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## DIRECTORATE: CORPORATE COMMUNICATION & ICT

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### PRESS

### STATEMENT

**17 May 2017**

### **Mrs Africa beauty pageant to remain North West International event**

North West MEC for Tourism Mrs Desbo Mohono welcomed the decision by the organizers of the Mrs Africa Beauty pageant to make the province a home for the event. MEC Mohono was speaking during the media launch of Africa pageant in Durban on Wednesday as part of her Tourism Indaba programme.

According to MEC Mohono the provincial government, has set itself a target that by 2030, the North west provincial economy should be the second biggest in the country, and should be the third most visited destination, in the country by the domestic, regional and international markets. She said that the province should be associated with events of this magnitude.

“We are hoping to create viable marketing platforms to showcase our beautiful destination. We also trust that the strong social upliftment agenda that is one of the characteristics of this pageant, will give practical expression to our intention as the provincial government to fight the scourge of poverty and bringing economic relief to our people. We are equally delighted at the opportunity that this event is going to afford,

of showcasing our beautiful province to the rest of our brothers and sisters in the continent,” said Mohono.

The chairperson of the Mrs Africa pageant Janet Potgieter confirmed Buffelspoort resorts outside Rustenburg as the home of the life changing event to ordinary women of the continent. She said that the pageant is mainly aimed at turning ordinary women into beauty queens with the main objective of turning them into social development agents. She said that they will mainly be focusing on community development through their community work.

The CEO of the North West Tourism Board Loselo Segwe shared MEC Mohono’s sentiment adding that the events of this magnitude come with many spin-offs to the tourism industry and its value chain. “The North West Tourism Board is excited about being host to the Mrs Africa pageant as events assist with drawing feet to the Province, and thus have an impact in the provincial tourism statistics and economy”, he said.

The media launch took place just a stone throw from the Dr Albert Luthuli International Convention Center, where the department and its Board are currently promoting and showcasing a variety of its provincial tourism products.

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