterprising spirit and reinforced the expo’s position as the country’s signature entrepreneur, franchise and business opportunities event.

Presented by Thebe Exhibitions and Projects and The Eskom Foundation, the expo has fast garnered a reputation as South Africa’s premier event for existing and aspiring entrepreneurs, showcasing credible business opportunities, franchising options and valuable business investment prospects.

Expo delivers strong ROI for exhibitors

Aside from the bigger venue, exhibitors were impressed with the expo’s organisation, visitor attendance, and networking and sales lead generation opportunities. “The expo provided good exposure for our brand and we achieved the ultimate objective in finding franchisees for Johannesburg,” said Craig Simpson of Gloria Jeans Coffees SA.

Alan Reeves, director of DIY Depot, agreed, saying: “Well done to the organisers on a well-run show. We had many leads and the general feedback from everyone on the show was extremely positive with regard to the venue and the management thereof. I look forward to the next one.”

Similarly, C. Thamsanqa Maqubela, executive chairman of Qhubela Holdings, said the company was “inundated with calls and follow ups from prospective clients” after the show, which he described as “vibrant and busy”.

“The assortment of exhibitors was excellent and created interest for the visitors, whether you were considering starting a new business or looking to grow, there was something for everyone and lots of surprises round each corner. What delighted us the most was the number of leads the Eskom Business Investment Competition finalists received over the four days and we will be looking forward to seeing their businesses grow over the next few months,” says Haylene Liberty, CEO of the Eskom Foundation.

Each year the Eskom Foundation hosts its Business Investment Competition, which rewards successful small enterprises in the agriculture, manufacturing and trade/services sectors. This year the competition finalists were given the opportunity to exhibit as part of the expo, with each of them taking advantage of the chance to network and build their customer databases, and many securing valuable contracts as a result.



NATIONAL ACCOMMODATION AWARDS

It has been announced that a total of 226 semi-finalists in 36 categories have been announced, in the 2011 AA Travel Guides American Express Accommodation Awards programme. These include guest houses, bed & breakfasts, self-catering apartments, game lodges and various types of hotels.

Now in its eighteenth year, this awards programme is the only established mechanism for consumers to voice their opinion about the quality of tourist accommodation in South Africa.

More than 41 000 consumers commented on approximately 1 100 AA Quality Assured or star graded establishments across the country this year, either electronically or by completing guest critique forms. Their observations included aspects such as service levels, the quality of facilities, cleanliness, ambience and food.

According to programme convener, Vanessa Sand, all information received from guests, whether positive or negative is sent back to participating establishments. “This assists owners or managers to improve certain aspects of their operations or to maintain existing high standards. The awards programme is therefore a very effective tool to respond to the needs of consumers and gives establishments a definite marketing edge,” she explains. High scoring establishments were examined carefully and visited by qualified and experienced assessors to verify that the scores were justified.

The full list of the semi-finalists is available on:

www.accommodationawards.co.za. Finalists will be announced later, while the winners in their various categories will be announced at the AA Travel Guides American Express Accommodation Awards gala ceremony, hosted during the tourism Indaba in Durban on 8 May.

The awards programme is supported by American Express Card, Sealy, BnB Sure and Avis. For more information contact Vanessa Weltman on +27 (0)11 713 2000 or e-mail vweltman@aatravel.co.za.

SURREY COMMON A STAND AWARD WINNER @ MEETINGS AFRICA 2011

Surrey Common, a division of Expovent Evolutions South Africa, won a stand award at this year’s Meetings Africa for their “Blank Canvas” concept.

Surrey Common offers seven themed meeting rooms. These include the Executive Boardroom, Pop Art Studio, Into Africa, The Lounge, The Library, Meet-in-the-Kitchen, and the Ultramodern Boardroom. Its outdoor event areas, the courtyard, a pool terrace, pool deck and lapa deck, as well as a stage terrace, garden terrace and a picnic garden, have played host to some spectacular happenings. These vast open spaces are like a **blank canvas** where the event will be designed around the client’s needs.

