



# **THE AFRICA PEACE CARAVAN**

## ***Towards the 34<sup>th</sup> ATA Annual Congress***

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***Malawi – Tanzania – Kenya – Ethiopia – Djibouti  
Ethiopia – Sudan - Egypt***

**Contact**

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## THE VISION

The vision of the Africa Peace Caravan is to promote peace and freedom on the continent, through an annual 4x4 travel across the African continent.

The idea of the Africa Peace Caravan came from the rotating hosting of the Africa Travel Association Congress. Each year, the Africa Peace Caravan would travel from the country which would have just hosted the ATA meeting to the country where it would next be held, crossing as many ATA member countries as possible, to promote cross-cultural exchanges and freedom of circulation on the African continent.

Like an Olympic Torch, the Africa Peace Caravan buses will travel across the Africa Continent, carrying the Peace Flag.

Unlike other annual rallies which are primarily based on the principles of speed and competition, the Africa Peace Caravan, on the contrary, will take its time and be as inclusive as possible. The aim will be to foster international exchanges and enable the discovery and promotion of the countries involved.

Depending on the wealth and variety of partnerships secured before hand or emerging as the travel unfolds, the Africa Peace Caravan could spend from a few days to some months in any country. It could even stop, come back or take a break to accommodate the developments on the road and on the ground, at country-level or at continent-level. In this sense, the ATA meetings are milestones in a never-ending adventure across Africa.

The purpose of the Africa Peace Caravan will be to promote the countries and the peoples of Africa. Based on partnerships built ahead of the Caravan's departure, African Governments and their Tourism authorities will lend political support to the Peace Caravan. In-country, the Caravan will work hand in hand with the tourism industry so that the Caravan's itinerary enables the promotion of the country's culture and specificities and facilitates the discovery of the country's geographical beauties and historical heritage. The Africa Peace Caravan will welcome on the bus individuals and groups ready to contribute to the adventure, who will join the caravan for part of or the entire trip.

## WHEN and WHERE

### ➤ The 2008/2009 Edition

The first edition of the Africa Peace Caravan will start from Malawi on 1<sup>st</sup> November 2008, go through Tanzania, where the 33rd ATA International Congress took place in May 08, and end in Cairo, Egypt at the occasion of the 34<sup>th</sup> ATA Congress to be held on 17-22 May 2009.

The Caravan will travel in two phases. First, it will leave Malawi and travel through Tanzania, Kenya, and Ethiopia to reach Djibouti where it will take a break. Then, from April to May, the Caravan will resume its travel and during this second phase, will travel through Ethiopia and Sudan to reach Cairo, Egypt on 15<sup>th</sup> May 2009.

### ➤ The future editions

Each year, the Africa Peace Caravan would travel from the country which would have just hosted the ATA meeting to the country where it would next be held.

## WHO and HOW

### ➤ The Vehicle

The Africa Peace Caravan will travel on a Safari Bus, which has been modified to fit the African roads and southern weather conditions. The bus already drove it from Djibouti to Malawi, through Ethiopia, Kenya and Tanzania. It can contain over 300 litres of petrol, 280 litres of water and has a small kitchen, an air compressor and a luggage compartment. It seats 15 people.



### ➤ The core team

The Africa Peace Caravan core travelling team will comprise:

1. the coordinator of the Caravan
2. one medical doctor
3. one mechanics
4. one journalist
5. one photograph
6. one cook

Apart from the coordinator, the team could either be permanent or changing for each country or in various sections of the travel.

### ➤ Other team members

In addition to the Africa Peace Caravan core team, 9 seats will be available, for tourists and partners to join along. These additional members of the Caravan will be able to join in the trip for the whole trip or only sections such as from one capital city to the next one.

If more persons wanted to join along, this could be possible through the tour operator partners, which could offer sections of the Caravan's trip on their catalogue of safaris on offer, and provide the necessary transport and other facilities.

