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# Up, UP AND AWAY



Running a South African based, but internationally popular wedding and function coordination business requires some travelling, as Aleit knows only too well.

■■■■ Driven by his passion and skill for planning, Aleit Swanepoel established Aleit Wedding and Function Coordination in 2002. With his combination of fresh thinking and industry experience, he soon earned a reputation for creating bespoke events that captured his clients' individuality. It was not long, therefore, before his business expanded to become a multi-faceted organisation.

With over 70% of Aleit's business stemming from foreign shores, it makes sense for him to travel abroad when he can. This allows overseas based clients to interact with Aleit on a personal level, and also allows him to personally oversee the weddings and events that The Aleit Group have been contracted to execute off-shore.

Aleit's latest travel arrangements span five countries and include a complex and very ambitious itinerary which has been effortlessly handled by Aleit Travel. "This utterly pleasurable experience reminds me how lucky our clients are to have access to such first class service through Aleit Travel. This leaves me free to think about engaging future clients and ensuring that our weddings and events which take place abroad are executed to the highest standards. In fact, I highly recommend Aleit Travel for stays within the African continent or abroad," says Aleit.

Aleit loves travelling and London in particular is a favourite destination of his. "On my return (from my first trip to the UK), I sat my wife down and exclaimed: 'I love London so much; we are going to move! Right now! My



team is perfectly competent to coordinate and execute the weddings and events in South Africa, and I will liaise directly with the clients residing in Europe.' This proclamation was met with a thoughtful, all-knowing look, casually tossed across the lounge by Madri. Soon after, our daughter Kataline arrived and I managed to survive a good part of the bitterly cold British winter... And then reality set in. Needless to say, we still live in Cape Town, but my frequent trips to the United Kingdom make wedding and event planning on a global level extremely effective," explains Aleit. And judging by the results, it is clear that The Aleit Group are indeed setting trends in South Africa by offering a superior, world class product.

It has now become a tradition for Aleit to consult with European clients "on their turf" by way of quarterly excursions overseas.

This year he will be visiting London and then Paris, where Aleit Event Projects is coordinating an extremely high profile corporate event. Thereafter Aleit will travel to Poland where he is personally coordinating a wedding in Warsaw – a first for the wedding team and an occasion the entire group is very excited about. Finally, he will visit Germany and Prague before returning home.

Bon Voyage – until next time! ■