

#KULTURETM

LIFESTYLE Eswatini's Premier Lifestyle Magazine



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WHAT'S INSIDE

DR BAKHE DLAMINI

On Relationships,
Couples Therapy
& What Men Want

2024 TRAILBLAZERS

Bold Personalities
Leaving Their
Mark On Local
& International
Scenes

EXCLUSIVE

BAKA NGWANE TELLING OUR STORY

Director Shaft Moropane On
Bringing Local Production To Life



THE PIONEER & FUTURE STARS

Mthunzi 'Shadow' Zwane's Legacy and How Rising Stars, Phiwo Dhlamini & Miss N Are Shaping Eswatini's Entertainment Scene

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Welcome to **Kulture—Eswatini's premier lifestyle magazine, brought to you by the same team behind the nation's leading business publication, Inside Biz Magazine. Kulture celebrates the vibrant and dynamic lifestyle scene in Eswatini, taking readers on an immersive journey through the country's sights, sounds, aromas, and flavors. Each issue is designed to captivate and inspire, offering a rich mix of content, from the latest in entertainment and success stories to highlights of local brands, top restaurants, and must-visit destinations. We also delve into personal finances, health, wellness, relationships, home life, and much more.**

Our mission is to provide unique and insightful content that motivates our readers to pursue their passions and explore new possibilities. We are equally thrilled to showcase the incredible talents and stories that our country has to offer. As the only magazine of its kind in Eswatini, we are committed to upholding the highest standards, reflecting the values of being: Insightful, Innovative, and Inspired, which define our brand across all publications.

In this inaugural edition, we invite you to immerse yourself in the festive spirit as we explore Eswatini's top family-friendly travel destinations, exciting shopping hotspots, festive season savings tips, and

FROM THE
TEAM DESK
**It's time to
celebrate
our own!**

the finest wines and drinks. We also shine a spotlight on some of the game-changers in the arts scene for 2024. We also feature exclusive interviews with prominent figures, including entertainment legend Mthunzi 'Shadow' Zwane, acclaimed Baka Ngwane film director Shaft Moropane, and renowned marriage and family therapist Dr. Bakhe Dlamini.

Stay tuned for more exciting content and development in the new year across our digital and print platforms.

'Tis the season to be merry—enjoy your read!

Kulture!

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WHAT'S #Trending

Explore **#Trending** music hits, box-office releases and binge-worthy streaming shows, must attend events and more. Whether you're a urban culture enthusiast or just seeking fresh recommendations, **#Trending** keeps you connected to what's hot and happening.

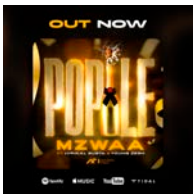
KULTURE BEATS



Nomndayi ft Young Zesh - Kogcina Bani

Energizing crowds with his captivating Swati lyrics, Young Zesh, arguably today's hottest local talent, recently, South African artist Nomndayi on the powerful and uplifting song "Kogcina Bani." This collaboration has struck a chord with emaSwati, inspiring many to pursue their dreams despite life's challenges.

+ PLAYLIST ESSENTIALS



POPILE
Mzwaa ft
Young Zesh
& Lyrikal Busta
(SINGLE)



YINI
Umuti
(SINGLE)



THE PURSUIT OF EXCELLENCE
Dj 1 D
(ALBUM)



BEST OF SWAZI JIVE
Various Artists (2017)
Ft. YnV, Tendaness, Adrienne Foo, Bholoja + More
Streaming Available on Audiomack

#KULTURE EVENT GUIDE

DECEMBER 2024

RESOLUTION RUN SANCTUARY SUMMER SERIES

Milwane Game Sanctuary
7, 14, 21 & 28 December 2024

MAYHAM

The Albert Millin
20 December 2024 From 2pm



SUMMER SHOWDOWN

Olive Country Lodge
28 December 2024 From 12pm

LIFESTYLE EXPERIENCE - ALL WHITE 2ND EDITION

Ocean Cuisine
29 December 2024

The Platinum All White Cross-over

Sibebe View Villa
31 December 2024 From 12pm

JAN 2025 HIGHLIGHT EVENT

RESOLUTION RUN



Milwane Game Sanctuary
22 Feb 2024

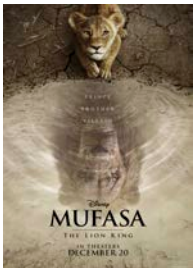
#Resolution Run is an annual fun run held at Milwane Game Sanctuary. This family event aims to encourage sustainable use of conservation areas and inspire individuals and groups to realize their New Year's resolution of healthy living.

Kick off your year with a purpose, whether you're challenging yourself with a new distance or simply enjoying the scenic route, this is an event you won't want to miss.

FOLLOW OUR SOCIALS FOR MORE EVENT UPDATES

BIO'SCOPE

AT THE BOX OFFICE



COMING SOON: MUFASA - THE LION KING

Lost and alone, orphaned cub Mufasa meets a sympathetic lion named Taka, the heir to a royal bloodline. The chance meeting sets in motion an expansive journey of an extraordinary group of misfits searching for their destinies. **Release Date: 20 Dec 2024**

NOW SHOWING



GLADIATOR II (16)

Action, Action, Adventure, Drama
Pedro Pascal, Paul Mescal, Denzel Washington



GLADIATOR II (16)

Action, Action, Adventure, Drama
Pedro Pascal, Paul Mescal, Denzel Washington

ON THE HOME SCREEN



THE PIANO LESSON

Drama
John David Washington, Samuel L. Jackson, Danielle Deadwyler
Movie - Now Showing



YOUNGINS (SEASON 2)

Drama
Ayakha Ntunja, Kealeboga Masango, Lebohlang Lephatoana
Limited Series - Coming Soon



CROSS

Suspense, Action, Drama
Aldis Hodge, Isaiah Mustafa, Ryan Eggold
Limited Series - Now Showing

2024 **GAME** Changers

By: Ayanda Dlamini

Eswatini is buzzing with creativity in 2024, with established names and some rising stars taking the world by storm. From chart-topping DJs and cutting-edge artists to fashion icons and event masterminds, these trailblazers are not just making waves—they're setting trends. This year, we spotlight the bold visionaries putting the Kingdom on the map and leaving a mark on the global arts scene.

Uncle Waffles - The Amapiano Princess

Since rising to prominence in 2021, 24-year-old trailblazer, Uncle Waffles, remains a true national treasure. Known as the "Princess of Amapiano" by international media, she has captivated audiences on some of the world's most prestigious music stages and at top festivals.

This past year, she has embarked on an international tour, playing sold-out shows across Europe, North America, and Africa. In London, she packed out the O2 Academy Brixton, a venue that has hosted some of the biggest names in music. In Paris, she brought the house down at the famed Élysée Montmartre, while her Dragon Den show at The Albert Millin, in Mbabane, celebrated her roots with her adoring home audience. Last month she graced the Britain's Prince William's prestigious Earthshot Prize in Cape Town, preceded by a star-studded 'green carpet extravaganza'.



Wassabee - The Masked Spinner

DJ Wassabee emerged as the most popular mainstream female Hip Hop DJ of the past year. Despite being in the industry for just over a year, she has quickly made a name for herself, expanding her reach beyond borders with performances in South Africa, Malawi, and more. She's been booked for nearly every major show in the country and continues to prove she's exactly who she believes she is. Wassabee has graced the renowned stages of Luju Food & Fashion Festival, MTN Bushfire

Firefly Finale, Pop Sunday, Makoti Festival, and Eswatini Musical War. but to name a few. She's also made guest appearances at top venues such as Solanis Shisanyama, Mega Lounge, and Ocean Cuisine, where she had her first official gig in December 2023. Her journey began in May 2023, when she began pursuing her passion for DJing, using virtual DJ software to craft her unique blend that fuses Afrobeat, Hip Hop, RnB, and Pop. Keep shining, Wassabee - the future is yours!



Nelisa Lawton - The Jazz Godmother

"The jazz godmother" Nelisa Lawton, has hosted over ten sold-out jazz shows in 2024, and we have to say, woman knows the game!

