

M. Williams B.N. Nkuruuziza

- letter

12/31/2004

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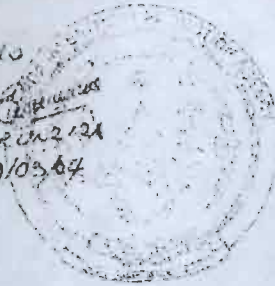
URGENT

ATTN: THE HON. ROBERT BAHAMBU

As per our discussion, kindly spare some little time to go over the attached proposal from Parc Safari and let us discuss same at your earliest convenience.

Kindest regards

WILLIAMS NKURUNZIZA  
17/03/04

Friday, March 12<sup>th</sup> 2004

M. Williams B.N. Nkurunziza  
Director General  
RIPA  
P.O. Box 6239 Kigali - Rwanda

Dear Mr. Nkurunziza,

subject: Parc Safari-RIPA meetings in Montréal and at Parc Safari. This letter replaces the previous one.

Further to discussions and meetings held with Mr. Emmanuel Muhawenimana of RIPA, we wish to let you know we will welcome a Rwanda Pavilion at Parc Safari for the coming summer and offer Rwanda tourism and products access and visibility to the Canadian and North-American marketplace.

Serge Lussier, my brother Gilbert and I were pleased to meet with you and with the members of your delegation. Briefly we, the Canadians, forget the cold winter and travelled in spirit to the mountains of Rwanda. Thank you.

We are honored that our Park would attract your attention. It is a privilege for my colleagues and myself to consider the possibility of contributing to the development of tourism and to other spheres of the economy in your country.

A summary of our business opportunity discussions follows.

#### #1. Rwanda Pavilion at Parc Safari

All the advantages of a Rwanda Pavilion are presented in the enclosed "Agreement Project".

The Parc's management team welcomes with enthusiasm a Rwanda Pavilion for the summer of 2004 at Parc Safari. All managers wish to do something immediately to highlight the presence of Rwanda at Parc Safari: restaurants, operations, marketing, boutiques, shows, etc..

For the 2004 season we plan to

- ... use an 80sq.me. fully serviced, air conditioned store on Main Street ;
- ... install an open marketplace in front of the Boutique ;
- ... present the Rwanda Pavilion in our Visitor's Guide ;
- ... from a marketing perspective, associate the Rwanda Pavilion in all Parc Safari advertising and promotion.

The attached agreement presents a detailed description of Parc Safari's and Rwanda's engagements and responsibilities.

## # 2 Other mandates and objectives for Parc Safari

The day after our meeting, our member of Parliament and Deputy Minister responsible for Canada's National Parks, Mr. Serge Marcil, came to Parc Safari to announce a grant for the renovation of all animal keeping facilities at Parc Safari. (See newspaper articles.) I informed the Minister of our meeting with your delegation. He had visited Rwanda in November 2003. He said he had worked with Canada's International Development Agency, CIDA, in Africa. Mr. Marcil invited me to pursue our discussions and offered to help in identifying CIDA programs that facilitate the involvement of Canadian companies in international development projects.

It would be very helpful if you could formulate specific objectives and mandates Parc Safari's management team could undertake : specifically the hotel and trails requirements for your national forests. ...export potential of Rwanda products, mining, etc..

## # 3 Canadian Film crew in Rwanda

Mr. Lussier, Dir. Zoology, spoke with Emmanuel about the television program project and received a positive response. Would it be possible for you to write to Serge and indicate the assistance the Rwanda Government can offer the film crew. Such a letter from RIPA's Kigali office makes it that much more formal for the Television station.

## # 4 Visits to Rwanda

**I hope the enclosed agreement text is an accurate account of our discussions and reflects your understanding of our mutual responsibilities.**

Please, do feel comfortable to bring corrections should some matters need to be clarified or modified. In its present form please consider the agreement as accepted by Parc Safari .

A signed copy will be faxed to your office as soon as you indicate your approval of the text. **Parc Safari's Director General of Zoology, Mr. Serge Lussier will go to Rwanda** with our Boutique Director, Mrs. Woodman, whose responsibility would be to look for, select and make arrangements for the shipping of merchandise to Canada

**As for the Kigali Investment Conference** I am very much interested to attend. Should the constraints imposed by the present construction program keep me from attending I will insure my brother Gilbert go in my place.

All of us at Parc Safari consider it a rare opportunity to be in contact with the people who are the safekeepers of the mountain gorillas. We are also in the "conservation business". We will endeavor, with your cooperation, to further explore the potential to re-enforce social and economic links between Canada and Rwanda.

Thank you for the opportunity.

Jean-Pierre Ranger  
President

jp.ranger@parcsafari.com    jpranger@videotron.ca    www.parsafari.com  
cc: Rosette Chantal RUCAMBA, Dir. Gen. ORTPN



## PROJECT

**Agreement between the Ministry of Tourism of the Government of Rwanda**

and

**Parc Safari (2002) Inc. from Jardins de Napierville Region, Province of Québec, Canada**

This agreement is put forth further to discussions between representatives of the Government of Rwanda and the President of Parc Safari.

### **Background**

Parc Safari was created in 1972. Parc Safari is a recreational park situated 56 km South of Montréal via autoroute 15, exit 6, ( Autoroute 15 links Montréal and New York ). 325 thousands of visitors visit the park each season. Visitors spend on average 6-1/2 hours at the Park.

Parc Safari is recognized in North America as a major zoological institution. It keeps some 700 animals of 60 species. All of the animals roam free in large fields. 200 acres of the property are specifically arranged for the well-being of animals. The Park participates in conservation and reproduction programs and it keeps 26 endangered species. The Parc offers visitors a variety of services and attractions: swimming, picnic area, musical presentations, mechanical rides, playground, education shows, miniature golf, elephant and poney rides, discovery trails in the forest, botanical, zoological and other pedagogical tools.

**Parc Safari Africain or African Safari Park's** unique feature is presenting spectacular animals from the five continents but the most spectacular animals all come from Africa: elephants, giraffes, zebras, lions, rhinos, chimpanzees, greater-koudous, etc.. They can only be seen in semi-liberty in the large compounds of Parc Safari.

## Objective of the agreement

The objective of this agreement is *to promote Rwanda*

- its products, services, and tourism industry
  - in Canada and in the northeast of North America.
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Parc Safari offers Rwanda visibility, product merchandising and development opportunities through

- an **exhibition** at Parc Safari
  - an **advertising** and promotion campaign that reaches 10 million people
  - the **importation of Rwanda products for Canada**
  - and product **distribution in zoos and other outlets** in North America
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## Parc Safari responsibilities

For 2004 and years thereafter, there will be a permanent Rwanda Pavilion, merchandise from Rwanda and persons from Rwanda at Parc Safari. Rwanda will receive the full benefit of a dedicated promotion campaign.

General information and action plan.

- **Parc Safari markets:** all of Quebec Province, eastern Ontario, the states of New-York, Vermont, New Hampshire, Massachusetts and Maine.
- **Parc Safari's advertising** campaign reaches approximately 10 million people. Media used are Tv, radio, weekly and daily papers, leaflet distribution, posters

The Parc invests 500 000\$ in paid advertising. Parc Safari receives an additional 500 000\$ in free advertising space through the exchange of services with media and promotion partners.

**Public relations campaign:** province of Québec residents can see our Director of zoological services on a weekly french language television program. A similar program is planned with an English language television station for this summer. Parc Safari receives much media attention because of the socially positive aspect of its activities, it is a long established and well respected Family recreatioanal park and because we receive a great amount of media attention... (our animals are seen in many Hollywood film).