

## **RETOSA appoints public relations representative**

New Cape Town communications consultancy Next Generation Communication has been appointed the sole Public Relations Agency in Southern Africa for the Regional Tourism of Southern Africa (RETOSA). One of the essential duties of Next Generation will be to consistently update the travel trade and the consumer in the region on the programmes of RETOSA and develop proposals that will increase private sector participation in RETOSA programmes by building a strong membership for RETOSA. The region consists of 14 countries (Angola, Botswana, Democratic Republic of Congo, South Africa, Swaziland, Seychelles, Namibia, Mauritius, Moçambique, Malawi, Tanzania, Zambia, Zimbabwe, Lesotho). Other recent account gains include Nola Mayonnaise, Kauai Juice and Telectro.

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