

# Atta Memo: Atta and On Show Solutions form Roadshow Partnership to showcase Africa

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**Atta and roadshow organisers On Show Solutions announce their partnership to jointly showcase Africa in key source markets.**

'On Show's professional, yet personal and dynamic approach to global marketing, fits perfectly with Atta's international profile and distinctive brand, states Nigel Vere Nicoll, Chief Executive of Atta. 'On Show's expansion from a Southern to an "All" Africa focus has opened a door for our association with over 550 members in 22 countries across Africa, to participate and benefit from their un-paralleled experience in operating roadshows around the world.'

Over the past five years, On Show's Africa Showcase has evolved into one of the largest travel trade events featuring exclusively African products. The events provide travel sellers with the latest information and tools designed to boost their sales to Africa through one-on-one meetings with the finest products from Southern, East and Central Africa as well as the Indian Ocean Islands.

'We decided to incorporate more of Africa on our roadshows as there is huge interest from the global travel trade to discover all the exhilarating products that Africa offers', says Jacqui Reynolds, co-owner of On Show Solutions. 'We are thrilled to be working with Atta and its top quality members moving forward.'

Atta brings further opportunities to the partnership for On Show clients to participate on Atta's marketing platforms in South America and China.

Nigel Vere Nicoll continued to say 'There are great synergies between our two companies and Atta members wishing to select roadshows to suit their target markets will welcome the wide choice and expertise that this exciting new partnership provides.'

On Show Solutions currently hosts the Africa Showcase in the US, Russia, UK, Australia and New Zealand. Plans for 2014 include a roll-out into South East Asia and Middle Europe.

**The African Travel and Tourism Association trading as Atta**

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