



Press Statement

To: All Media

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Please find a creative article from BIFM.

For any queries on this statement or anything else in relation to this statement please contact the undersigned.

Thanking you in advance.

Kind regards,

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Bifm Traditional Expo On Its 9th Edition

The BIFM Traditional Expo, will be staging its 9th edition this Thursday evening at the Botswana Craft. First held in 2004, the BIFM Traditional Expo was aimed at celebrating and promoting Botswana culture and music. According to Losika Seboni, the event organizer, the event is aimed at increasing and promoting national pride in local music, dance and cuisine. " The expo gives local artists the necessary platform to promote and sell their craft to the outside world but more importantly to the locals themselves," he says.

BIFM came on board as the expo's headline sponsor in 2010. The coming on board of BIFM has provided the event the necessary resources that has helped the event grow tremendously in the past two years. BIFM is Botswana's leading fund management company which has had its roots firmly planted in Botswana since 1975. According to BIFM CEO Gaffar Hassam, traditions ought to be respected, and what better way to show their respect for the different Botswana cultures than by supporting the Traditional Expo.

The Traditional Expo is deemed a culmination of all traditional dance events held in the country through out the year. It brings together the best from the Kuru and Domboshaba festivals, offering locals a mixture of local cultures all under one roof. This year's show promises to be even more thrilling with the addition of traditional dikhwaere to the program. "This will give people an appreciation of what goes on in the villages during christmas, and why the Dikhwaere are so popular with locals," says Seboni.

The traditional cuisine that will be offered on the day ties in well with the days activities of traditional music, dance and dress making it a purely Botswana experience like no other. Patrons of the event are encouraged to come dressed in their traditional attire and stand a chance to win a prize for being the best dressed at the event.

According to Seboni, this year they have partnered with Mpho Kuaho. Kuaho will choose the best dressed patron on the night and they will win a voucher which entitles them to a traditional outfit from her collection. The traditional expo has previously hosted traditional music giants, Culture Spears and contributed largely to their regional and international exposure. With that as a benchmark of what the expo can do for local artists, Seboni hopes that more and more local artists will use this platform to sell their music and create export opportunities for their products. Tickets for the show are available at Botswana Craft at P3500 for a corporate table or P350 for individuals. The price is inclusive of traditional cuisine, welcome drinks, Botswana brew and an exciting presentation by top local cultural groups.

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