

49TH IFLA WORLD CONGRESS



LANDSCAPES IN TRANSITION

CAPE TOWN SOUTH AFRICA 2012



5 - 7 SEPTEMBER 2012

CAPE TOWN
INTERNATIONAL
CONVENTION CENTRE

Introducing the 49th Congress of the International Federation of Landscape Architects

Invitation to Participate

On behalf of the Institute for Landscape Architecture in South Africa (ILASA) and the International Federation for Landscape Architecture (IFLA), it is our pleasure to invite you to join us at the Cape Town International Convention Centre from Wednesday 5 September – Friday 7 September 2012 to participate in the IFLA 2012 Congress

The Congress

As hosts of the IFLA 2012 Congress, The Institute for Landscape Architecture of South Africa ILASA promises to deliver a high-quality event that will provide an excellent platform for networking and the showcasing of new technologies and concepts.

The 2012 Congress theme, Landscapes in Transition, includes a program featuring many high profile international speakers, workshops and a trade show. As in previous years, the Congress will provide the perfect opportunity to forge new contacts or catch up with existing associates, all while networking in a professional atmosphere.

For the exhibitor this will be the first time to reach out to new markets not only in South Africa but also to reach European, American as well as African and Middle East participants. These events have proven to be the catalyst for the building of ongoing work relationships that make every meeting, as well as your business, a success

Who Will Attend?

It is expected that IFLA 2012 Congress will attract in excess of 600 delegates across the landscape and architecture industry worldwide. Delegates will come from fields of Landscape Architecture, Landscape Engineering, Urban Planning, Government and associated professions research from throughout the world to debate and discuss current topics and exchange experiences.

Congress Location

Located close to the Waterfront area, right in central Cape Town, The Cape Town International Convention Centre's location provides you with the ultimate choice in accommodation, with majestic views of Table Mountain, Robben Island and the city.

The Mother City, as she is fondly known, offers visitors a wonderfully diverse range of activities and attractions. With a breathtaking combination of sea and mountains, few cities can challenge Cape Town for sheer natural beauty, and you could spend months exploring this beautiful region. You can however get a good feel for Cape Town in as little as two or three busy days. But be warned, once you have visited this vibrant city you'll be back again and again.

Why Sponsor?

This is your opportunity to sponsor the most successful landscape architecture and design meeting event in Africa. Being part of the IFLA 2012 Congress ensures your company's exposure and recognition by the key decision makers in this industry.

In 2010, over 500 delegates attended the three-day academic programme in China. They roamed the trade show looking for the latest technology and services on offer. The congress brought together participants from across the globe and attracted wide media attention. The three-day scientific programme and workshops featured presentations on world-renowned landscape architecture, environmental planning and work of associated professions, as well as research from all over the world in order to debate and discuss current topics and exchange ideas.

The Congress included a full supporting programme such as excursions both before and after the Congress. A large-scale trade exhibition was staged involving leading companies from the environmental, landscape and design industries, showcasing the latest in advancements and new technologies.

The success of the exhibition was outstanding with numerous exhibitors receiving excellent feedback from attending delegates which generated a large number of leads. Most importantly, the exhibitors commented on the fantastic opportunity given to network and socialise with their key and potential customers.

Sponsoring this prestigious event brings benefits not only to the attendees, but also to your business on a local, national and international level.

ILASA's sponsors have over the years participated in many local events and have learned that these always result in the establishment of key business relationships. The 2010 ILASA Congress staged in Johannesburg attracted over 250 delegates with sponsors and exhibitors reporting immense satisfaction with the quality of the event. Sponsors of the IFLA 2012 Congress can look forward to an even better event!

Preliminary Congress Program

	Wednesday 5 September 2012	Thursday 6 September 2012	Friday 7 September 2012
7.30am	Registration Trade Display Opens	Registration Trade Display Opens	Registration
9.00am	Opening Ceremony	Keynote Presentation	Keynote Presentation
10.30am	Morning Tea	Morning Tea	Morning Tea
11.05am	Keynote Presentation	Keynote Presentation	Keynote Presentation
12.30pm	Lunch	Lunch	Lunch
1.35pm	2 x Concurrent Sessions	2 x Concurrent Sessions	2 x Concurrent Sessions
3.00pm	Afternoon Tea	Afternoon Tea	Afternoon Tea
3.35pm	2 x Concurrent Sessions	2 x Concurrent Sessions	Closing Ceremony
Evening	Welcome Reception	Congress Dinner	

Sponsorship Opportunities

A range of sponsorship opportunities are featured in this document which will enable your organisation to make a significant contribution towards the overall success of the event, while enjoying strong branding and exposure in a focused, professional learning environment.

