



**Press Release:  
FOR IMMEDIATE RELEASE**

*TZG Partners* launches luxury travel operator **QUAFRICA.COM**:  
High-end unique experiences in Africa for adventurous Chinese travelers

*SHANGHAI* – (Embargo till 15<sup>th</sup> January 2012) – **QUAFRICA.COM**, a niche tour operator, offers an exclusive way of discovering Africa: through personalized and luxurious experiences. The African continent offers glamour, adventure and inspiration, and **QUAFRICA.COM** is dedicated to introducing their clients to this diverse continent through fully customized thematic trips. Whether it's Gorilla trekking in Rwanda, taking a hot air balloon ride across the Namib Desert, pursuing a special interest (such as Photography or Yoga), or sipping champagne while honeymooning on white-sanded beaches in the Seychelles, each trip and country is strikingly unique and offers myriad opportunities for exploration. Whether traveling with family, friends, solo or with business colleagues, **QUAFRICA.COM** can accommodate all types of adventurers!

But **QUAFRICA.COM** is more than a luxury tour operator. At the heart of the company lies a dream to improve the lives of many less fortunate. All of the company's profits will be reinvested into carefully selected charitable organizations across Africa, which focus on future sustainability. ClearWater Initiative ([clearwaterinitiative.org](http://clearwaterinitiative.org)) is one of these organizations, promoting simple, innovative solutions for clean water in conflict-affected areas in Africa.

“The number of Chinese travelers is growing fast, and we are pleased to witness a rising interest in Africa as a high-end travel destination. **QUAFRICA.COM** is excited to play a role in helping Chinese tourists develop a more positive and deeper cultural understanding of the continent. Our aim is to allow Chinese travelers to experience the best that Africa has to offer, and to help meaningful organizations too”, says Business Development Director Dominica Drazal.

With flawless logistical execution and each detail carefully planned, travelers can expect a once in a lifetime experience. **QUAFRICA.COM**'s knowledgeable team is entirely focused on Africa, and guides each customer to pick a destination according to theme and activity preferences. **QUAFRICA.COM** is equipped to provide solutions and answers, from concerns about food and safety to advice on customized luxury shopping experiences. The interactive website (**QUAFRICA.COM**) allows users to



plan their dream itineraries, while learning about each destination through its photo gallery, blog and real life stories. In Africa, local Mandarin speaking guides take care of clients when needed and trips are customized for Chinese travelers according to their cultural and culinary needs.

#### About TZG and *QUAFRICA.COM*

Set up in 2011, *QUAFRICA.COM* is a subsidiary of TZG Partners, a Shanghai-based firm that builds and invests in high-growth businesses. The team has over 20 years of experience living in, and working with Africa. With their network of partnerships, understanding of Chinese clients, and knowledge of Africa's offering, they can secure the most unique, exclusive, and high-end experiences to suit discerning Chinese travelers. TZG and *QUAFRICA.COM* create a natural bridge between China and Africa.

For further information please visit *QUAFRICA.COM* and [weibo.com/trafrica](http://weibo.com/trafrica)

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