Lawton and her late husband founded event management company, Legendary Events, 14 years ago. Both jazz enthusiasts, their work sourcing entertainment for corporate events, inspired them to producing their own concerts.

Feeding in Eswatini's growing jazz scene, they introduced local audiences to class acts such as Dr. Abdullah Ibrahim, Hugh Masekela, Sibongile Khumalo, McCoy Mrubata, Paul Hanmer, Mandisi

Dyantys Tiale Makhene, and many more.

In June 2024, Lawton formed the talent group 'Sisonkhe Kollektiv' - her brainchild with the Jazz Gallery. Made up of 21 gifted members' (aged 14 to 63 years), the group made their debut performance at the sixth edition of the Standard Bank Luju Food and Lifestyle Festival back in August 2024.

Currently Sisonkhe Kollektiv is working on their debut album, expected to launch in February 2025.



Thamsanqa KRTC Sibandze - The Black Superman

KrTc is a Hip Hop artist, Mentor, Speaker, Poet, TV and Radio host and media personality. This artist continues to defy expectations and has managed to evolve himself, becoming a multiplicity of expressions, a trendsetter and creative arts influencer and an entertainer.

Also known as, KRTC of Hiphop, widely recognized for his ground-breaking contributions as a pioneering hip-hop artist, is also one half of the legendary Siyinqaba duo. Recently, the duo made waves with the digital release of their classic album and a series of highly anticipated

live performances. Beyond his musical career, KRTC has played a key role in shaping and inspiring the arts scene in the Kingdom through various impactful initiatives. In addition to his musical achievements, he has established himself as a highly sought-after public speaker and MC. Over the past year, KRTC has collaborated with prominent brands, including the MTN Bushfire Festival, Leadership Growth Forum (LGF), and Ubombo Sugar Limited, further expanding his influence across diverse industries.



Swazi Plaza

Your Ultimate Festive Destination This Christmas Season



As the holiday season approaches, Swazi Plaza in the heart of Mbabane becomes the ultimate destination for everything Christmas. From thoughtful gift shopping and seasonal home décor to diverse dining options and travel services, the Plaza promises to make your festive season magical. Whether you're preparing for a cozy family celebration or a grand festive bash, Swazi Plaza has all you need to make this Christmas unforgettable.

Shop Smart, Shop Festive

Swazi Plaza takes the stress out of festive shopping with an impressive selection of stores. Whether you're stocking up on groceries at Shoprite, picking out stylish home goods at Sheet Street, or finding deals at Clicks, the Plaza has everything to simplify your holiday to-do list. Make every shopping trip count as you tick off essentials while soaking in the Plaza's festive spirit.

Gifts That Speak from the Heart

Finding the perfect gift is effortless at Swazi Plaza, where a variety of stores cater to everyone on your list. Explore gadget options, elegant jewelry at Sterns, clothing for all styles at Pep, Legit, Mr Price and so many more stores and boutiques with luxurious fragrances at Perfume Hut and Perfume Paradise. Gift cards, available at several outlets, allow for a personalized touch to your holiday surprises, while floral arrangements from The Flower Shop add a timeless charm to your gifting.



Celebrate the Festive Spirit in Style

Transform your home into a festive wonderland with the wide array of décor and decorations available at The Crazy Store, Shoprite, Pep, and Crystal Home. To add to the Christmas cheer, Swazi Plaza has set up a special Christmas Photo Booth where you can capture magical holiday moments with your loved ones – free of charge! Celebrate in style and let the Plaza help you create a season to remember.

Savor the Season's Flavors

When it's time to dine, Swazi Plaza spoils you with options perfect for every palate. Whether you prefer a sit-down meal or a quick takeaway, family favorites like Spur and Galitos deliver delicious, hearty meals. For a touch of international flair, enjoy flavorful dishes at the Chinese, Indian, or Mozambican eateries. From grills to local specialties, the Plaza offers something for everyone to savor this festive season.

Plan the Perfect Holiday Getaway

If you're planning to travel this season, Swazi Plaza is your go-to destination for seamless holiday arrangements. Royal Eswatini Travel Agency offers comprehensive travel services, from booking flights and accommodation to crafting custom packages. Need a vehicle? Affordable Car Hire has you covered. Plus, travel essentials like durable luggage and accessories are readily available at Luggage for Africa. Let the Plaza make your holiday journey smooth and stress-free.



The Magic Awaits at Swazi Plaza

This festive season, Swazi Plaza invites you to immerse yourself in the beauty, warmth, and joy of Christmas. With stunning decorations, a wide range of services, and fun family-friendly activities, the Plaza is more than just a shopping center – it's a place where memories are made. Visit today and experience the magic for yourself!

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Office Space

Rate
E130 per m²

95 sqm
Office Space

Rate
E130 per m²

81 sqm
Office Space

Rate
E130 per m²

68 sqm
Office Space

Rate
E130 per m²

22 sqm
Office Space

Rate
E140 per m²

Why the Swazi Plaza?

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Law Firms



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Convenience Stores



Restaurants



Lifestyle Facilities

+ More

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Police Post



On-Site
Security



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Mbabane CBD



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Bus Rank

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Govt + Ministerial
Offices



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Avoiding Festive Season Scams: Protecting Your Finances and Personal Information

25 November 2024

As the festive season approaches, the air is filled with excitement and anticipation for celebrations, gatherings, and gift giving. Unfortunately, it is also a prime time for scammers looking to take advantage of the holiday spirit and the hustle and bustle that comes with it. To ensure you enjoy a worry-free season, it is crucial to be aware of common scams and implement protective measures.

Identifying Common Holiday Scams

The festive season often sees a spike in various scams, particularly phishing emails, fake charities, and online shopping fraud.

Phishing Emails: Scammers pose as reputable businesses, sending emails that appear legitimate but are designed to steal personal information. They may request verification of account details or prompt you to click on a link that leads to a malicious site.

Fake Charities: The season of giving attracts opportunistic scammers who set up fake charities or impersonate established ones. These entities may solicit donations via websites, social media, or even through phone calls, leveraging emotional triggers to compel giving.

Online Shopping Scams: With the surge in online shopping, fake e-commerce sites proliferate, often offering unbelievable deals on popular items. These sites aim to collect your financial information and may never deliver the promised products.

Tips for Safe Online Shopping

To combat online shopping scams, follow these essential tips:

Verify Websites: Before making purchases, ensure the site is legitimate. Check for reviews and ratings, confirm contact information, and look for a physical address. Reliable sites typically have a

secure payment option, indicated by “https” in the URL.

Use Secure Payment Methods: Opt for credit cards or trusted payment services rather than debit cards or wire transfers. Credit cards often offer better fraud protection. Avoid entering sensitive information on unverified websites.

Avoid Suspicious Links: Be cautious of links in emails and texts that lead to shopping deals. Instead of clicking directly, visit the retailer’s official website by typing the URL into your browser.



Email and Phishing Scams

The holiday season often brings a surge in phishing attempts. Here’s how to enhance your email security:

Scrutinize Email Senders: Always check the sender’s email address. Scammers often create addresses

that closely resemble legitimate ones. Look for minor discrepancies that might indicate a scam.

Be Wary of Attachments and Links: Avoid downloading attachments or clicking on links from unknown sources. If you receive an email claiming to be from a trusted organisation asking for personal information, contact them directly using verified contact details.

Enable Two-Factor Authentication: Utilise two-factor authentication for your email accounts and other sensitive services. This adds an additional layer of security, making it harder for scammers to access your accounts.

Safely Booking Holiday Travel

Many people also plan trips during the festive season, leading to potential travel-related scams. Here are some tips for safe holiday travel booking:

Book Through Trusted Sources: Use well-known travel websites or recognised travel agencies. Research any unfamiliar sites.

Watch for Unbelievable Deals: If an offer seems too good to be true, it probably is. Scammers frequently lure unsuspecting travellers with unrealistically low prices that lead to non-existent bookings.

Verify the Travel Agency: Before making any reservations, check for business credentials and reviews. A quick search can reveal if others have had positive or negative experiences with a specific agency.