Sponsorship packages and commitment levels vary and can be tailored to suit your marketing strategy. Whatever your business, the IFLA 2012 Congress has a package that will help you meet your brand and networking objectives.

International Conferences & Events (ICE) and Molweni Afrika have been appointed as the official Professional Congress Organiser (PCO) for the IFLA 2012 Congress.

Representatives from International Conference & Events (ICE) and Molweni Afrika, who are working closely with the IFLA 2012 Congress Organising Committee, would be delighted to speak with you to further discuss the promotional opportunities outlined in this prospectus and would be happy to tailor-make a sponsorship package to suit your specific requirements.

Please take a moment to look through the information and if you have any questions, please do not hesitate to contact International Conference & Events (ICE), the Congress Secretariat, on tel: +27 21 409 78959 or e-mail : ifla2012@icesouthafrica.com.

Sponsorship Opportunities, An Overview

The following is an overview of sponsorship and exhibition opportunities available at the IFLA 2012 Congress. Full details of all sponsorship packages and exhibition space are detailed in full within this prospectus, with specific details located on the pages referred to below

Name of Package	Investment	Full Details On Page
MAJOR PACKAGES		
Platinum	R100,000	5
Gold	R80,000	5
Silver	R50,000	5
HOSPITALITY PACKAGES		
Congress Dinner	R80,000	6
Welcome Reception	R50,000	6
Host of a Congress Tea/Lunch Break	R20,000	6
CONGRESS PACKAGES		
Internet Lounge	R30,000	7
Delegate Bag	R30,000	7
Name Tag and Lanyard	R20,000	7
Keynote Speaker	R20,000	8
GENERAL PACKAGES		
Note Pad & Pen	R20,000	8
Delegate Bag Insert	R6,000	8
Advertising Sponsor	R5,000	8
EXHIBITION OPPORTUNITIES		
3 m x 2 m exhibition booth	R15,500	10
3 m x 2 m space only	R8,500	10

Please note all prices include VAT.

Major Sponsorship Opportunities

	Platinum Sponsor Limited to 1 organisation	Gold Sponsor Limited to 2 organisations	Silver Sponsor Limited to 4 organisations
SPONSORSHIP	R100,000	R80,000	R50,000
ACKNOWLEDGEMENTS			
Acknowledgements at the Opening and Closing Sessions and appropriate times throughout the Congress	Platinum Sponsor ✓	Gold Sponsor ✓	Silver Sponsor ✓
LOGO & NAME INCLUSIONS			
Company logo on all event material, website, promotions, registration brochure & congress banners.	Link to company's website ✓	Link to company's website ✓	Link to company's website ✓
Logo on Session Slides	Plenary Room	✗	✗
PROGRAM BOOKLET			
Advertisement *	Full page full colour in premium position (i.e. inside or back cover) ✓	Full page black & white in superior position (i.e. start of each section) ✓	Half page black & white in superior position (i.e. throughout the book) ✓
ADDRESS THE DELEGATION			
Chief Representative entitled to an address during a session **	Plenary Room ✓	✗	✗
CORPORATE SIGNAGE			
Banner displayed in a prominent position (chosen by Organiser) in selected areas. Banner/s to be provided by the Sponsor & produced as advised by the Organiser.	Plenary Room x 2, Registration x 1, and Poster Displays x 2 ✓	Plenary Room x 1 Registration x 1 ✓	Plenary Room x 1 Registration x 1 ✓
CONGRESS REGISTRATIONS			
Full Congress Registration(s) which includes one (1) x Welcome Reception Ticket and one (1) x Dinner Ticket	✓ ₃	✓ ₂	✓ ₁
TRADE DISPLAY			
Site or stand/s (including shell scheme, lighting, power and signage)	Double Booth (2) ✓	Single Booth (1) ✓	Single Booth (1) ✓
DELEGATE BAG INSERT			
Opportunity to include one (1) insert in delegate bags - Corporate literature (A5, A4 or similar) or promotional merchandise	✓	✓	✓
WELCOME GIFT			
Opportunity to give one (1) welcome gift with logo to delegates upon registration. Will be inserted in the delegate bag.	✓	✗	✗
POST CONGRESS DELEGATE LIST			
Name, Organisation, Email	✓	✓	✓

