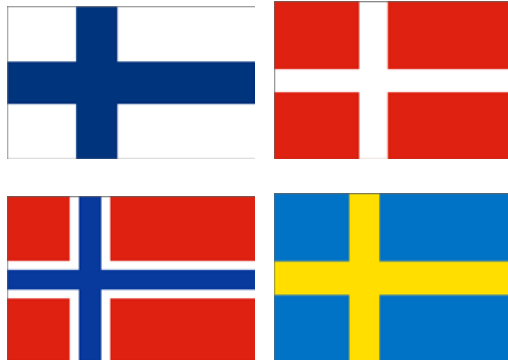


COMPANY PROFILE





Overview.

Tourism representation in the Nordic region

Why the Nordics?

According to the Economist magazine annual consumer expenditure report from 1999 to 2004 – The 4 main Nordic countries are in the top 10 countries in terms of spend per head.

During these much talked about times of a “recession” which countries are the most robust and which ones are continuing to buy holidays at their normal pace? Well, the Nordic countries in my region are the answer to this question. In times of uncertainty there are still those that see this as a time of opportunity and for example the Finns are about to be one of the best growing markets for South Africa of the season(wait till the April stats SA report).

How do the Nordics buy? Well according to Euromonitor`s research the Nordics are both emotional and idealist (in other words Green!) buyers as well as thrifty.

What is the **mix** of your business? 20% UK, 25% USA and the balance local? Or do you have other strategies for the other markets? I would put forward a strong point for diversifying as one markets reaction due to any global incident is another markets **opportunity**.

The strategy is to become known as the Southern African destination specialist and product representation in this area

By –

- Growing relationships
- Market visibility

- Negotiation of movement
- Exposure

Services included in **Credo TM` s** representation are –

- Sales calls with the region in all Cities to all market segments.
- Database management of all contacts in the area and relationships.
- Negotiation of agreements with operators.
- Presentations of products and areas
- Closing of provisional, potential bookings for products or the region.
- Quarterly report backs.
- Trade shows/workshops attendance in the region – with report back post.
- Trade media awareness
- Website exposure and E-Marketing campaigns in the region



Helsinki - Finland



Carlos Leite-Ferraz

1. Personal Profile

Carlos Leite-Ferraz MBA (Bsn) Pr MFSA

Carlos Leite-Ferraz has 21 years experience in the Travel and Hospitality industry in both South Africa and Europe. Having spent 6 years In Portugal and the UK from 1990 to 1996.

Carlos has been involved with and has had an active membership and personal grading of the Institute of Marketing management and the current form – The Marketing federation of Southern Africa as a professional member.

Carlos graduated in December of 2003 with an MBA (Masters in Business Administration) from the Business School Netherlands. This MBA is widely recognized throughout the UK, the Netherlands and Europe.

Carlos has actively participated as a director of TOMSA (Tourism Marketing South Africa) for two reasons – insight into SA`s global strategy and to add value to marketing South Africa abroad.

Carlos too has had the honour and privilege of working with some of the most dynamic brands in tourism in the country and in some cases the world. He has fulfilled the role of Marketing and Sales Director at the Three Cities Group, Local Director of Marketing for Virgin`s Ulusaba and Regional Sales and Marketing Director for Pestana Mozambique as well as product manager for Abercrombie & Kent Southern Africa.

Carlos also acknowledges that he has had great associations with some of the pioneers in the industry in South Africa, Firstly CCAfrica`s many original pioneers in ethos and trade, Sabi Sabi under the great Herbie

Rosenberg, and Safariplan/Gametrackers under the infectious Jon Panos amongst others and more recently with people I regard as present pioneers like Alan Vels the Ex-CEO of Three Cities.

Carlos is a marketer, a researcher of quality, a sales person in that he builds relationships, a business person that is able to understand your business objectives and a passionate lover of his country and its people. "I look forward to building your business in the Nordic region and making it part of your mix and most importantly your bottom line!" *Carlos*

Carlos` strengths are –

Branding and Positioning as well as imaging.
Strategy.

Knowledge of the industry and how the flow affects the business.

Good marketing plans that are action orientated.

Sales ability

Presentation skills

Budget management

Above the line advertising

Database management and CRM techniques

Central Reservations systems and call center management.

Research on market, suppliers, outward view of your brand etc

OUR CURRENT CLIENTS IN SOUTH AFRICA ARE –

- **Three Cities Hotel group** www.threecities.co.za – CEO Alan Vels
- **Tau Game lodge** in the Madikwe Game reserve – www.taugamelodge.co.za – Contact Marketing manager Renate Oostmeijer

Now looking into new destinations

Our contact details for the Nordic region are –

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