



CITY OF CAPE TOWN  
ISIXEKO SASEKAPA  
STAD KAAPSTAD

COMPLIANCE AND AUXILIARY SERVICES  
EXECUTIVE SUPPORT

Deirdre Daniels  
Executive Committee Services

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DATE 27 May 2015  
To The Executive Mayor  
P de Lille

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ITEM 05/27/05/15

Dear Madam Mayor,

**Attached** undermentioned Feedback Trip Report is submitted to you for noting:

**FEEDBACK ON THE INTERNATIONAL TRIP UNDERTAKEN FROM 23-25 APRIL 2015 TO  
ATTEND THE GLOBAL EXHIBITION OF SERVICES IN NEW DELHI, INDIA**

*DDaniels*

pp Mrs Rehana Razack  
Manager: Executive Committee Services  
Office of the Executive Director: Compliance and Auxiliary Services



## REPORT TO THE EXECUTIVE MAYOR

### 1. ITEM NUMBER

### 2. SUBJECT

FEEDBACK ON THE INTERNATIONAL TRIP UNDERTAKEN FROM 23 – 25 APRIL 2015 TO ATTEND THE GLOBAL EXHIBITION OF SERVICES IN NEW DELHI, INDIA

### ONDERWERP

TERUGVOERING OOR DIE INTERNASIONALE REIS VAN 23 – 25 APRIL 2015 VIR DIE BYWONING VAN DIE GLOBALE UITSTALLING VAN DIENSTE IN NIEU-DELHI, INDIë

### ISIHLOKO

INGXELO EMALUNGA NOHAMBO OLUYA PHESHEYA OLUTHATYATHWE UKUSUKA NGOMHLA WAMA-23 UKUYA KOWAMA-25 EPRELI 2015, LOKUZIMASA UMBONISO WEENKONZO KAZWELONKE E-NEW DELHI, INDIA

### 3. EVENT SUMMARY

EVENT DETAILS	
CONFERENCE/SEMINAR	Global Exhibition on Services – GES INDIA
OTHER	The Executive Mayor was officially invited to attend the inaugural GES INDIA event in Delhi, India. Since the GES INDIA included GET India, Global Exhibition on Tourism Indian, the Mayor nominated the Executive Director Tourism, Events and Economic Development to represent her office in the conference and exhibition.
DATE	23 – 25 April 2015
VENUE	Pragati Maidan
CITY	New Delhi
COUNTRY	INDIA

**ATTENDEE DETAILS**

NAME AND SURNAME	DESIGNATION
Anton Groenewald	EXECUTIVE DIRECTOR: TOURISM, EVENTS & ECONOMIC DEVELOPMENT
<b>PROVIDE SUMMARY OF HOST ORGANISATION / CITY</b>	
<p>The Confederation of Indian Industry, the Services Export Promotion Council and the Union Government of India, Departments of Commerce and Industry and Tourism acted as the host organisations.</p> <p>The city delegate was particularly hosted by FAITH – Federation of Associations in Indian Tourism and Hospitality. It is a Federation of 10 national associations of the various components of the Tourism Industry in India. FAITH is the primary body tasked with promoting both inbound and outbound tourism in India. It has stipulated that its target is to double the number of International Inbound Tourists from 10 million to 20 million over the next 5 years and to increase the number of domestic tourists from 100 million to 150 million over the same period. The host organisation invited 182 delegates, buyers, international travel and tourism media and key governments and speakers from 40 countries to help share their expectations and experiences to provide feedback and commentary to FAITH to assist it in its growth and development strategy.</p>	

**4. OBJECTIVE**

The City of Cape Town was identified as a thought leader in Tourism in Africa and was invited to participate in the exhibition and conference at FAITH. However the lateness of the invitation meant that only participation in the conference was possible. It is important to note that the Indian government participated at both the Africa Travel Week (World Travel Market Africa at the CTICC) and the We Are Africa exhibition at the Cape Town Stadium. It was on the basis of the City's commitment to growing Tourism and Investment that the City was invited, by the permanent secretary Dr. Lalit Panwar who visited the Mayor while the exhibition was taking place in Cape Town. The Executive Mayor singled out the Indian stand for her visit to the Africa Travel Week and met with the Indian delegation on their stand.