* Where more than 1 sponsor exists in the same category, positioning of ads will be in order of receipt

Hospitality Sponsorship Opportunities

Be involved with our 2012 Social Program with two spectacular social functions. These events are renowned for their excellent networking opportunities, and are seen as a highlight to the Congress program. As Sponsor for one of the following, you will not only be an integral part of the Congress's networking arena - your organisation will also gain significant promotion.

Host of Official Congress Dinner: R80, 000 (incl. VAT)

Limited to ONE Organisation Only

The Congress Gala Dinner sponsorship package has been developed to create a standout profile within the IFLA 2012 Congress.

For your participation we offer you the following:

- Exclusive Host of the Official Congress Dinner.
- Acknowledgement as Sponsor of the Official Congress Dinner
- Your organisation name and logo within all Congress Literature, including: Congress Website, Promotions, Mail-outs, Registration Brochure, Congress Program Booklet and Congress Banners
- All promotion regarding the Congress Dinner will refer to your organisation as the Sponsor.
- Full page black and white advertisement in the Congress Program Booklet (artwork to be supplied by Sponsor).
- Four (4) additional tickets to attend the Official Congress Dinner.
- Full Congress Registration x 1 which includes one (1) x Welcome Reception Ticket and one (1) x Dinner Ticket
- Opportunity to make a welcome address at the Official Congress Gala Dinner (approximately 5 minutes).
- Opportunity to display corporate signage (supplied by Sponsor) during the Congress Gala Dinner.
- Organisation logo featured on the Congress Gala Dinner menu.
- Opportunity to include one (1) item at place settings at the Congress Gala Dinner. This may include Corporate literature, DL, A5 or A4 size (or similar) or promotional merchandise (not including note pads and pens)
- Full delegate list post congress

Host of Official Welcome Reception: R50, 000 (incl. VAT)

Limited to ONE Organisation Only

The Welcome Reception sponsorship package has been developed to create a standout profile within the IFLA Congress. For your participation we offer you the following:

- Exclusive Host of the Official Welcome Reception.
- Acknowledgement as Sponsor of the Official Welcome Reception.
- Your organisation name and logo within all Congress Literature, including: Congress Website, Promotions, Mail-outs, Registration Brochure, Congress Program Booklet and Congress Banners
- All promotion regarding the Welcome Reception will refer to your organisation as the Sponsor.
- Four (4) tickets to attend the Welcome Reception. Opportunity to make a welcome address at the Official Welcome Reception (approximately 5 minutes).
- Half page Black and White advertisement in the Congress Program Booklet (artwork supplied by Sponsor).
- Opportunity to display corporate signage (supplied by Sponsor) during the Welcome Reception.
- Opportunity to include one (1) item at on display at Welcome Reception. This may include Corporate literature, DL, A5 or A4 size (or similar) or promotional merchandise (not including note pads and pens)

Host of a Congress Morning or Afternoon Tea Break: R20, 000 (incl. VAT)

Limited to SIX Organisations, subject to availability

For your participation we offer you the following:

- Acknowledgement as Congress Tea Sponsor for the specified tea break
- Your organisation name and logo within all Congress Literature, including: Congress Website, Promotions, Mail-outs, Registration Brochure, Congress Program Booklet and Congress Banners
- Exclusive Naming Rights to the Luncheon Sponsorship (on selected day).
- Opportunity to display corporate signage (supplied by Sponsor) during lunch.
- Opportunity to include one (1) insert in delegate bags - Corporate literature, DL, A5 or A4 size (or similar) or promotional merchandise (not including note pads and pens).

