

# South African entertaining specialist joins tribe, opens in Zambia

Designer entertaining specialist Loudfire has opened the first party and events production office in Livingstone, Zambia to capitalise on the huge business opportunities in the region.



This is a partnership between Loudfire in South Africa, the Mukuni tribe, a tribe with over 200 000 subjects, which controls 15% of the shares via the Mukuni development trust and Prayer Moyo, a Zimbabwean businessman.

“The launch represents an unusual opportunity for the Mukuni development trust to capture significant benefits in the process. In short, Loudfire is walking the talk in the community, private sector partnerships,” says senior Chief Siloka Mukuni, King of the Mukuni tribe and chairman of Loudfire Zambia.

The confluence of four countries Namibia, Botswana, Zimbabwe, Zambia and the mighty Zambezi River set the stage for the incredible Victoria Falls and Livingstone region, a massive corporate conferencing and incentive destination. This is undoubtedly the biggest African bush destination in the world with over 3500 three-to-five star hotel rooms and two international airports within 36km of each other and a third just 70km away in Kasani, Botswana. In fact, the Livingstone International Airport has just completed its upgrade to receive jumbo jets directly from Europe and the United States. This airport is just 1h30min from Johannesburg.

“The Victoria Falls region is truly a gateway to Africa and Zambia is possibly the most unspoilt and beautiful country in Africa. The combination of the Falls and the amazing bush experience is what makes it so special and it's very close proximity to South Africa also makes it incredibly accessible to the South African corporates,” says Paul Sainsbury, CEO of Loudfire Zambia.

General Manager, Prayer Moyo shares a few insights that have emerged since the opening of the office: “The company has brought on a new wave of professionalism in the way that business is conducted in the region. We are setting a standard that people are rising to – from business on a cash basis to one of banking; from word-of-mouth communication to cell phones. We are starting to see the influence for the greater good of the region.

The office address is 1174 Mosi-oa-Tunya Avenue, Livingstone, Zambia.

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