



REPUBLIC OF ZAMBIA



Permanent Mission of the Republic of Zambia to the United Nations

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Media Statement

For Immediate Release

NEW YORK, Thursday, June 14, 2012 - A Zambian diplomat has urged Ford Motor Company International Fellowship participants to visit Zambia and explore the country's tourism sites.

Addressing participants in the 2012 Ford Motor Company International Fellowship programmes when Zambian participants exhibited the country's tourism sites, culture, history and lifestyle on Wednesday night in New York, Deputy Permanent Representative to the UN, Sheila Mweemba said the peaceful nature of Zambians made the country a good destination for tourists.

"You have to put Victoria Falls on the list of your next destination for tourism. If you haven't been to Victoria Falls, then you haven't seen a waterfall yet," Ms Mweemba said. "Our tourism is throughout the year. We have good walking safaris, bird watching, white water rafting among other activities. "

She informed the Ford fellows that Zambia and Zimbabwe would next year jointly host the United Nations World Tourism Organisation (UNWTO) General Assembly at the Victoria Falls.

She said the hosting of UNWTO was testimony that Zambia has magnificent tourism.

Other than the Victoria Falls, Ms Mweemba said Zambia had many other waterfalls worth visiting.

"The mighty Zambezi river, which goes through most parts of Southern Africa has its source in north western Zambia," the envoy said.

The Zambezi River is the fourth-longest river in Africa and passes through six countries that include Zambia, Zimbabwe, Mozambique, Namibia, Angola and the Democratic Republic of Congo (DRC).

The river is one of the main sources of hydroelectricity in southern Africa through the Cahora Bassa Dam in Mozambique, Kariba Dam on the Zambia and Zimbabwe border and Victoria Falls.

Ms Mweemba said Zambia was an oasis of peace in Africa.

"Something that is really unique about Zambia is that we are one of the few countries on the continent that has never had any conflict, no civil unrest. We are a very peaceful and very welcoming people," Ms Mweemba said. "As Zambians, we believe in peace building and peacemaking."

Ms Mweemba thanked Ford Motor Company and 92Y for selecting four Zambians to participate in this year's fellowship.

Jack Mukulu, who made a presentation about Zambia's tourism, said the country was the best destination for tourists.

"You will get value for your money when you visit," Mr Mukulu said.

Other participants from Zambia are Pricilla Banda, Musola Kaseketi and Dr Chomba Sinyangwe who made presentations on various aspects of the country.

The Zambian delegation showed a Zambia Tourism Board (ZTB)-filmed documentary about the country's tourism sites.

The participants from other countries expressed delight at Zambia's wonderful tourism scenery and wildlife, as shown in the documentary. Some participants said they would want to visit Zambia after watching the captivating documentary as well as listening to presentations by the participants and Ms Mweemba.

The Ford Motor Company International Fellowship is meant to build skills in emerging leaders from communities throughout the world.

The Ford fellows have been attending training sessions at Columbia University, Yale University and would later visit Ford Motor Company world headquarters in Dearborn in Michigan, among other places.

Issued by:

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