



MAKING TOURISM  
MORE RESPONSIBLE AND  
MORE REWARDING

*Our trademark is awarded to  
tourism establishments that  
adhere to Fair Trade criteria:*

*Fair wages and working  
conditions, fair operations,  
purchasing and distribution  
of benefits.*

*Ethical business practice.*

*Respect for human rights,  
culture and the environment.*

15 December 2009

Charmaine Beukes

**White Shark Projects**

Postnet Suite 40

Private Bag X16

Hermanus, 7200

Dear Charmaine

**RE: Letter of Congratulations**

Fair Trade in Tourism South Africa (FTTSA) was delighted to learn that White Shark Projects has announced the transfer of 25% ownership of White Shark Projects CC to your new Black Economic Empowerment (BEE) partners, White Shark Projects Employees Trust.

This act is a true sign of White Shark Projects' credible commitment to transformation. On behalf of the FTTSA team, please accept our heartiest congratulations on the White Shark Projects' recent accomplishment.

We salute White Shark Projects for being exemplary in greatly contributing to the socio-economic development of their employees.

Yours sincerely,

*FTTSA Marketing Team  
Lolla and Khaya*

Fair Trade in Tourism (Association Incorporated under Section 21), a not-for-profit company registered in South Africa. Company registration no. 2004/034455/08; VAT reg no. 4320217690  
Non-Profit Organisation no. 040-021-NPO, Tax exemption number 930016071  
Board of Directors: Dr. M Matlou (Chairperson), X Caga (Deputy Chairperson), D Mahony, S Ozinsky, J Seif (Executive Director)

34A Hatfield Corner  
1270 Church Street  
Colbyn, 0028, Pretoria

PO Box 12844  
Queenswood, Pretoria 0121  
South Africa

Tel: +27 (0)12 342 2945/3642  
Fax: +27 (0)12 342 2946  
info@fairtourisma.org.za  
www.fairtourisma.org.za