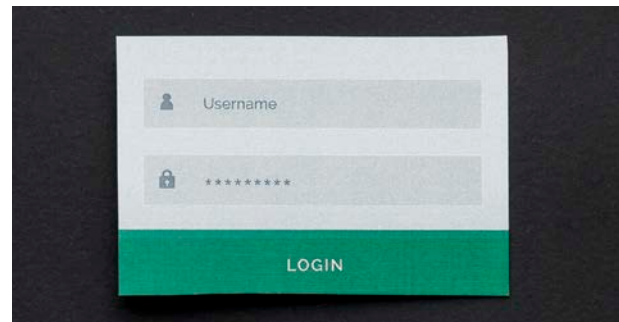
Secure Online Banking Practices

The holidays often see heightened banking activity, making it vital to protect your finances:

Monitor Your Accounts: Regularly check bank and credit card statements for unauthorised transactions. Prompt reporting of any suspicious activity can minimise potential losses.

Use Strong Passwords: Ensure your online banking accounts are protected with strong, unique passwords that are frequently updated. Avoid using personal information that can be easily guessed.

Stick to Secure Networks: Avoid using public Wi-Fi for banking transactions. If necessary, use a reliable Virtual Private Network (VPN) to secure your connection.



Protecting Personal Information

As you navigate the festive season, protecting your personal information is paramount.

Limit Information Shared on social media: Be mindful of what you post online. Sharing holiday travel plans or gift wish lists can expose you to potential risks.

Shred Sensitive Documents: Properly dispose of any documents that contain personal information, such as credit card statements or bank documents, to prevent identity theft.

Educate Family Members: Ensure everyone in your household understands the importance of safeguarding personal information, especially children who may not recognise potential scams.

In conclusion, while the festive season brings joy and celebration, it is essential to remain vigilant against scams. By understanding the common threats and adopting protective measures, you can safeguard your finances and personal information, allowing you to fully embrace the holiday spirit. Enjoy a safe and joyous festive season!

Ends.

By Ayandza Motsa, Customer & Marketing Specialist – Old Mutual Eswatini



The Pioneer & Rising Stars

Crafting Eswatini's Entertainment Evolution with Shadow, Miss N, and Phiwo Dhlamini Setting the Stage.

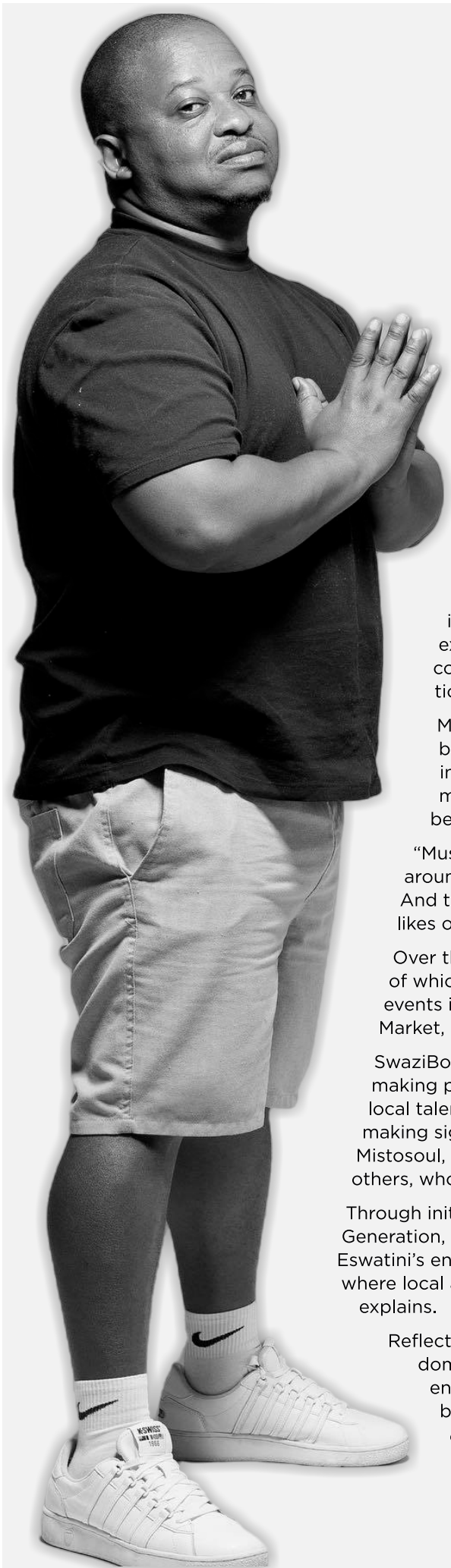
By: Ayanda Dlamini | Pics: M.Zwane, P. Dhlamini, N. Sibandze

The entertainment scene in the country is on the up, showing signs of recovery from the devastating effects of the Pandemic. This is in part, thanks to a blend of vision, passion, and drive, led by industry pioneers and emerging talents.

Mthunzi 'Shadow' Zwane, a true trailblazer with over 20 years of experience, has been a foundational force, shaping events and cultivating the scene through the iconic SwaziBoy Entertainment stable. Alongside him, two young leading female figures, Miss N Nokwanda "Miss N" Sibandze and Phiwokuhle "Phiwo" Dhlamini, are taking the spotlight, each bringing their unique flair to the scene.

Miss N, an award-winning entertainment journalist and PR expert, continues to advise, manage, and elevate Eswatini's creative community.

Phiwo, the energetic MC of the MTN Bushfire Festival, is also empowering creatives through her platform, Culture Connect. Together, these three are not just shaping the present, but are driving Eswatini's cultural and entertainment future forward.



ALMOST TWO DECADES LATER, **SWAZIBOY** STILL STANDING TALL!

Mthunzi Shadow, the Essence
of Eswatini Entertainment

Established in 2006, SwaziBoy Entertainment has been instrumental in shaping the local entertainment scene and influencing the careers of many Swati creatives.

The label is renowned for its commitment to discovering and nurturing talent, having launched the careers of some of the most influential DJ's and artists in the industry. With a reputation for excellence and a deep connection to its cultural roots, SwaziBoy continues to lead the way in the entertainment industry, driving innovation and setting trends that resonate both locally and internationally.

Mthunzi 'Shadow' Zwane, sounds familiar? Yes, he is the main man behind this leading entertainment stable. Zwane is a business-minded individual who is passionate about arts, events and a team player who makes things happen and gets things done. His passion for music began when he started understanding music from a tender age.

"Music is a language and a lifestyle. The inspiration was inevitable as it was around us, we grew into it, and we couldn't ignore the gap in the industry. And the house music influence came out massively at the time from the likes of DJ Christos, Oskido, Vinny DaVinci, and a whole lot more."

Over the years, SwaziBoy has hosted numerous entertainment events, many of which have become some of the most anticipated in the country. Notable events include the iconic 24-hour Crossover parties, House Music Fest, The Market, Deep House Conversations, and Swazi Polo, among others.

SwaziBoy Entertainment has proven that its mission goes beyond simply making people have fun; it is also committed to discovering and promoting local talent. Several artists have flourished under their banner, with some making significant waves in the industry. These include the likes of DJ Crooks, Mistosoul, Wicked, Tempt, MBO, Ncwiki Flex, Lyrikal Busta, Fantasy, and many others, who have established themselves as brands in their own right.

Through initiatives like Kasi Tours, which unearths hidden talent, and Nex Generation, a platform for young artists, SwaziBoy has consistently elevated Eswatini's entertainment scene. "We've created a healthy competitive environment where local artists can thrive and even compete with international acts," Zwane explains.

Reflecting on industry shifts, Zwane notes that while house music once dominated, the rise of sub-genres like Gqom and Amapiano have broadened the musical landscape. However, he decries the quality of music being consumed at most events: "The quality of music in the clubs or at events has deteriorated, for the most part. People are no longer open-minded when going out to listen to and appreciate new music."



This has resulted in the quality of DJs and events being compromised as people now want to listen to music they know or have at home or in the car - and people don't dance anymore. The energy is lacking now. The scene has become more about creating social media content, instead of creating memories and taking in new music and experiences.