The secondary objective to attending the GET India conference and exhibition was to make a determination as to whether Cape Town and Cape Town Tourism participates in next year's GET India exhibition.

The third objective was to reinforce the importance of Indian outbound tourism to Cape Town. Cape Town has experienced double digit growth, admittedly off a low base and has bypassed Durban as the traditional tourism destination for outbound Indians. This is largely ascribed to the predominance of a number of Indian films and TV series being filmed in Cape Town.

**5. OUTCOMES**

The Indian government at the state level wishes to engage with the City on its Tourism Strategies for growth and development. The Indian Tourism industry wishes to engage with the Cape Town Tourism industry stakeholders for information sharing and for guidance and support on how to gear up for growth and address key customer demands. And finally the intention is to accelerate the growth of both inbound and outbound tourism with Cape Town and Cape Town Tourism. Since local government in India do not have a tourism mandate, the city's engagements would have to be via the state governments of Delhi and Mumbai. The primary reason for these two cities is that they have the largest concentrations of middle and high middle income households. Indian tourism growth sectors have been identified as Cruise lines, Adventure, Medical, Wellness, Film and MICE.

- ☐ - Partnership Agreement
- ☐ - Membership Agreement
- ☐ - Grants Agreement
- ☐ - Memorandum of Understanding
- ☒ - Statement of Intent
- ☒ - Other

## 6. ACTIONS REQUIRED

There are a number of actions required.

1. The City of Cape Town or Cape Town Tourism should have a delegation of at least 2 persons to attend GET India 2016 – dates will be confirmed in due course.
2. A joint conference of Indian Tourism with Cape Town Tourism and all industry stakeholders should engage with senior members of the Tourism Industry from India to help foster and develop Indian bilateral relations. The following persons that engaged with the City Delegate are best placed to provide unique insights into working with the Indian Tourism Industry.
  - Permanent Secretary: Dr Lalit Panwar or
  - Deputy Director General – Government of India - Mr Arun Srivastava
  - The Chairman of FAITH, Mr Subhash Verma,
  - The Chairman of Neemrana Hotels Mr Aman Nath
  - Director for Village Ways Partnership Ms Manisha Pande
  - CEO/Founder Yogamagic hotels – Mr Phil Dane

## 7. IMPLICATIONS

7.1	Constitutional and Policy Implications	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>
7.2	Environmental Implications	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>
7.3	Financial Implications	No <input type="checkbox"/>	Yes <input checked="" type="checkbox"/>
7.4	Legal Implications	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>
7.5	Staff Implications	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>
7.6	Risk Implications	No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>

## 8. OTHER SERVICES CONSULTED

Office of the Executive Mayor

## 9. RECOMMENDATIONS

### RECOMMENDED that:

- a) It is recommended that it be noted that Cape Town Tourism be engaged to manage the proceedings for a future Indian Tourism bilateral engagement between leading individuals from India and the broader Cape Town Tourism Industry.

### AANBEVEEL dat:

- a) Daar word aanbeveel dat daar kennis geneem word dat Kaapstad Toerisme betrek sal word om die verrigtinge te behartig van toekomstige bilaterale betrokkenheid wat Indiese toerisme betref, tussen toonaangewende individue van Indië en die breër Kaapstadse toerisme-industrie.

### KUNDULULWE ukuba:

- a) Kundululwe ukuba makuqatshelwe ukuba abezoKhenketho eKapa bathatha inxaxheba kulawulo lwentsebenziswano ezakubakho nabezoKhenketho e-India phakathi kweenkokheli eziphuma e-India kunye nabezoShishino lwezoKhenketho eKapa ngokubanzi.

## 10. GENERAL DISCUSSION

It is important to note that the following countries exhibited and had large government and business delegations. This is extraordinary given that SA, holds preferential agreements for bilateral trade and tourism and the fact that India and SA participate in the BRICS association.