Hospitality Sponsorship Opportunities

Further opportunities exist to promote your name and company profile to delegates at the IFLA 2012 Congress

Internet Lounge Sponsorship: R30, 000 (incl. VAT)

Limited to ONE Organisation Only

- Acknowledgement as the Congress Internet Lounge Sponsor.
- Your organisation name and logo within all Congress Literature, including: Congress Website, Promotions, Mail - outs, Registration Brochure, Congress Program Booklet and Congress Banners
- Exclusive Host of the Congress Internet Lounge.
- Two (2) tickets to attend the Welcome Reception.
- Quarter page colour advertisement in the Congress Program Booklet (artwork to be supplied by Sponsor).
- All promotion regarding the Congress Internet Centre will refer to your organisation as the Sponsor.
- Opportunity to display corporate signage (supplied by Sponsor) at the Internet Lounge.
- Opportunity to provide branded mouse pads (supplied by Sponsor) at the Internet Lounge.
- Opportunity for your corporate screen saver to appear on terminals at Congress Internet Centre.
- Opportunity to include one (1) insert in delegate bags - Corporate literature, DL, A5 or A4 size (or similar) or promotional merchandise (not including note pads and pens)

Delegate Bag Sponsorship: R30, 000 (incl. VAT)

Limited to ONE Organisation Only

Distributed to every delegate upon registration, bags are constantly used throughout the Congress to carry their notes and belongings. They are often retained as a memento after the event. Sponsorship of the delegate bags offers excellent exposure, with a constant presence for the duration of the event and beyond.

For your participation we offer you the following:

- Acknowledgement as the Delegate Bag Sponsor.
- Your organisation name and logo within all Congress Literature, including: Congress Website, Promotions, Mail-outs, Registration Brochure, Congress Program Booklet and Congress Banners
- Company logo printed on the delegate bag or luggage tag depending on style, in one colour along with the Congress Logo
- Quarter page Black and White advertisement in the Congress Program Booklet (artwork supplied by Sponsor)
- Opportunity to include one (1) insert in delegate bags - Corporate literature, DL, A5 or A4 size (or similar) or promotional merchandise (not including note pads and pens)

Name Tag and Lanyard Sponsor: R20, 000 (incl. VAT)

Limited to ONE Organisation Only

Distributed at delegate registration, delegate name badges are worn throughout the Congress.

For your participation we offer you the following :

- Acknowledgement as Name Tag Sponsor.
- Your organisation name and logo within all Congress Literature, including: Congress Website, Promotions, Mail-outs, Registration Brochure, Congress Program Booklet and Congress Banners
- Company logo or name printed on all delegate name badges.
- Quarter page Black and White advertisement in the Congress Program Booklet (artwork supplied by Sponsor).
- Opportunity to include one (1) insert in delegate bags - Corporate literature, DL, A5 or A4 size (or similar) or promotional merchandise (not including note pads and pens)

Conference Sponsorship Opportunities

Keynote Speaker Sponsor: R20, 000 (incl. VAT)

Limited to SIX Organisations Only

For your participation we offer you the following:

- Acknowledgement as Sponsor of a chosen Leading Industry Keynote Speaker.
- Your organisation name and logo within all Congress Literature, including: Congress Website, Promotions, Mail- outs, Registration Brochure, Congress Program Booklet and Congress Banners
- Opportunity to display corporate signage (supplied by Sponsor) during the Keynote Address.
- Logo to be present on presentation slides for the Keynote Presentation.

NB: subject to availability and in line with the Keynote Speakers determined by the Program

Note Pad & Pen Sponsorship: R20, 000 (incl. VAT)

Limited to ONE Organisation Only

For your participation we offer you the following:

- Acknowledgement as Note Pad & Pen Sponsor.
- Opportunity to provide Note Pads to be included in delegate bags. Note pads to be provided by the Sponsor
- Your organisation name and logo within all Congress Literature, including: Congress Website, Promotions, Mail-outs, Registration Brochure, Congress Program Booklet and Congress Banners

Delegate Bag Insert: R6, 000 (incl. VAT)

Unlimited

For your participation we offer you the following:

- Opportunity to include one (1) insert in delegate bags - Corporate literature, DL, A5 or A4 size (or similar) or promotional merchandise (not including note pads and pens).

Advertising Sponsor: R6, 000 (incl. VAT)

Unlimited

For your participation we offer you the following:

- Opportunity to include one (1) insert in delegate bags - Corporate literature, DL, A5 or A4 size (or similar) or promotional merchandise (not including note pads and pens).

