



INFORMATION RELEASE TO OPERATORS – TOURISM SECTOR

Malawi Tourism Council (MTC) partners with GIZ-MIERA Project on Lake-based Tourism Activities

In partnership with the GIZ-MIERA Project (More Income and Employment in Rural Areas), MTC will be hosting a number of activities mainly centered on the Eastern and Central Lakeshore districts of Malawi.

Elizabeth Bailie, formerly with the Responsible Safari Company, will be engaging with operators in Salima, Cape Mc Clear and Mangochi throughout the year, in order to help further strengthening their cooperation with small businesses at the local level, boosting product diversification and innovation.

Starting in August 2018, a new partnership initiative with the German province of Brandenburg along the Lakeshore will kick off with a study tour hosting an official from Brandenburg Tourism. The German province has a notable lake-based tourism industry and infrastructure. The initiative will continue with professional exchanges and transfer of knowledge between German and Malawian tourism professionals, including a study tour in

Brandenburg.

In addition to above, starting from September, 2018 MTC and GIZ-MIERA will host several training workshops and short courses at business level in the lakeshore districts of Salima, Cape Mc Clear and Mangochi. These training workshops will be facilitated by GIZ-MIERA Tourism Experts in collaboration with MTC.

Malawian tourism professionals interested in participating in the study tour to Germany are kindly requested to submit their company profile and Business plan for next three (3) years to MTC. This information must be submitted to the Council by 10th August, 2018. Preference in the participant selection process will be given to paid up MTC Members under the age of 45 and women.

Further information on specific dates and venues will follow over the next couple of weeks.

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