### **Rest of the World**

- Germany, Hong Kong, Ireland, Singapore, Switzerland, Vietnam, Nepal, Spain, Chile, Peru, Thailand, Australia (45 members of the Australian delegation included the Minister of Trade and Industry), China (led by the Chairman of the Chinese Chamber of Commerce and Industry);
- Azerbaijan, Bahrain (led by the Chairman of the Board of Commerce and Industry) Bangladesh (led by the Minister of ICT) Bhutan, Brazil (led by the President of the Brazilian Chamber of Commerce and Industry), Malaysia, Mexico, Pakistan, Russia, Saudi Arabia, South Korea, Turkey, UK, USA, Uzbekistan.

### **Africa**


- Egypt (led by the Minister in the office of the President), Kenya, Ethiopia, Ivory Coast, Malawi, Mozambique, Nigeria, Senegal, Tunisia, Sudan, Tanzania, Zambia.

### **The following conference sessions were attended:**

- **Session 1:** Strengths and Opportunities between India, Gulf States, Middle East, West Asia and North Africa – Chaired by Joint Secretary of Union Government of India for Commerce and Industry– Mr BS Bhalla
- **Session 2:** Tourism Roundtable – The wonder that is India – chaired by Minister of the Union Government of India for Tourism and Culture, Minister of State for Civil Aviation – Dr. Mahesh Sharma
- **Session 3:** Holistic Growth to enhance Tourism – chaired by Mr Subhash Verma – Honorary Secretary FAITH

- **Session 4:** Opportunities for Cooperation – Chaired by Mr Sumit Mazumder – Chairman of the Confederation of Indian Industry
- **Session 5:** Culture – The wonder glue that binds India – Chaired by Mr Nakul Anand – Chairman – National Committee of Tourism - CII

**FOR FURTHER DETAILS CONTACT:**

<b>NAME</b>	Anton Groenewald
<b>CONTACT NUMBERS</b>	(021) 400 3295
<b>E-MAIL ADDRESS</b>	Anton.Groenewald@capetown.gov.za
<b>DIRECTORATE</b>	Tourism, Events and Economic Development
<b>FILE REF NO</b>	
<b>SIGNATURE</b>	



**EXECUTIVE DIRECTOR: TOURISM, EVENTS  
AND ECONOMIC DEVELOPMENT**

Comment:

NAME ANTON GROENEWALD

DATE 15 MAY 2015



**MANAGER INTERNATIONAL RELATIONS**  
Denver van Schalkwyk

Comment:

DATE

18/05/2015

A.G. Dm

1 CITY MANAGER  
ACHMAT EBRAHIM

DATE

21.5.15

☐ SUPPORTED FOR ONWARD SUBMISSION TO  
MAYOR ☐ / MAYCO ☐ / COUNCIL ☐

☐ NOT SUPPORTED

☐ REFERRED BACK

COMMENT:

NOTED

LEGAL COMPLIANCE

☒ REPORT COMPLIANT WITH THE PROVISIONS OF  
COUNCIL'S DELEGATIONS, POLICIES, BY-LAWS  
AND ALL LEGISLATION RELATING TO THE MATTER  
UNDER CONSIDERATION.

☐ NON-COMPLIANT

Comment:

NAME

Mhic Wile

TEL

2021 600155

DATE

20/8/2015

COMMENT:

(Acting) MAYORAL COMMITTEE MEMBER: TOURISM,  
EVENTS AND ECONOMIC DEVELOPMENT

NAME

GARRETH BLOOR Xantheci Limberg

DATE

26/05/2015

EXECUTIVE DIRECTOR: COMPLIANCE &  
AUXILIARY SERVICES

GERHARD RAS

☐ SUPPORTED FOR ONWARD SUBMISSION

☐ NOT SUPPORTED

☐ REFERRED BACK

COMMENT:

DATE

*P. de Lille.*

EXECUTIVE MAYOR

PATRICIA DE LILLE

☐ SUPPORTED FOR ONWARD SUBMISSION TO  
MAYCO ☐ / COUNCIL ☐

☐ PC RECOMMENDATION

☐ RECOMMENDATION AS CONTAINED IN  
ORIGINAL REPORT

☐ ALTERNATIVE RECOMMENDATION TO BE  
REFLECTED BELOW

☐ APPROVED I.T.O. DELEGATED AUTHORITY

☒ NOTED

☐ REFUSED

☐ REFERRED BACK

DATE

*4.6.2015*