## WHAT YOU CAN OFFER

We are looking for a wide range of support to the Africa Peace Caravan. The following provides a non-exhaustive list of possible support that you can offer to the Caravan.

- Africa Governments and Tourism authorities
  - Travel authorisation
  - Access to national parks
  - Political support and attendance at press conferences or other public functions at the arrival to and departure from the capital cities
- Travel industry
  - Airlines: Partial or total discount on airfares for the persons joining in the Caravan
  - Travel agencies: Designing itineraries in-countries and providing any related facilities to visit travel sites or game reserves, etc
  - Hotels: offering accommodation on the way at agreed rates
  - Others: Travel country maps and guides
- Petrol industry
  - Fuel for the Safari Bus
  - Fuel for the generator
- Car industry
  - Spare parts
  - Tyres
  - Mechanical support when required
- Communication and IT industry
  - Satellite link and web site hosting
  - GPS
  - Radio equipment
  - Video and still picture cameras and batteries
  - Laptop computer
- Camping and food industry
  - Camping equipment (tents, camp beds, etc)
  - Generator
  - Tin food
- Bank, credit and insurance industry
  - loans at preferential rates
  - insurance policy
  - general financial support, e.g. to print the brochures or sponsorship clothes (tee shirts, caps, etc)
- Others
  - Various supplies and equipment for community work: medication, equipment, school items, water and sanitation tools, etc.<sup>1</sup>

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<sup>1</sup> This would depend on the profile and contribution of the additional members of the Africa Peace Caravan team. Depending on them, the Caravan could link up with community development programmes, e.g through: the distribution of schooling material to local schools (blackboards, clays, notebooks, pencils, etc), the provision of medication or mobile medical clinics and support to remote health centres, the transport of equipment from one project site to another, etc. This, however, would remain the primary responsibility of the additional team members, as the Africa Peace Caravan cannot commit itself to such initiatives in each country involved.

## WHAT WE WILL OFFER

At the end of each day, the Caravan will link up to the world, using satellite link, to update the travellers' blogs and upload photos and any other relevant material on the Caravan's website ([www.africapeacecaravan.org](http://www.africapeacecaravan.org)), as well as on the partners' sites as agreed with them.

In addition, strong media coverage is expected all along, in various medias: print and electronic, general and specialised (e.g. travel or 4x4 magazines).

Each partner can expect a positive return on their support, including as follows:

- **African Governments and National Tourism Industry**  
**We will promote your country and introduce to the travellers your tourism facilities and opportunities**
  - With the Africa Peace Caravan passing through your country, demonstration will be made of the freedom of circulation on your territory and your political support to the Vision and Purpose of the Africa Peace Caravan
  - The Africa Peace Caravan will collect available tourism promotion material in the countries involved, and distribute it at functions and press conferences in the countries next on the itinerary
  - The Africa Peace Caravan core team will comprise a professional journalist and photograph, and quality photos and articles on the countries visited will be constantly updated on the Africa Peace Caravan website
  - Additional members of the Africa Peace Caravan will further include other journalists and photographs from international travel media, which will have multiplier effects on your exposure internationally
  
- **Sponsors in general**  
**We will offer you visibility and materialise your support to the Vision and Purpose of the Africa Peace Caravan**
  - Immediate visibility on the Africa Peace Caravan Safari Bus, as well as on sponsorship clothes
  - Acknowledgments on the Caravan Website (to be updated daily) and all promotional and information documents related to the Africa Peace Caravan
  - Media coverage throughout the trip, through: articles in the press, documentary reports, press conferences
  - Networking and participation in the public functions at arrival and departure sites
  
- **Specialised media**  
**We will offer you Adventure to report on, and ready-to-use opportunities to work in a user-friendly environment**
  - Joining in the Caravan and benefiting from its logistics and coordination to visit countries and travel sites
  - Opportunities to produce related reports and coverage with minimum hassle
  
- **Individual Travellers**  
**We will offer you Adventure throughout Africa, combining the excitement and unforeseen of road travel, together with the reassurance of an experienced professional team**
  - Participate in the adventure of the Africa Peace Caravan
  - Possibility to join in the Caravan at every stage of it itinerary

- International trip in the company and under the guidance of an experienced and multidisciplinary team
- **To schools and tourism vocational training institutes**  
**We will offer you exchanges and internet fora on Peace and Travel in Africa and the discovery of the continent**
  - The Africa Peace Caravan will be constantly updated and will offer first hand information on the countries involved
  - Through the internet, interactive communication with education institutions around the world will be possible, with pupils and students having questions and answers sessions with the Caravan's team.

