

ROSCHISTRASSE 10, 3007 BERN, SWITZERLAND

PRESS RELAESE**Blocking period until November 11, 2008 12:00****"MOZAMBIQUE - LAND OF CONTRAST" - promotion clip for
Mozambique's tourism industry**

The project "Mozambique - Sounds in Paradise" is a unique PR project initiated by SONCA international to promote Mozambique's tourist industry - Africa's rising star in tourism.

Mozambique's claim "Land of contrast" is visualized in the form of surprising and unseen images of the two only Mozambican opera singers - Stella Mendonça & Sonia Mocumbi, accompanied by 53 members of the French Symphonic Orchestra of Pontarlier in the "National Park of Limpopo" and in harmony with Mozambique's nature and wild life.

The performance of classic music by a symphonic orchestra in this UNIQUE and UNSEEN set of breathtaking nature and wild life truly represents a "World Premiere". And the entire project is financed through a public private sponsorship in support of Mozambique's Ministry of Tourism.

But this initiative goes well beyond the marketing of Mozambican's national parks and tourism - the spot promotes the new image of a rising country - rich in nature and hospitality connecting natives with international cultural values.

Excellency, innovation and sustainability remain our main goals – having the ambition to support further economic and cultural developments by offering long-term promotion for tourism in Mozambique.

Details and up-dates: www.stellamendonca.com/paradise.html

Press Contact:

SONCA international
Andreas F. Ziegler

Mobile: +41 78 714 74 50
Email: andreas@stellamendonca.com
Skype.com: [andreas_f_ziegler_ch](https://www.skype.com/user/andreas_f_ziegler_ch)

Co-producer



GOLD Sponsor



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**Board of Directors:**

Stella Mendonça
Mobile: +41 78 703 38 74
Mail: info@stellamendonca.com

Andreas F. Ziegler
Mobile: +41 78 714 74 50
Mail: andreas@stellamendonca.com

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VENUE

We are delighted to invite you to the

„WORLD PREMIERE“

of the clip “MOZAMBIQUE – LAND OF CONTRAST” including a recital with the Mozambican Soprano STELLA MENDONÇA

Location **WORLD TRAVEL MARKET (WTM) London
Entertainment Zone - Boulevard East**

Time **November 11, 2008 11:30 – 12:30**

Programme

- Welcome and introduction of Stella Mendonça (3')
- First piece of music (3')
- Presenting the back-ground of the project (3')
- Second piece of music (3')
- Presenting the marketing case (5')
 - Private fundraising initiative creating public private sponsorships
 - Integrated marketing approach - bringing cultural content to Mozambique's claim "LAND OF CONTRAST"
 - Beyond tourism - a cultural platform for exchange north - south
- World Premiere of clip (1')
- More music (12')
- Questions of the press / “meet & greet” Stella Mendonça

Stella Mendonça - soprano
Bruno Leuschner - piano

Stella Mendonça will be available for interviews at the stand of Mozambique Tourism and the Mozambican exhibitors (AF4225). For individual bookings, please contact us before November 10 at andreas@stellamendonca.com

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