



**FAIRTRADE**

Fairtrade Africa – Southern African Network (FTA-SAN)  
Unit 20 Block E, Collingwood Place  
Anson Street, Observatory  
Cape Town 7925

December 10. 2013

**Green Cab**

Studio 11  
Harbour View Studios  
136 Main Road  
Kalk Bay, 7975

Dear Green Cab Team

Five months ago, I was employed by the Fairtrade Southern African Network (FTA-SAN) on a six month contract basis as its Regional Assistant. One of the key functions I was to perform, was to provide logistical support to an Africa Fairtrade Convention to be hosted the last week of November.

From the start I knew that I needed trustworthy and very capable service providers if this event was going to be a success. After all, five months in which to organize a continental event for an organization that you are not too familiar with is no small undertaking.

In sourcing the transport provider for the event, I remembered an article I read in the Oprah Magazine about a small company trying to do things differently in the transport sector. I also knew that the Green Cab ethos would suit our organization's brand values etc.

From the start Amiene and Zama sought not only to provide a service, but really became invested in the event and in me as a person, supporting me in being always contactable, helpful and ready with advice – all this being part and parcel of also delivering an excellent service.

With Green Cab, one also rests assured that like you, they are just as concerned about your budget and carbon footprint as you are and will therefore always keep the creative solution and win-win objective in sight when planning your transport plan with you. I also found them pro-active in the prevention of crisis-management, always trying to keep all bases covered.

The feedback from our conference goers were also very favorable.

Thank you Amiene and Zama for not only becoming involved in the event as a service provider but rather as a key success indicator, understanding that for an event like this, you become part of the overall delivery. As a service provider you required minimum oversight and really became part of the team.

Thank you very much for everything!

Ana Lemmer