## THE ORGANISER

The Africa Peace Caravan project is being coordinated by Mr. Ali Liaquat, currently based in Lilongwe, Malawi.

Aged 50, Ali Liaquat has spent all his life travelling. After 15 years in the French Legion, he settled in Djibouti, where he opened the first and only African accredited Land- & Sand-yachting Centre on Grand Bara site, and developed Adventure Tourism in the whole sub-region.

Ali Liaquat is an associated member of FISLY, the International Land and Sand Yachting Federation ([www.fisly.org](http://www.fisly.org)). In 2006, he represented Djibouti at the World Championship of Land & Sandyachting in Le Touquet, France.

An experienced traveller himself, he is a member of the Africa Travel Association (<http://www.africatravelassociation.org>). He has participated in or organised a number of 4x4 international raids, including:

1998 Prolog' 98 - Djibouti, Ethiopia, Eritrea, Ethiopia, Djibouti (Prologue to the Djibouti-Paris Relais de la Francophonie 1999)



1999



IGAD (Intergovernmental Authority on Development) Peace Rally 1<sup>st</sup> edition: Djibouti, Ethiopia, Kenya, Uganda and return ([www.igad.org](http://www.igad.org))

2001/  
2002 IGAD Peace Rally 2nd edition: Djibouti-Eritrea-Djibouti, through the Red Sea Coast (when he was the first tourist to cross the road border to enter Eritrea after years of war)



2003

Brussels-Paris-Djibouti to rally Europe and Africa

2004 IGAD Peace Rally 2004 – Djibouti, Eritrea, Djibouti

2007 COMESA (Common Market for Eastern and Southern Africa) Peace Rally Artalilongwe – Djibouti, Ethiopia, Kenya, Tanzania, Malawi ([www.comesa.int](http://www.comesa.int))



Ali Liaquat has also been involved in a variety of other initiatives, which have helped him develop a wealth of partnerships in the media:

- 1998: Guide for Rene Rivals for his *Travel Guide on Djibouti*, Ed. La Manufacture, 1998
- 2001: Tour guide and interpreter for *Le Monde* newspaper for a report by Michel Braudeau on Arthur Rimbaud in Ogaden. Guided by Ali Liaquat, the journalists travelled from Djibouti to Addis Ababa to follow the tracks of the 19<sup>th</sup> century French poet and arm dealer. (“*L’Absent de la route*”, *Le Monde*, 15 Jan 2002).
- 2002: Sponsor and coordinator for two short programmes on Liberty TV, a Belgian cable TV: ‘Travel’in’ and ‘Explorer’
- 2003: Location manager for a TV5 26 min Documentary film on Djibouti (‘Djibouti, un désert convoité’, Auth. A. Zerwetz, Dir. P. Kimmerling)
- 2005: Facilitator for an article on Djibouti in ‘*4x4 Mondial*’ magazine

Ali Liaquat’s work has also been featured in ‘*Lonely Planet*’ (Ethiopia, Eritrea and Djibouti), the *Petit Futé* country guide on Djibouti 2007-2008, and <http://www.jaimonvoyage.ca/>

## EXISTING PARTNERS

	<p>AECVETA - Agence Européenne pour le Développement du Char à Voile et du Tourisme d'Aventure, Djibouti</p>
	<p>ATA – Africa Travel Association (<a href="http://www.africatravelassociation.org">www.africatravelassociation.org</a>)</p>
	<p>Malawi Ministry of Information and Tourism</p>
	<p>Bon Voyage Tours Ltd – Lilongwe, Malawi</p>




