

SAT knocks out Japan ahead of 2010



South African Tourism (SAT) Japan has successfully showcased the country at this year's Japanese Association of Travel Agents (JATA) World Travel Fair in Tokyo between September 19 and 21.

The organisation has said that great support was shown by the "South African Embassy", "Sun International" and "Walk Through Africa Tours". "We saw 14 new trade partners and secured our relationships with our existing partners."

The fair saw both trade and consumer visitors and says **Bradley Brouwer**, country manager Japan: "Our stand drew a lot of attention and stood out in the African section with the theme of 'Woza 2010' with shows from Cube, a spectacular soccer performance group in Japan, who represented South Africa really well, the crowds were amazed, and this helped create huge awareness of South Africa."

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