



No more guilt trips...join the Green Drive!

Cape Town's only Carbon-neutral Transport Service



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The Green Cab Newsletter #2

The Green Cab is proud to share an update on recent developments – from International Trade Show attendance; hosting exciting marketing events; blazing green trails for a renowned global travel company to establish itself in South Africa...to launching our very own Green Bus!

GREEN CAB AT ITB



In the last Newsletter we shared the good news that GreenCab was crowned Provincial Winners of the Emerging Tourism Entrepreneur of the Year Award (ETEYA). This entitled us to attend ITB where we created quite a stir! We were featured on a continuous SA Tourism promotional DVD screening; in a publication in German on all the Provincial ETEYA Winners as well as in the ITB Newspaper. We even got a mentioning by Minister van Schalkwyk in his public address! We are confident that our industry contacts made at this event will stand us in good stead securing new clients to expand our business in 2011.

[Article: Attached "ITB ETEYA Winners Article in German"](#)



ETEYA

Emerging Tourism Entrepreneur of the Year Award

GREENCAB AT MEETINGS AFRICA

From 21-23 February, GreenCab attended Africa's premier Business Tourism Exhibition, Meetings Africa, at the Sandton Convention Centre. For the first time since its inception in 2007, Meetings Africa was eco-audited by an independent sustainability consultancy, Icologie, bringing it in line with globally developed greening and sustainability standards. This move towards greening Meetings Africa is obviously right up GreenCab's "street"! It comes at a significant time for South Africa, as the country prepares to host the United Nations Climate Change Conference (COP17/CMP7) in Durban later this year...by which time GreenCab's national expansion programme will see it represented in this premier events city. Again GreenCab received special exposure as it was featured on page 26 of the "Responsible Meetings and Events Magazine" that was handed out to all exhibitors and visitors.



SMART EVENTS HANDBOOK
Greening guidelines for hosting sustainable events in Cape Town



GreenCab was furthermore featured in the Smart Events Handbook containing greening guidelines for hosting sustainable events in Cape Town.

[Article - Responsible Meetings & Events Magazine](#)
[Smart Events Handbook attached](#)



GreenCab is proud to share that it has been selected as exclusive supplier of tours and transfers to this prestigious International travel company for Cape Town, Johannesburg and Durban.

Green Path Transfers is a global airport and inter-city transfer service with a difference. In keeping with its vision to help build a sustainable travel industry, Green Path Transfers is on a mission to go green. It started the journey by partnering with the best green local transfer companies, all of which have a commitment to zero or very low carbon emissions.



In the words of GreenPath Transfers CEO, Adrian Cordiner after GreenCab MD met him at recently at ITB, about partnering with GreenCab: "It was great meeting you at ITB, wonderful to see your passion and enthusiasm for a similar cause as ours!" GreenCab is excited that this additional access to responsible travel business will be a significant contributor to the company's growth.

WHAT OUR CLIENTS SAY

PriceWaterhouse Coopers – Southern Africa

"I wanted to pop you a quick e-mail to say 'Thank You' for all the arrangements on Friday. Everything went exactly according to plan and your driver is to be commended on his professionalism and willingness to go the extra mile. Again, thank you and we will definitely use you again in the future."

Gail Rayner: Consulting Management and Support/Personal Assistant

BMW Stiftung

"After checking with my colleague in charge of transportation in Cape Town, I am happy to give you a positive feedback. She has been pleased with the transportation and especially Sheraz has been of great help! It has been a pleasure to work with you."

Ms. Julia Sikora: Project Coordinator

International Radiation Protection Agency

"I would like to thank you and your drivers very much for the excellent and safe transportation during my business stay in Cape Town last month."

Ms. Renate Czarwinski: Deputy President

Millennium Travel

"This is to thank you and your team for the superb GREEN CAB assistance with the Johnson & Johnson Conference group's transfers. It is always a pleasure to deal with Green Cab, knowing that we and our clients always receive excellent service."

Ms. Camerine Scott: Conference Co-ordinator



BMW Stiftung
Herbert Quandt



Millennium Travel specialises in the logistic management of conferences, congresses, meetings and incentive travel in southern Africa.

GREEN MOBILITY MILESTONES

Green Vehicle Insurance

Convinced that you are a true "green" driver by limiting your driving to the minimum? Then, why not consider taking advantage of Hollard's green "Pay as you Drive" insurance?!

www.payasyoudrive.co.za



CO2 Vehicle Emissions Tax

The Minister of Finance recently announced that a 'green tax' will be levied on all vehicles, including passenger vehicles, with effect 1 September 2010. All Tour Operators would benefit by following this link in the "Tourism Tattler" e-magazine (click on pg 14 on the bottom left hand corner) to understand how it will work and effect your business.

[Tourism Tattler E-magazine](#)



thegreencab

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Call us for your

TOURS & TRANSFERS

needs.

