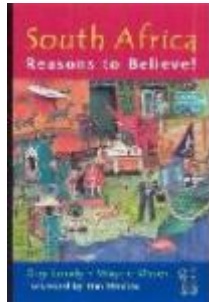


South Africa:

Reasons to Believe!

By Guy Lundy and Wayne Visser (Aardvark Press, 2003)



~ ENDORSEMENTS ~

FW de Klerk, former State President of the Republic of South Africa



Very few teams, companies or individuals ever achieve success if they start out with negative and pessimistic attitudes. The same is true of countries – and of South Africa. Too many South Africans have become fixated with the negative aspects of our society. It is accordingly most refreshing to see a book like *South Africa: Reasons to Believe* that presents a balanced picture of South Africa – one that acknowledges our enormous assets, achievements and successes without denying the very real challenges – like AIDS, poverty and crime - that confront us. If we focus on the positives we will, with time, overcome our problems – just as we have done so often in the past. South Africa is the most wonderful, exciting and relevant country in the world – but it is a hard country with little time for whingers and armchair critics. The response to problems should not be to throw up one's hands in despair and to criticise from the sidelines: it should rather be to roll up our sleeves and to join one another in making our wonderful country a truly winning nation for all its people. (January, 2003)

Niall FitzGerald, Chairman, Unilever plc

South Africans must do more to market their country. Why be negative when there is so much to be positive about? Like many others, I am extremely hopeful about South Africa's future. That is why we at Unilever gave President Mbeki access, through the International Marketing Council, to our strategic brand marketing model - so that we can all start to rebuild positive perceptions of South Africa. In a similar spirit, I welcome this book, which reminds South Africans of all the good reasons they have to believe in themselves and their country. (January, 2003)

Cheryl Carolus, Chief Executive Officer of South African Tourism

Key to all of South African Tourism's initiatives to market South Africa as a preferred tourist destination to the rest of the world must be entrenched in each and every South African the realisation that we indeed have many 'Reasons to Believe' that we are well down the road towards a better future for all our citizens. I am therefore delighted to have been asked to add my endorsement to this valuable publication that adds weight to the growing conviction that we are all Proudly South African. We can all feel justly proud in the wide range of truly world-class quality tourism products that South Africa has to offer, each of which adds tremendous value to its natural scenic beauty, culture, warmth and hospitality of our people in making South Africa a truly global tourist destination of choice. It is only when we believe in ourselves, that other people will believe in us and tourism will be empowered to take its rightful place as one of the country's top five industries in its contribution to sustained economic growth, job creation and contribution to GDP. (January, 2003)

Clem Sunter, Chairman, Anglo American Chairman's Fund

This book teems with examples that demonstrate our good fortune in living in this country. We have the talent, the diversity and the environment to rank with the best of the world. In a post-9/11 world, we are a model for the kind of reconciliation process required within the rich and the poor nations to make our planet sustainable. (January, 2003)

Yvonne Johnston, Chief Executive Officer of the International Marketing Council of South Africa

Every day, we at the International Marketing Council of South Africa are confronted by South Africans who want to make a difference, who see the potential in our country and who want to find ways to showcase our success to the world. We are proud to support initiatives like this book which work towards creating a better country, which highlight the positive and which enable us all to believe that we live in a country Alive with Possibility. Each one of us has a personal responsibility to create a vision for a better future and to go out of our way to try and make it happen. There is so much success waiting to be

discovered here, so much that we can show the world as we work on improving our image, improving the lives of our people and encouraging tourism and investment. Our diversity, our energy and vibrancy are compelling to visitors to this country - let us all make a conscious effort to build, to improve our society, to enhance our unity and to seek out the positive. We are an inspiring nation, if only we can believe that! (January, 2003)

Denis Beckett, writer and broadcaster

Making sense of South Africa is, as I see it, a two-eyed business. That so many people have been suckered into applying only one eye, the dismal eye, not only makes for dreary conversation, [but] also risks making a self-fulfilling prophecy. 'Hijackings!', they wail. 'Muggings! Poverty! Let's get our money out! And then follow it!' (To places [where people] once wailed 'Highwaymen! Footpads! Poverty!'). Thanks and congratulations to Guy and Wayne for prising open the public's other eye, the eye that sees successes, rewards, and the big stimulus of meeting big challenges. They restore a balance, and take us a strong step on the road to the upcoming attitude that says 'Yep, it's ours, we belong, let us celebrate what is great and fix what is not.' (January, 2003)

Roddy Sparks, Managing Director, Old Mutual South Africa

We live in a beautiful country with great resources – and the greatest resource of all is the people of our land. We performed a political miracle in the early nineties. I believe we now stand at the brink of an economic miracle where the frontiers of poverty will be rolled back and society uplifted. I am truly proud to be a South African and loved reading this book. It is magic! (January, 2003)

Philippe Tafelmacher, Managing Director of Tetra Pak South Africa

This book is truly inspirational and will give you all many reasons to believe in South Africa and engage yourselves in building a better future for the proud people of South Africa. Yes, unfortunately it is easier to criticize than to praise, to destroy than to build, to avoid than to resolve conflict, but once you have read this book there is no doubt that you will gather the strength to be part of the new South Africa that you will become so proud of. Once you have read this book you will become an active believer that indeed you are blessed to be living here.