Custom Package

Price on application

We would be happy to provide a tailor made package for your organisation.

International Conferences & Events (ICE) and Molweni Afrika have been appointed as the official Professional Congress Organiser (PCO) for the IFLA Congress.

To obtain further details on the packages available or to discuss a custom package, please contact the Congress Secretariat on tel: +27 21 40978959 or e-mail: ifla2012@icesouthafrica.com



IFLA 2012 Congress Exhibition Opportunities

The IFLA Trade Exhibition will be held in conjunction with the Congress in the Conservatory area of the Cape Town Convention Centre.

All morning and afternoon refreshments and lunches will be held in the exhibition area, making it a true meeting point for delegates and a wonderful opportunity to network with them.

Indicative exhibition times:

Tuesday 4 September 2012

Exhibition build up

Wednesday 5 September 2012

7.30 am – 5.30pm

Thursday 6 September 2012

7.30 am – 5.30pm

Friday 7 September 2012

Move out after closing ceremony

3m x 2m Space Only

Limited space available – R8, 500 (incl. VAT)

The Space Only exhibition option is best if you would like to set up your own professional exhibition stand

Full details of your exhibition plans will need to be provided to the Congress Organisers

PLEASE NOTE: Additional equipment such as furniture, audio visual, modem lines and telephone lines are available for hire. Details of suppliers will be forwarded to you shortly.

Additional Inclusions:

- Name Tag for two (2) representatives (Entry into Trade Exhibition Area Only)
- Daily catering for two (2) representatives (includes Morning, Afternoon Teas and Lunch)
- Two (2) tickets to the Welcome Reception
- One Congress bag (one per booth)
- Company name listed on the Congress website with link to company website
- Company name included in the Congress Program Book as an exhibitor

3 m x 2 m Trade Booth Displays

Limited Space Available – R15, 000 (incl. VAT)

Trade Booth Inclusions:

- Booth: 2.5 m high display booth made with white Melamine
- Signage: 1 company name per stand
- Lighting: 2 x 150 watt spotlights per 3 m x 2 m booth
- Power: 1 x 4 amp power outlet (additional requirements may be ordered)
- Furniture: 1 x trestle table and 2 x chairs

Additional Exhibitor Passes:

If you have more than two company representatives who wish to experience the Trade Exhibition only, additional passes can be purchased from the Congress organisers for R550 per day (incl. VAT) per person.

Additional passes for exhibitors include:

- Name Badge for one (1) representative
- Morning and Afternoon Teas for one (1) representative
- Catered Lunch for one (1) representative

Please note that this will not allow you access into the Congress sessions.

How to apply:

Complete the attached application form indicating the displays in your order of preference.

Allocation will be made strictly in order of receipt of application and deposit. Please forward your Agreement form including the signed Terms & Conditions Page and deposit as soon as possible to:

IFLA 2012 Congress Secretariat

C/- International Conferences & Events (ICE) Pty Ltd

5th Floor, 125 Buitengracht Street, Cape Town, South Africa

Ph: +27 21 409 7859

Fax: +27 21 409 7050

ifla2012@icesouthafrica.com

www.ifla2012.com

Sponsorship and Exhibition Agreement Form

Please fax this completed form to +27 21 409 7050

Company Name: _____

Address: _____ Suburb/City: _____

State/Region: _____ Postcode: _____ Country: _____

Contact Name: _____ Position Held: _____

Tel: _____ Fax: _____

Email: _____

Website: _____

I/We would like to select the following **SPONSORSHIP** packages: (please tick to indicate choice)

<input type="checkbox"/>	Platinum Sponsor R100,000	<input type="checkbox"/>	Delegate Bag Sponsor R30,000
<input type="checkbox"/>	Gold Sponsor R80,000	<input type="checkbox"/>	Name Tag / Lanyard Sponsor R20,000
<input type="checkbox"/>	Silver Sponsor R50,000	<input type="checkbox"/>	Keynote Speaker Sponsor R20,000
<input type="checkbox"/>	Gala Dinner Sponsor R80,000	<input type="checkbox"/>	Note Pad/Pen Sponsor R20,000
<input type="checkbox"/>	Welcome Reception Sponsor R50,000	<input type="checkbox"/>	Delegate Bag Insert Sponsor R6,000
<input type="checkbox"/>	Congress Tea Sponsor R20,000	<input type="checkbox"/>	Advertising Sponsor R5,000
<input type="checkbox"/>	Internet Lounge Sponsor R30,000	<input type="checkbox"/>	