When it comes to the growth of the music industry, our neighbors, such as South Africa and Mozambique, are still ahead of us. However, the quality of our production has improved considerably, with producers like Mozaik and SubJamz leading the charge. They are setting a standard that can compete on an international level."

SwaziBoy's impact reaches beyond music, extending into various creative fields. In 2019, the company introduced the Eswatini Social Media Awards, which recognized local creative talent and businesses. These awards honored not only social media influencers but also entrepreneurs from diverse industries, promoting a culture of innovation. "These awards, more than just a celebration of Eswatini's creative talents, have created a directory of the country's creatives through the nomination process, offering valuable insights into the

arts industry," Zwane explains.

Over nearly two decades, SwaziBoy's journey has had its share of highs and lows. "The highlights are the successful events, positive reviews, and the impact we've made in the industry. The downfalls? Working with unprofessional individuals who compromise our brand, and also, the inevitable financial losses we incur in some events," Zwane admits.

"...the quality of our production has improved considerably, with producers like Mozaik and SubJamz leading the charge. They are setting a standard that can compete on an international level."

For aspiring artists, his advice is simple: "No one is going to hand it to you. Work hard, be passionate, and be patient. Master your craft—it's worth it in the end."

For an entertainment stable that started out catering to the needs of their fun-hungry friends and peers, SwaziBoy remains committed to evolving with the times. Speaking about staying relevant with younger audiences, Zwane says, "We maintain the same energy and creativity we have always had and we ensure the spaces we create are

inviting and safe. It's not about chasing the old audience but welcoming the next generation."

On the topic of reviving iconic events like the Channel O Crossover parties, he points to the House Music Fest (HMF) as a worthy successor. "With a partnership with international TV station, Trace, HMF is growing into a festival that draws international attention."

If budget were no issue, Zwane's dream event would bring together legends across genres: "FourPlay and Earl Klugh for an outdoor jazz event. For a house music event, it would be Incognito, and Louie Vega and the Elements of Life I would pick Mariah Carey and Adele for R&B, Kanye West and Lil Wayne for hip-hop, and Jimmy Dlodlu for an Afro-jazz spectacle."

WORDS OF ADVICE...

"To upcoming DJs, producers, artists; no one is going to give it to you. Work for it; be passionate about it so you can produce the best. It takes time to master anything in general, so don't expect fame and fortune over one appearance and think you're the greatest. It takes sweat to get to the top and it's all worth it in the end," Zwane advises.

I Was Always Bound To End Up On Stage

PHIWO DHLAMINI

Phiwo Dhlamini is undoubtedly one of Eswatini's most talented Master of Ceremonies (MCs).

Hosting one of the biggest festivals on the African continent for four consecutive years is no easy feat. With a captivating voice and an energetic and enthusiastic approach to MCing, Phiwo owns the stage. It is no surprise that she has also hosted high-profile national events such as the double celebration of the 55th year of Eswatini's independence and the 55th birthday of His Majesty King Mswati III, as well as Standard Bank Eswatini's Blue Table Talks online series, among others.

The Journalism & Media Studies professional speaks to us about her career and how she has remained grounded, always seeking to improve her craft while maintaining a passion for public speaking that has been with her since her school High School days at Sifundzani.

Q: The country knows you as an amazing MC, but who is Phiwo Dhlamini?

I am a people's person, a conversationalist, and a wanderlust. I enjoy meeting new people, travelling, and working. I'm truly privileged to work in a profession that I chose and studied towards, so every day brings bouts of fulfillment and growth. I attended Sifundzani High School and studied Journalism and Media Studies with majors in Politics and French from Rhodes University in the Eastern Cape, South Africa.

Q: What inspired you to be an MC?

I've always enjoyed public speaking. I first took it up in high school, where I participated in inter-school

competitions and hosted the school's music concerts. From there, I would MC family gatherings and friends' parties out of sheer love for it. Looking back on my career, I'd say I was always bound to end up on stage one way or the other. Growing up, I was never into sports. Instead, I was very active in my school's arts curriculum. I was either in a theatre production, playing in the orchestra, singing, or MCing.

I became the first student to host the annual music concert at Sifundzani High School, which had typically been directed by our teachers. I was also part of the school's public speaking Club and participated in interschool debate competitions. All of this contributed to my familiarity with the mic and my ability to be comfortable on any stage.

Q: What was your first professional MC Gig?

I scored my first professional MCing gig after auditioning for and winning the MTN Bushfire Festival MC Search in 2019. This remains the biggest and most fulfilling highlight of my MCing career. I was strongly encouraged to audition by Ph.D., Eswatini's most talented and charismatic MC, who had seen me MCing at a friend's 21st birthday party. He believed that I had what it takes to be a professional MC. I'm certain that I wouldn't have gone through with the audition if it

weren't for his vote of confidence. Over the past four years, hosting the MTN Bushfire Festival's Main Stage has allowed me to hone my craft and develop an even deeper passion for MCing. The festival has given me the unique opportunity to engage with an international audience of over 23,000 people from 55 nationalities across Africa and the world, creating an experience like no other.

Q: What other events have you hosted?

I have had the honour of gracing several stages across the country. Most people know me as the official MC for the MTN Bushfire Festival Main Stage, which I have hosted for four years. Others may recognize me from Standard Bank's Blue Table Talks online series, which I hosted for two seasons. Beyond these, I have hosted several entertainment, corporate, lifestyle, and historic national events, such as His Majesty's King Mswati III's 55/55 Birthday & Independence Celebrations, as well as the premiere of the acclaimed local film Baka Ngwane: The Birth of a Nation.

Q: You have a unique voice, were you ever conscious of that and how have you used this to your advantage?

I wasn't always aware that I had a stage voice until I was approached (well, more like instructed) by my

English teachers to join the Public Speaking Club in high school. I was always the one student selected to read texts and deliver presentations in front of the whole classroom. My dad a polished speaker himself – also played an instrumental role in encouraging me to take up public speaking. I have fond memories of him helping me out with my speeches. He would have me interrogating and quoting famous philosophers such as Thomas Hobbes and John Locke, which introduced me to the importance of reading and researching various themes and theories for a stellar delivery. All in all, I would say that a good voice is only a fraction of the menu of skills required to excel as an MC. It's important to invest in expanding your knowledge and consuming the right information so that there's substance in what you say. I've been very lucky to use my training as a speaker to explore both MCing and hosting online shows.

Q: What do you enjoy most about being an MC?

For me, the most exciting part about being an MC is the opportunity to engage with the different themes, topics, and ideas that I am exposed to with every gig. I get to learn a lot about different industries and interact with brilliant minds, thought leaders, and change makers. It's both refreshing and empowering. It's to be comfortable on any stage.

Q: Do you ever get stage fright?

I am always nervous before I take to the stage, and I honestly prefer it that way. I embrace nerves as a reflection of my commitment to honoring the event organizer's objectives and satisfying the audience's expectations. I choose to believe that nerves affirm my standards and desire to facilitate the programme with professionalism and attention to detail. So, I control my nerves by focusing more on the task at hand, researching as much as I can on the event's focuses, and making sure that I give it my absolute best.

Q: How do you handle the unexpected, while on stage?

It's critical to approach MCing with agility and a solutions-driven mindset. There are always last-minute changes, new information that arises, and challenges that need to be managed. So, it's important to master

the art of being proactive and innovative in handling the unexpected.

Q: You are also a Corporate Communications practitioner, how has it aided your MC career?

My profession as a communications practitioner and my training in journalism certainly influence my conduct and ability to fulfill my MCing duties. I work with words a lot. So, when I receive a brief, it's easy to translate and convey key messaging in a well-structured narrative that creates a memorable impression with the audience while reflecting the event's mandate and objectives. My job also involves a lot of public speaking, so MCing is an extension of what I do regularly.

Q: What do you make about the state of MCing in Eswatini?

We have many talented MCs in Eswatini, most of whom I've had the pleasure of working with. Some of the country's veteran MCs have certainly played a crucial role in redefining what it means to be an MC and advocating for the professionalization of this field. I would love to see MCing being embraced as a noble profession as it is in other countries. I look forward to a time when we commit to training and creating more opportunities for aspiring speakers, moderators, and presenters in recognition of the incredible role that they play in enhancing the quality of our events in Eswatini.