From an event management and service excellence perspective Surrey Common is a definitive venue of choice given its flexibility and the team’s keen ability to tailor services to clients’ exact requirements.





CHANGE YOUR PERSPECTIVE

“Insanity: Doing the same thing over and over again and expecting different results” – Albert Einstein

WHY ON EARTH WOULD I WANT TO VISIT MIDRAND, SOUTH AFRICA?

Article written by Al Karaki

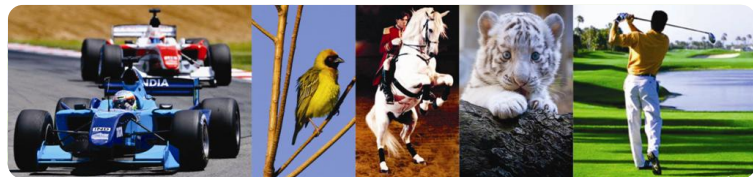
About the author: Al Karaki is the former eBusiness Manager at SA Tourism and an accredited Tourism Business Consultant with the UNWTO – United Nations World Tourism Organisation as well as many other international tourism marketing agencies; karaki@gmail.com

A colleague of mine from Cape Town called up last week and said that he had to come to Jhb for business and set aside a couple of days extra to look around since it was his first visit to Gauteng.

So he asked “So what happens in Midrand – why should I come there?”. I started organising my thoughts around attractions and things to do and said “Well, we have the Kyalami Race Track (but the week he was coming up, there were no events scheduled anyway), Gallagher Estate (but who wants to see a conference centre?), a Bird Sanctuary, the Lippizzaners and Lowry Park Zoo (he’s not a wildlife kinda guy).

“What about nightlife? Sports – a dam perhaps?” – “We have a couple of golf courses” I replied.

“Hmmm” was the only response I got...



So the penny dropped and I had to ask myself – what do we have in Midrand?

Location, location and only location was all that my little piece of brain which handles tourism marketing thoughts could come up with...unless of course, we could somehow market traffic congestion and daily life disruptions to tourists?

It reminds me of my dealings with one of the provincial tourism authorities a while ago. Presenting to all of the senior tourism officials from all over the province and standing there (all by myself) with the opening slide – **“There is nothing here – deal with it”**.

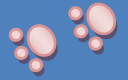
I had spent the previous week wondering if they would shoot me and then throw me out or throw me out and then shoot me (so I wouldn’t stain the board room carpet).

I received stunned silence – very uncomfortable if you are the only one standing there and it got so bad that I had to make a quick decision to move on quickly rather than wait for somebody to say something.

Second slide – **“ADAPT or DIE”** (self explanatory but more silence – I was getting hammered here)...hit the next button quickly...



Continuance.....



Third slide:

“Become a family friendly event driven destination”

Grappling with thinking about Midrand attractions and draw cards brought me to remember this uncomfortable presentation and the more I think about it, the more I feel it has relevance for Midrand.

From where I sit, Midrand’s primary business development activity should be:

Providing accommodation and facilities for the visitors who come to visit Midrand based companies such as Vodacom, UNISA, Siemens, Neotel, Gautrain, vehicle companies like VW, pharmaceutical companies such as Adcock Ingram and so on.

And Midrand’s marketing activity could be geared towards events:

Gallaghers has lots (conferences, exhibitions, etc), Kyalami has a few and when there are gaps in the event calendar, we should create our own – Mardi Gras, a Midrand Marathon, the Midrand version of the Kentucky Derby or my personal favorite would be the establishment of the Midrand Rodeo.

So in the end, my friend decided to come and spend 4 nights here instead of Sandton because he said Midrand is conveniently located and is the central point of the Gauteng Province – he could get around to wherever he needed fairly easily.

Oh, and the province that I presented to? Well, they didn’t shoot me and decided to adopt the strategy... with the result being the highest continual numbers of visitors to the province.