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## CONTACT

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Email: [aecveta@hotmail.com](mailto:aecveta@hotmail.com) - [www.africapeacecaravan.org](http://www.africapeacecaravan.org) (pending)

# SPONSORSHIP AGREEMENT

Between the Africa Peace Caravan, represented by Mr. Ali LIAQUAT, Area 9, Plot 260, Lilongwe, Malawi, Tel +265 8 62 27 93, Email: aecveta@hotmail.com, hereafter the Organiser

And

The company (*name of company*), with its Headquarters located at (*address*) represented by (*name and position*), hereafter the Company

## Article 1 - Purpose of contract

1. Sponsorship Agreement in support to the Africa Peace Caravan 2008-2009

## Article 2 – Support from the Sponsor

(*choose relevant option*)

A. The Company provides to the Organiser the following equipment or material (list)

The Organiser will receive the equipment one week before departure at the latest, in order to familiarise themselves. The equipment and material is donated and will therefore not be given back upon completion of the Africa Peace Caravan 2008-2009, except if expressly mentioned in the present agreement.

B. The Company provides financial support to the Organiser for an amount of (currency amount), which will be payable at the signature of the present agreement by both parties.

C. The Company provides support to the Organiser as indicated below:

## Article 3 - Duties of the Organiser

The Organiser commit themselves to ensure the promotion of the (brand name) and/or of the Company, with all stakeholders involved, including journalists and media with whom they will be in contact before, during and after the Africa Peace Caravan 2008-2009.

The entire team of the Organiser will wear during the duration of the Africa Peace Caravan 2008-2009 and whenever possible the equipment bearing the name and logo of the Company brand and/or the Company.

The Organiser will produce and give to the Company a press book which will include all media reports on the Africa Peace Caravan 2008-2009 and any other relevant material and authorises the Company to use these material for promotion purposes for one year, except if expressly indicated otherwise in the present agreement.

## Article 4

In the case of the Africa Peace Caravan 2008-2009 being cancelled due to absolute necessity and other reasons beyond the control of the Organiser, before the start of the Africa Peace Caravan 2008-2009, the equipment and material will be given back to the Company and the balance at hand of financial support will be reimbursed to the Company. In case of cancellation during the Africa Peace Caravan 2008-2009, neither the equipment and material nor the funds already spent will be remitted back to the Company.

Article 5

In case of any dispute arising pertaining to the present agreement, the Laws of Malawi will be applicable.

Various derogations to this agreement can be agreed by both parties.

Done in 3 copies in Lilongwe, Malawi, on (Date)

For the Organiser  
Ali Liaquat

For the Company  
(name and position)

# INDIVIDUAL REGISTRATION FORM

(Capital Print)

= PLEASE ALSO JOIN A PHOTOCOPY OF YOUR PASSPORT =

First name ..... Family name .....

Permanent Address

.....  
.....  
.....

Tel (inc. country code) .....

Cell (inc. country code) .....

Fax (inc. country code) .....

Email .....

Current address if different from the above

.....  
.....  
.....

Tel (inc. country code) .....

Cell (inc. country code) .....

Fax (inc. country code) .....

Email .....

Contact details of the person to contact in case of emergency

Full Name .....

Tel .....

Cell .....

Email.....

Other relevant information

Gender (circle):                    F        M

Date of Birth (dd/mm/yy) .....

Passport Nationality .....

Family situation.....

Blood group.....

Any other information as deemed relevant by the participant (e.g. allergy, etc)  
.....  
.....

Specific Skills

.....  
.....  
.....  
.....

I will be coming with my own 4x4 vehicle which will be serviced and insured for the full duration of the trip (please see with the organiser regarding costs-sharing)

I won't be coming with my own vehicle and request to join the core team vehicle.

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**CONTACT**

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