Thank you for your time Phiwo, and may your career continue to blossom.

It has been a pleasure.

BECOMING A VERY GOOD MASTER OF CEREMONIES - PHIWO'S TIPS

Read voraciously – Reading improves your vocabulary and delivery. It also helps to be a knowledgeable speaker with references on topical issues, interesting facts.

Embrace your individualism – Let your unique personality shine through, don't try to imitate anybody or suppress the qualities that set you apart.

Agility – Always keep an open mind and responsive attitude to change, it makes you easier to work with and relieves you of any potential stress.

Polish up your interpersonal skills – Strong people skills allow you to address audiences in a more conversational and relatable manner. You're more likely to capture the audience's attention when you speak to them and not at them.

Practice, practice, practice! Never say no to a good public speaking opportunity because this is how you perfect your craft.

Read the room – Study your audience and adjust your delivery accordingly.

Miss N

On Bringing Local Artists Visions To Life

Having worked with artists such as Llucid, Supa CDQ, Msimisi, and many others on their projects as well as advising artists like Nomalungelo and DJ Bloss, Nokwanda 'Miss N' Sibandze the founder of Culture Connect has played a huge role in promoting and managing the brands of local artists. She chats to us about memorable projects she has worked on and her concerns for the local arts industry.



Miss N, has served the local entertainment industry for over a decade wearing many hats, including public relations manager, creative director, storyteller, and content creator. She specializes in bringing local artists' visions to life by using various media platforms to connect them to a wider audience.

"One of the reasons why I created Culture Connect, a platform designed to help creatives connect with the right people, platforms, and communities is because I strive to create connections, evoke emotions through writing, and deliver impactful narratives with my selected audiences. My skills in creative direction and storytelling allow me to approach every project with depth and versatility and this versatility is what makes me unique," she explains.

Among her most memorable projects are the Kasi Tour and Eswatini Creative Awards, which provided young creatives with valuable opportunities to showcase their talents. "Seeing young people embrace the creative industry was incredibly heartwarming for me.

The collaborative energy, the challenges we overcame, and the shared vision made these projects truly transformative," she recalls.

Miss N went on to say that over the last decade, she has

seen a shift in how artistry is perceived in Eswatini. "When I first entered the industry, many people pursued the arts as a hobby. Now, there's a greater understanding of its financial potential, and artists are more professional in their approach. They recognize that they deserve fair compensation, the arts industry still faces many hurdles however the arts industry in Eswatini is incredibly competitive, with many talented artists who could thrive on the global stage.



When I first entered the industry, many people pursued the arts as a hobby. Now, there's a greater understanding of its financial potential, and artists are more professional in their approach.

But to truly unlock this potential, we need more recognition and support from both the government and the private sector in terms of sponsorships," she notes.

"Event organizers in the country often struggle to secure financial backing, as most events are self-funded, with limited corporate or government sponsorship. This funding gap has a domino effect, making it difficult for artists to receive fair payment".

Miss N highlighted the fact that there is constant tension between artists demanding fair pay, which

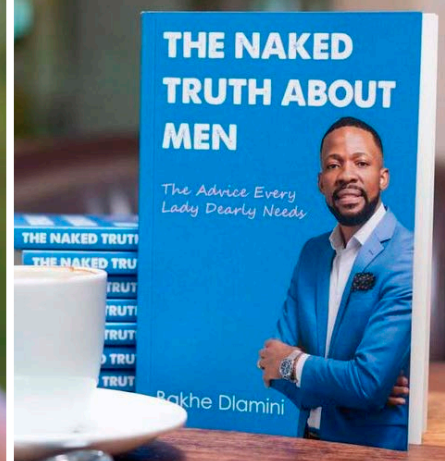
they rightfully deserve, and event organizers who cannot meet those demands due to budget constraints. She says this is caused by the fact that managers' compensation is often tied to the limited earnings of the artists they represent also receive limited compensation.

Despite the lack of funding, Miss N is optimistic about the future of the arts in Eswatini. "Eswatini is on the right path. We host world-class events, and if the government starts recognizing the economic potential of the arts, we can truly make an impact internationally," she says.

She further emphasized that, in other countries, the arts receive substantial funding and are prioritized, and she believes Eswatini can follow a similar path with the right support.

Miss N reveals that the most rewarding part of her work is helping artists bring their visions to life. "Artists are deeply invested in their work, and being part of their journey is a privilege. I've helped plan the careers of many artists, and I often find it hard to say no when I see their potential," she explains.

Through her work with SwaziBoy Entertainment as a Spokesperson, she has supported a variety of artists, from emerging talent to established name. "I see the arts as a vital part of Eswatini's culture and economy and that is why through my various roles in the arts industry I remain dedicated to advocating for a professional and sustainable arts industry that will thrive on both the local and international stage," she concludes.



Navigating Marriages with Dr Bakhe Dlamini

By: Ayanda Dlamini | Pics: Dr. Bakhe Dlamini

He has traveled to over 10 countries, providing counseling to couples in distress, as well as those in both failed and new marriages. Dr. Bakhe Dlamini is a renowned pastor, and a highly sought-after speaker and author.

As a marriage and family therapist, he operates a private practice called Community Links, based in Sandton, Johannesburg. His clientele extends across South Africa, the US, the UK, Australia, Abu Dhabi, Saudi Arabia, China, Taiwan, Botswana, Namibia, Eswatini, and several other countries.

The practice is an answer to the modern-day couple. Relevance and practical solutions are what Dr Bakhe Dlamini is known for.

Not only does Community Links provide cutting-edge therapy sessions for those in relationships and marriage, but Community Links

is also a leader nationwide in hosting couples', women and men's empowerment events.

He began by hosting events and seminars with fewer than 100 attendees. Today, these gatherings attract 4,000 to 5,000 people at a time, reflecting the growing demand for his expertise. This success has also led to speaking opportunities at major corporate companies across South Africa.

Dr. Bakhe Dlamini has been featured as a relationship expert on top TV shows such as Married at First Sight SA and XO Goals, both airing on DSTV. A few months ago, Dr. Bakhe made his TV debut as a relationship expert on Married at First Sight South Africa on Mzansi Magic, alongside his wife Nokwanda, with whom he runs Community Links. The show premiered on Mzansi Magic, Channel 161.

The pastor said he was excited to be on the show and share his expertise with other couples. "My role in the production is a marriage and relationship therapist.

I was honored to be selected for the show, as it's no small feat to be chosen as a resident expert out of 60 million South Africans."

Dlamini says there were challenges

in production as 'Married at First Sight SA was an experimental production with couples getting married after meeting for the first time.

"At different moments participants would break down, having serious conflicts which would result in my wife and I helping resolve that and encouraging couples to continue participating in the show. We would have to give them a sense of hope alongside coping tools and mechanisms for marriage. It was thrilling yet demanding. We are glad to have been able to carry out the assignment."

Dr Bakhe Dlamini recently appeared on TBN Meets, one of Africa's leading television channels dedicated to Christian content.

TBN Meets offers diverse programming that includes ministry, lifestyle, music, youth and children's shows, documentaries, and films.

In his appearance last month, Pastor Bakhe and his wife discussed their personal relationship journey and the initiatives they are spearheading across Africa to empower couples.

One intriguing moment from the interview was Pastor Bakhe's anecdote about their dating experience, which included refrain-

ing from kissing until after their wedding vows were exchanged.

This recent feature on TBN Meets marks another significant milestone for Pastor Bakhe, following his previous appearances on other prominent platforms.

Earlier this year, he was featured on South Africa's eNCA channel, discussing the topic of interracial marriage.

His recognition in this space underlines his commitment to supporting individuals and couples in navigating the complexities of relationships.

Pastor Bakhe's work not only inspires those in his immediate circles but also sparks dialogues among couples throughout the African region.

Dr. Dlamini observes that individuals face many challenges in relationships and marriage, and without the proper tools to navigate these difficulties, the situation can quickly deteriorate.