KNOWLEDGE IS POWER

"I have not failed. I've just found 10,000 ways that won't work" - Thomas Edison

TEP WORKSHOP A ROARING SUCCESS

Article by Maranda Pieterse, Surrey Common

TOURISM ENTERPRISE PARTNERSHIP

Step up to your potential

The first of many **FREE** Tourism Enterprise Programme (TEP) Workshops was held at Surrey Common earlier this year. Those who attended the "Putting the Customer First" workshop said they certainly benefitted from the course and greatly enjoyed the day.

The course covered the following topics:

- ✓ What is customer service
- ✓ What is the customer first standard; customer relationship, market awareness and people standards
- ✓ What are customer service standards
- ✓ How to design, implement and maintain customer service standards

TEP's vision is to assist Small Tourism Businesses (STBs) around South Africa to become internationally competitive. TEP has a step by step programme which takes small tourism businesses through a review of their product or service, their skills levels and requirements, and finally their marketing and market access needs. At each stage of the process, TEP has a number of programmes to help the small business to grow and develop itself.

TEP workshops are proudly brought to you by **Midrand Tourism** - free of charge. All participants who complete a training course will receive a TEP approved certificate.

Look out for the next TEP Workshop – 5 May, Product Development Toolkit

TEP has developed 10 useful Toolkits designed to guide SMMEs (Small Medium and Micro Enterprises) in the right direction in relation to key and relevant topics in the Tourism sector.



18th – 21st April

Green Office Week

Reduce, Reuse and Recycle...
www.greenofficeweek.co.za

22nd April

Earth Day

www.earthday.org



21st April – 27th April

Nissan Easter Festival

Kyalami Equestrian Park
1 Dahlia Road Kyalami

Fun for the whole family - heaps of entertainment and activities.

Kiddies fun fair, camel & pony rides, dog and cat shows, equestrian events, with the highlights being the Inter-Africa Cup and the SA Outdoor Grand Prix. Test drive one of the Nissan vehicles, and stand a chance to win R10 000.

Tel: 011 702 1657
E-mail: admin@ghsinfo.co.za



21st April

Lusito Land Festival

Pioneers Park, Wemmer Pan
Cnr 11th & Turf Rd La Rochelle
Pioneers Park Wemmer Pan

Upcoming Public Holidays

22 April	Good Friday (Friday before Easter Sunday)
25 April	Family Day (Monday after Easter Sunday)
27 April	Freedom Day
1 May	Workers Day
2 May	Public holiday (above mentioned falls on a Sunday)
18 May	Public holiday (election day)



MIDRAND TOURISM 2011

“A leader is one who knows the way, goes the way, and shows the way” – John C. Maxwell

MANCO MEMBERS

Management Committee

In keeping with the official national policy that tourism should be government led, business driven and community based - and with Midrand identified as one of the eight tourism nodes in the Johannesburg area - Midrand Tourism (MT) was established under the auspices of the Midrand Chamber of Commerce and Industry (MCCI) in November 2004.

The Association operates with the primary objective of promoting high standards of quality and service within all travel and tourism related sectors of industry in Midrand and its surrounding areas. By utilising the contacts, resources and voice of the Chamber to create opportunity for empowerment, MT seeks to promote the collective interests of its members - and the area in general - to domestic and foreign tourism markets.



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Gallagher
Convention Centre

Vise-chair



Marlene Haig
Bytes
Conference Centre

Secretary



Wendy Sandilands
Bytes
Conference Centre



Ex Officio Members



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JCCI



Annette Deppe
Ward 93,
City of Johannesburg



Evelyn Osmond
A Little Paradise
Guest House



Maranda Pieterse
Surrey Common



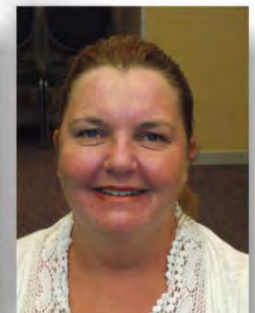
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Moya Events



Jenny Howard
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“Genius is 1% inspiration, and 99% perspiration” - Thomas Edison

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