*Please note that the above costs include VAT of 14%

I/We would like to select the following **EXHIBITION Display/s**:

<input type="checkbox"/>	Trade Booth Display R15,000	<input type="checkbox"/>	Space only Display R8,500
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Please advise the site number preference/s for your stand/s:

1st preference: _____ 2nd preference: _____ 3rd preference: _____

Exhibitors please give a brief description of your display:

For Morning & Afternoon Tea sponsorships please select your preferred day

<input type="checkbox"/>	Wednesday	<input type="checkbox"/>	Thursday	<input type="checkbox"/>	Friday
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Payment:

Investment: R _____ (incl. VAT) Sponsor's Signature: _____

Investment Total: R _____ (incl. VAT) Date: _____

50% of the total amount is required as a deposit with this booking form to secure your sponsorship package.

To confirm your participation please send this completed form with accompanying payment of deposit.

IFLA 2012 Congress Secretariat

C/- International Conferences & Events (ICE) Pty Ltd

5th Floor, 125 Buitengracht Street, Cape Town, South Africa

Ph: +27 21 409 7859

Fax: +27 21 409 7050

ifla2012@icesouthafrica.com

www.ifla2012.com

Terms & Conditions

1. By returning this signed Sponsorship Agreement (“Agreement”), you agree to be a non-exclusive Sponsor of the 49th World Congress of the International Federation of Landscape Architects 2012 held at the Cape Town International Convention Centre, South Africa from Wednesday 5 – Friday 7 September 2012 on the following terms and conditions set out below and as attached to this Agreement.
2. Upon receipt of your signed agreement together with payment for the deposit, acknowledgment will be sent in writing with a Tax Invoice.
3. You agree to pay the IFLA 2012 Congress the full amount payable.
4. Sponsorship entitlements will not commence until FULL PAYMENT has been received. Full payment is required WITHIN 7 days from date of invoice unless dated after 5 June 2012 whereby payment will be required in full immediately.
5. Monies paid are non-refundable.
6. No cancellations will be accepted if requests are received after 3 January 2012. Sponsors shall be liable for the total amount payable if written requests for cancellation are not received prior to 4 August 2012. For cancellations received prior to 4 August 2012 your deposit may be retained should the organisers not be able to re-sell your sponsorship category or exhibition booth.
7. Sponsors or exhibitors contracted 4 weeks prior to the Congress start date will be charged a 15% surcharge.
8. All amounts stipulated in this agreement include goods and services tax (VAT) of 14%.
9. Please note that your requested category of sponsorship may have a limit to the number of Sponsors as specified in the attached documentation and preference will be determined in order of receipt of the signed Agreement and deposit cheque. The Congress Organisers will notify you if you are unable to participate in your requested category.
10. Sponsors are not permitted to enter the Congress sessions or social events, unless the relevant tickets are offered as part of the particular sponsorship package. However, should Sponsors wish to attend the Congress as a delegate, the appropriate registration form must be completed and forwarded to the Congress Organisers together with the applicable registration fee.
11. The Congress Organisers may at their discretion use your logo, symbol, trade mark or registered mark in acknowledging your sponsorship in the Congress literature where this is offered as part of your particular sponsorship package and no payment shall be made to you for such use. You will be responsible for forwarding your logo, symbol, trade mark or registered mark by the deadline. We request that all logos be supplied in an EPS format, high resolution 300 dpi. Should an alternative format be received, the Congress organisers cannot be held responsible for the quality of the logo displayed in any of the promotional material.
12. Nothing contained in this agreement will be deemed to constitute a partnership, joint venture or agency relationship between you, the IFLA 2012 Congress and/or the Congress Organisers and you must not do anything where you will, in any way, be represented as a partner of the IFLA 2012 Congress and/or the Congress Organisers.



International Conferences & Events Australia Pty Ltd

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