"Relationships and marriage are beautiful when approached the right way, making everything easier. The challenges faced by couples, both locally and internationally, are often the same. Love is a universal language, but communication struggles are among the most common issues. Many lack the skill of effective communication, which makes resolving conflicts or connecting as a couple difficult. Poor communication skills often lead to frequent misunderstandings and conflicts. Infidelity is another issue many couples face. Beyond the infidelity, a couple has to deal

with healing and restoring trust after the cheating. That is a big job. Financial disagreements, toxic involvement of family members, lack of sex, and many other issues affect many couples."

Relationships and marriage are beautiful when approached the right way, making everything easier. The challenges faced by couples, both locally and internationally, are often the same. Love is a universal language, but communication struggles are among the most common issues. Many lack the skill of effective communication, which makes resolving conflicts or connecting as a couple difficult.

Advocating for couples' therapy as a means of communication and healing, he explains that therapy offers couples a cathartic opportunity to unload their emotions, which is vital. It also helps partners in a relationship or marriage to truly listen to each other. In tense situations, it can be challenging for couples to hear one another, but therapy creates a space for that to happen.

situations, it can be challenging for couples to hear one another, but therapy creates a space for that to happen.

"A therapy session serves as a safe space for all parties involved. Ultimately, this psychological intervention helps identify the issues a couple is facing and provides them with effective coping strategies."

Dr. Dlamini is quick to emphasize that having God as the foundation of a couple's relationship is essential and cannot be overstated.

"My wife and I have grown over the years. We have been married for 14 years. I will have to give credit to the grace of God. Trust me, the God factor plays a big role.

"Both of us are accountable to a higher being, God. That keeps us in check! Both of us are humble. That is crucial too. Two arrogant people are a recipe for disaster when it comes to conflict management. We have grown our emotional intelligence and communication skills over the years, which makes things easier. Studying psychology, working together in the same practice and made us more grateful and humble. We see a lot in the field! How do we keep our house in order? We talk (communicate) a lot. We sit down, anytime, and deal with stuff, even the not-so-pretty stuff. Many couples avoid that."

**IN CONCLUSION
WHAT MEN WANT...**

"General, men want respect. They do not just want respect, they need respect. Oftentimes when a man sees me for a consultation, they will complain about not getting respect at home. Respect has to do with how the man's partner talks to him. Even when a man is wrong, he wants to be spoken to in a certain way. The tone is key! Respect also speaks about the man feeling that he is regarded as a leader in the relationship or home. Everything else; sex, work, praise, to name a few, may follow, but respect is a priority to a man."



**Dr Bakhe
Dlamini's Books**

- The Naked Truth About Men
- The Good Man
- The 20 Irrefutable Laws of Healthy Marriages
- Accidental Success
- Releasing the Sons

All of these are available at Exclusive Books and Bargain Books stores online.





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WITH MANDLA 'CHEEKS' NXUMALO



OUT OF OFFICE



INSTACASH BOSS 'CHEEKS' ON JUGGLING FAMILY & WORK

By Inside Biz Reporter

We all understand that managing a demanding professional life and your personal life can be challenging for anyone, but perhaps most especially so if you have children or a family. Juggling work and home life is just a tough balancing act, it is basically like trying to keep ten plates spinning on sticks while riding a unicycle – a feat requiring skill, balance, and a healthy dose of madness.

And, for working parents, this juggling act becomes even more intricate as they strive to excel in their careers while nurturing their families.

One of Eswatini's prominent business leaders, Instacash Managing Director Mandla 'Cheeks' Nxumalo says achieving a healthy work-life balance is imperative, especially in an industry as dynamic as finance. He says he prioritizes his responsibilities by setting clear boundaries between professional commitments and his personal life.

"This begins with meticulous planning. Every week, I allocate specific blocks of time to work, family, and self-care. I believe in leveraging technology to streamline operations and maintain productivity during work hours, allowing me to maximize efficiency without infringing on personal time," says the boss.

"Weekends and holidays provide a much-needed reprieve from the hustle and bustle of



professional life. During these times, I immerse myself in activities that recharge my spirit and foster creativity. I am passionate about both physical fitness and the arts. On most weekends, you will find me engaging in outdoor activities, whether that's playing soccer, going for long runs, cycling or navigating hiking trails, these pursuits not only enhance my health but also serve as a vital outlet for stress relief."

Nxumalo is known as a man who enjoys exploring various artistic endeavours, which may range from painting to experiencing local music and theatre. He has been seen supporting some of Eswatini's best and award-winning artists at various events.

He says the arts provide a wonderful counterbalance to his structured executive environment, allowing for imaginative expression and rejuvenation.

"I also dedicate time to reading—both for personal enjoyment and for professional development—as I believe that learning is a lifelong essential to sustained growth."

When quizzed on what inspires him, Nxumalo says, "Each day is inspired by the potential for making an impact through my work. The financial services sector has the power to transform lives, and knowing that my contributions can make a difference fuels my ambition. My children also serve as profound motivators; their dreams and aspirations propel me to strive for excellence in everything I undertake, whether at Instacash or beyond. I aim to be a role model for them, demonstrating that diligence, resilience, and ethical leadership will yield good rewards, both professionally and personally."

Nxumalo believes that being a present father is one of his most cherished roles. He strives to be actively involved in his children's lives, which necessitates intentional time management. He

embraces the philosophy that quality trumps quantity.

"I seek to create meaningful interactions during the time I do spend with them, whether that involves engaging in their hobbies, attending school events, or simply having dinner together. These moments are invaluable; not only do they strengthen our bond, but they also provide me with the emotional resilience needed to thrive in my professional endeavors."

"However, this balance is not without its challenges. I often reassess my commitments and remain flexible, recognizing that the demands of fatherhood can be unpredictable. My family understands the nuances of my work life, and we adapt together, ensuring that I remain an engaged and supportive father irrespective of my business responsibilities."

Quick One Two's

Favourite Music: I am quite Versatile, so anything from Gospel, to old school Kwaito, to Amapiano

Favourite Sports Team: Manchester United

Favourite Book: The Holy Bible

Favourite TV Show or Movie: I am not much of a TV guy but soccer is the go-to if I'm watching anything on TV

Favourite Meal to Cook: I am usually the designated braai guy at family meetings or events and on Sundays when I'm at home with the family

Favourite Restaurant: Esphino (Siteki)

Favourite Gadget: Apple iPhone (Latest version)

Favourite Weekend Activity: Playing Soccer

Favourite Holiday Destination: Portugal



Telling Our Story

Baka Ngwane Director Shaft Moropane Sheds A Tear Over Heartfelt Film Production

Words: Thembelihle Motsa | Photos: Shaft Moropane | Tribe Studios

"It is important to tell our story. A people without knowledge of their history is like a tree without its roots." These words were shared by South African award-winning Director Shaft Moropane, the director of the highly anticipated and recently released Eswatini film BakaNgwane. He further shared that after 24 years working in the film industry, BakaNgwane is one production that made him emotional to the point that he shed a tear.

Moropane is well known for producing and directing much-loved South African TV drama series such as Uzalo, Skeem Saam, and uZulu no Mhlaba to name a few. Kulture got in touch with the director to find out what made working

on BakaNgwane emotional for him and how it all came together behind the scenes.

Q: Please share with emaSwati who you are and what your role was in BakaNgwane.

A: My name is Shaft Moropane and I am a South African film director. I was the director for the film, BakaNgwane. I have been directing for 24 years and my most popular

productions are Isibaya, Uzalo, Skeem Saam, eHostela 2, uZulu no Mhlaba which I executive produced, created, and directed.

Q: How did the concept of BakaNgwane come about and why was it important to tell this story?

A: When I was approached to come on board, the idea and story were already in existence. My producer Sibusiso Dlamini and my Executive Producer Pholile Shakantu had



©Tribe



already started working on the story about six months prior to me joining them. I joined the team together with Head Writer Dzelisile Mduli-Lekgowe and writers Welile Masuku-Nxumalo and Tenele Dluclu. We started in the story room to develop and build the world of the story with the guidance of our producers. I then brought in my experience as a storyteller since we were telling a historical timeline of events, we had to find an emotional story that would resonate with our audience. That is what laid the foundation of BakaNgwane.

