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## DIRECTORATE: CORPORATE COMMUNICATION& ICT

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### Media Advisory

13 September 2017

### Department to host the Provincial Tourism Trade and Investment Lekgotla and the Lilizela Tourism Awards.

In order to provide a platform for various stakeholders to deliberate on strategic issues pertaining to tourism investment and trade issues, the North West Department of Tourism will host the **Provincial Tourism Trade and Investment Lekgotla** which will be held under the theme “**Towards an integrated, vibrant and inclusive provincial tourism economy**”.

The purpose of the lekgotla is to create a dialogue between various stakeholders through an integrated approach to enhance tourism investment in the province and promote trade amongst businesses.

The following objectives are set:

- To showcasing tourism investment and trade opportunities in the North West Province.
- To create a platform for a constructive dialogue with all role players and stakeholders on the provincial Tourism Growth and Development prospects
- To expose BRICS investors to investment and trade opportunities in the North West Province with special focus on ACT and VTSD.
- To provide a trade platform small to medium business to engage and create linkages with big business
- To establish collaborative partnerships between the private, public sector and communities at large.

In addition to the lekgotla, the department will also host the **2017 Provincial Lilizela Tourism Awards** which will be held on the evening of the second day of the Lekgotla (**Wednesday, 20 September 2017**).

Lilizela Tourism Awards are an opportunity to celebrate professionalism, creativity and innovation in the tourism industry. These awards are used as a platform to honour and celebrate tourism establishments which have risen above the rest and performed beyond measure by exhibiting excellence within the sector.

**Members of the media are invited to be part of both the lekgotla and the Lilizela awards which will take place as follows:**

**PROVINCIAL TOURISM TRADE AND INVESTMENT LEKGOTLA**

**Date** : 19 – 20 September 2017  
**Time** : 09:00  
**Venue** : Mmabatho Convention Centre, Mahikeng

**PROVINCIAL LILIZELA TOURISM AWARDS**

**Date** : 20 September 2017  
**Time** : 18:00  
**Venue** : Mahikeng Hotel School, Mahikeng

Members of the media wishing to attend these events can RSVP with Mr. Kamogelo Pooe on 060 467 3274 / 018 388 2405 or email [kpooe@nwpg.gov.za](mailto:kpooe@nwpg.gov.za) by Friday, 15 September 2017 before end of business (16:30). Colleagues are encouraged to respond as soon as possible to allow for proper logistical arrangements by the department.

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