Q: Can you explain what goes into the process of creating a film of this magnitude?

A: It takes a lot of money, time, research, personnel, and planning.

When we got to the production phase, so much preparation had to be done and we went through all the motions. We had to work really hard, there was a lot of pain and frustration and the film demanded a lot physically, emotionally, and spiritually. It was a real test of character because we sometimes had to face different harsh weather conditions, challenges, and logistics to make sure the production was successful.

Q: How long did the overall production take?

A: Research took us almost a year and pre-production/ planning took three months. The shoot itself took almost two months and post-production/editing took almost a year.

“BakaNgwane is a four part series which we are in the process of completing and then find a home for it in one of the streaming platforms which then will give everyone all over Africa and beyond a chance to watch it.”

Q: What was your favourite scene and why?

A: I have a lot but the one that stood out the most for me was where King Matalatala had to offer his own daughter, Nkhosatana as a sacrifice to the river so as to lead the way for the nation to cross the Zambezi River. Before the scene



was shot, the young woman who played Nkhosatana actually cried before we placed her on the raft to be sent away into the river and when we finally shot the scene it was very emotional to watch and see a man, broken and crying as he gave away the apple of his eye. That scene was very moving and as tough as I am, even I shed a tear.

Q. As the director of the film, are you happy about the overall result of how the film came out?

A. There is always more one always hopes to achieve but I am very happy about it. We have created a project and a story that has heart, and in as much as we were trying to capture a historical timeline of the origin of the migration of BakaNgwane, we also

wanted to tell a story of the sacrifices that were made for the birth of a nation. It is a story of love, relations, and the loss that was endured.

Q. What was your biggest highlight in working in Eswatini and helping emaSwati share their history through production?

A. It was to see their commitment, their love for their culture and their willingness to learn and above all their hospitality. The chiefs and their communities welcomed us and supported us in their villages. It was like a revival, everyone was lending a hand in building and manifesting the production into a reality.

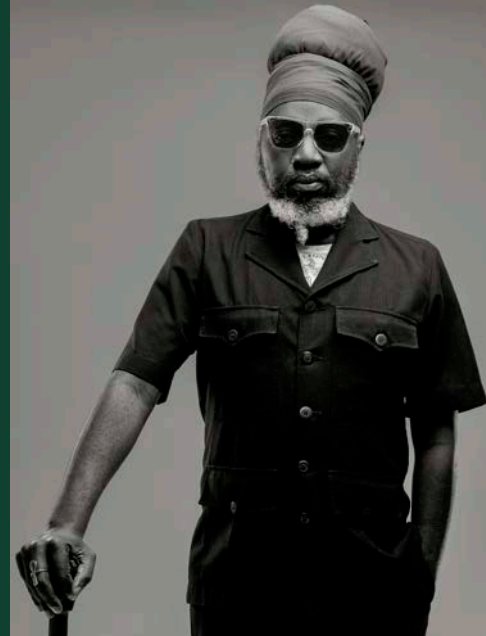
Q. Are there any plans to extend the film's screening and audience reach beyond Eswatini?

“

We have created a project and a story that has heart and in as much as we were trying to capture a historical timeline of the origin of the migration of BakaNgwane, we also wanted to tell a story of the sacrifices that were made for the birth of a nation.

”

About Shaft Moropane



A: The film is actually a page taken from a series. BakaNgwane is a four part series which we are in the process of completing and then find a home for it in one of the streaming platforms which then will give everyone all over Africa and beyond a chance to watch it.

Q: Is there a possibility for you to create more films or series in Eswatini in the future?

A: Yes I am still going to shoot more films and drama series in the Kingdom. It is a beautiful country and so is the culture, landscape and the people. It is the new canvas the world should learn about.

Q: Any advice on how we can grow the Eswatini film and visual storytelling industry?

A: The only advice I can share is that we should keep making more films of high quality and substance and then get everyone in all sectors to watch it just like we did with the BakaNgwane premier. This is how everyone gets to see your product is real, it's potential for growth in culture, job creation and social development. This move would then foster endorsement, growing the sector from a hobby to a sustainable industry.

Thank you so much for sharing time with us Mr Moropane.

Lehlengonolo 'King Shaft' Moropane is an award-winning filmmaker who graduated with a BA in AFDA film school in 2003. He has 24 years of experience working as a director, producer, and writer. He has produced and directed music videos, TV drama series, films and TV commercials. He is currently on numerous pre-production feature films and Mzansi Magic television drama series uZulu no Mhlaba. He will serve as Executive Producer and Director. King Shaft's work is unique in aesthetics and cinematic language which makes his work fresh and futuristic.

#ESWATINI SummerSplash

Discover “Hidden Gems” and explore exciting adventures with family and friends

By: Thembelihle Motsa | Pics: Eswatini Tourism Authority

The #EswatiniSummerSplash season has officially begun, showcasing Eswatini as the ultimate summer destination, revealing its hidden gems to the world. Eswatini Tourism Authority (ETA) CEO, Vusie Dlamini, discusses the campaign's goals and what it aims to achieve for the country.

Can you share with us the inspiration behind this year's #EswatiniSummerSplash campaign and what it aims to achieve for Eswatini's tourism sector?

The #EswatiniSummerSplash/EswatiniHasMore campaign is designed to encourage both locals and international visitors to embrace the sun and enjoy the summer season in Eswatini. We believe that our country has so much to offer, and research has shown that Eswatini is a hidden gem. This makes it an ideal destination for both local and international tourists. For EmaSwati, summer is the perfect time to explore the beauty of their own country and discover the many attractions it has to offer.

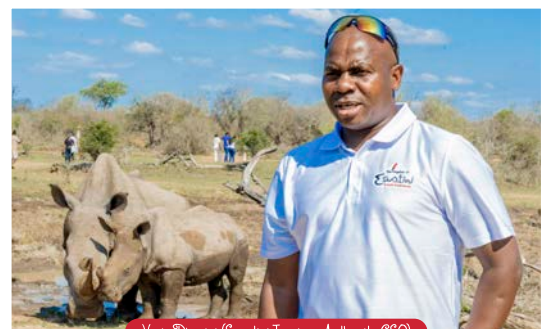
How does the theme “Eswatini Has More” encapsulate the essence of Eswatini Tourism's offerings, and what specific experiences do you hope visitors will discover this festive season?

I think the most critical thing is that we have a lot to offer and tourists can have a number of experiences such as the nature,

scenery, and beauty of the country which comes alive particularly in summer when it becomes very green which is what we are promoting as a country. We also believe that people can experience quite a lot in terms of game. We do have some game reserves in the country where you can see some of the big five animals and the good thing about our reserves is their modest landscape which means that there is a higher chance of seeing more game within a short space of time than you would in much bigger establishments. We also believe that people can have access to and enjoy some local food and we encourage both emaSwati and tourists to visit our establishments that offer that as well as see how some companies within the country such as Swazi Candles produce some of the beautiful artistic candles which we have found that most tourists are fascinated by and enjoy experiencing. Ngwenya Glass is another tourist spot that gives people an insight into how glassware is created. Lastly, we love to promote our culture. If one goes to the cultural homes found in the country such as Mantenga Cultural Village, one gets a vivid experience of how emaSwati actually lived.

What makes this year's #SummerSplash campaign unique compared to previous festive season campaigns in Eswatini?

This year, the significant highlight is our strong partnership with HOTAES, the umbrella body for the local hospitality



Vusie Dlamini (Eswatini Tourism Authority CEO)

industry. Their members have generously contributed several prizes for participants in the campaign, helping to raise awareness of the various facilities that have joined us. Both EmaSwati and tourists have the chance to win a variety of prizes, including spa treatment vouchers, accommodation vouchers, gift hampers, and much more.

As you have just highlighted, your campaign is collaborating with the Hospitality and Tourism Association of Eswatini (HOTAES) and other key industry leaders this year. Could you provide more details on how these stakeholders are working together to ensure the success of the initiative?

As you know, as the ETA, we do not own any facilities. Our role is primarily to market the destination, while the hospitality industry provides the products. Our partners under HOTAES are responsible for delivering the experiences to tourists. This partnership is about collaborating between the ETA and HOTAES to ensure that the experiences we offer to visitors are memorable.

How crucial is the role of local businesses and tourism operators in the success of #EswatiniSummerSplash campaign, and what opportunities are available for them to get involved?



I think the most important thing is that we partner with hotels, they own the facilities where our clients/ tourists are going to have an experience. What is crucial here is that our partners ensure that they give tourists a good experience and quality service because the most important thing at the end of the day is the word of mouth.

A good experience is most likely to be shared, so when a tourist leaves any of our facilities, they will share the positive experience they had. It is an opportunity for different businesses to open their facilities to tourists that will be coming into the court and showcase what they have to offer so that tourists share a positive experience when they leave the country.

What impact do you expect the #SummerSplash campaign to have on Eswatini economy, particularly in terms of hospitality, travel, and local businesses?

We do believe that the festive campaign aims to bring more tourist numbers into the country and help them experience the country in a good way and not to mention the obvious that more money would be made by the hospitality industry which is why we emphasize on good service delivery which will not only make tourists come back to the country but also bring other tourists when they come back, which means they will spend more money. That is all we want to see.

As the new CEO of ETA, what excites you the most about Eswatini's tourism potential, and how do you see the industry evolving in the near future especially in rural areas and lesser-known tourist spots?

The tourism industry is a much

exciting one but a bit complex thus it is crucial to ensure that everyone plays their role, ensure that different stakeholders understand and align themselves with the role they need to play for us to actually be able to attract more people. We have been given the challenge to promote Eswatini as a destination spot and attract 2 million tourist arrivals and also contribute 2 billion of the revenue that is tourism linked.

If you look at it at community tourism level, we are working on our product development plan/ strategies which is to ensure that those businesses that are run in the communities/ rural areas are not run for fun but run in a business like model. A study/survey that was done with support from ITC and the European Union on segmentation studies spoke to the fact that the country is a hidden gem and a lot can be offered even at community level but the important thing is for us to work together as a collective in those communities.

We need to know how one facility is linked to other facilities in that particular area and how are they interconnected to other facilities that are neighboring that particular place. We need to create those roots that will ensure that our clients, when they move through different communities are able to experience the whole country there. Hiking is one of the key attractions that has been highlighted, and at some point, we as a country should consider developing a National Hiking Trail. This initiative could encourage tourists to stay longer and help generate more revenue for the country.

Thank you Nkhosi for your time. Enjoy your summer!

Fun, Adventure, & Relaxation

By: Nothando Masilela

From scenic resorts and exciting outdoor adventures to cozy lounges and vibrant cultural spots, these local family-friendly destinations offer the perfect blend of comfort, entertainment, and unforgettable memories for all ages.

Ematjeni Retreat, Mbabane

Ematjeni Retreat offers breathtaking views of the Umbuluzi River, Gorge, and Sibebe Rock, with its idyllic mountain edge location on the periphery of Pine Valley.

Guests can enjoy a range of nearby thrill activities, including white-water rafting, horse riding, and 4x4 trails, or delight in the luxury suites or sparkling swimming pool nestled in its blissful green oasis. Attention to detail, personalized service, and lavish meals all add to Ematjeni's exquisite appeal.



Manzini Lifestyle Centre, Manzini

Manzini Lifestyle, a bustling shopping and leisure destination, features a range of retail, fashion and electronics outlets, as well as a variety of dining options from local and international eateries. For entertainment, the lifestyle hub has the Julios Cinelux cinema screening popular films and a kid-friendly play area, making it a favourite spot for family outings.



Sibebe Resort, Pine Valley, Mbabane

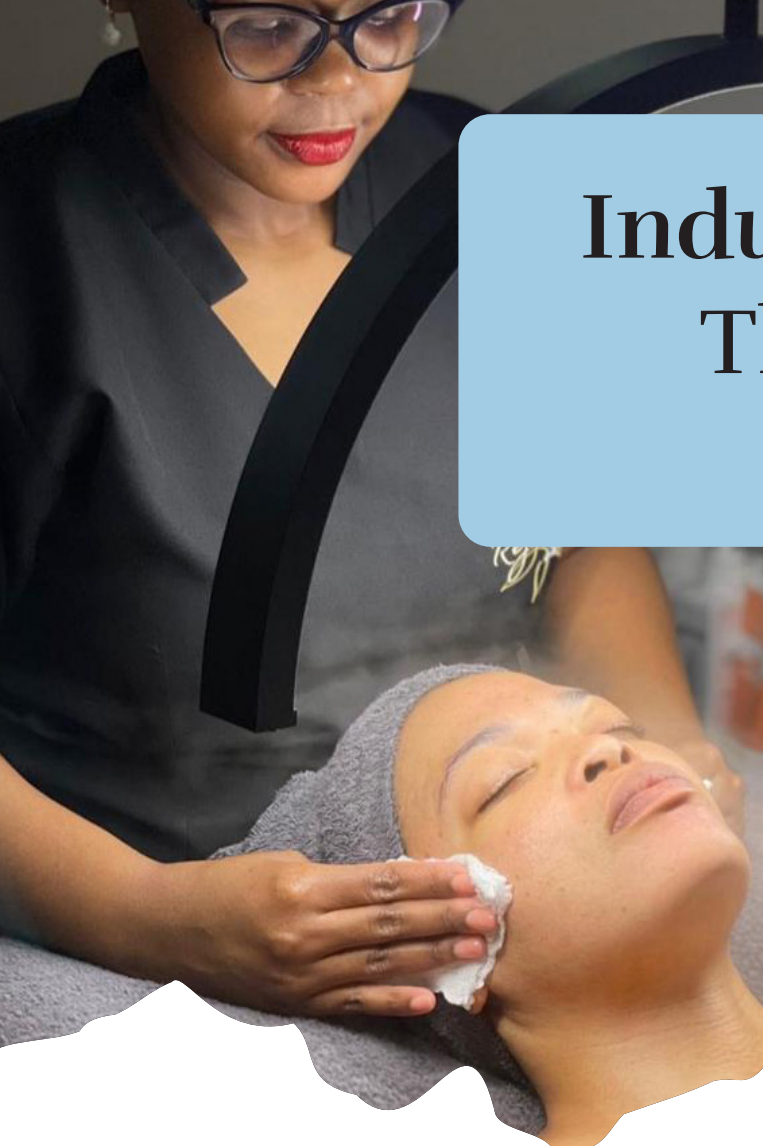
Located near Sibebe Rock in Pine Valley, Sibebe Resort offers stunning views, a variety of accommodations, and activities like guided hikes, quad biking, and zip lining. The resort's impressive water park is kid-friendly but also offers enough thrills for adults.

Other features to enjoy include the spa, restaurant & bar, cultural village, and well-appointed rooms which make it ideal for both adventure and relaxation.

Look out for their popular Christmas Buffet Lunch which starts at E200 pp.

Indulge in Luxury at The White Orchid Day Spa

Located in Mbabane, The White Orchid Day Spa is a sanctuary of beauty treatments and relaxation. Led by Cara Breero, an internationally qualified somatologist with over 30 years of experience, the spa uses top brands like Lamelle Laboratories and Nimue Skin Technology for scientifically proven results. The team offers personalized consultations and home-care prescriptions for lasting results. Indulge yourself with special treatment packages and Lamelle and Nimue product hampers during this festive season. Book your appointment easily via WhatsApp at 7633 3933.



Radio Frequency Micro-Needling



Radio Frequency (RF) Micro-Needling is a cutting-edge treatment combining the benefits of micro-needling with radio frequency energy to rejuvenate and tighten the skin. Tiny needles create controlled micro-injuries in the skin, triggering the body's natural healing process and collagen production. Simultaneously, radio frequency energy is delivered deep into the dermis, stimulating collagen and elastin fibers. This treatment effectively reduces fine lines, wrinkles, acne scars, and skin laxity, leaving the skin smoother, firmer, and revitalized. Results are noticeable after a few sessions, with minimal downtime, making it a popular choice for those seeking non-surgical skin rejuvenation.

Lamelle Nova Pen

The Lamelle Nova Pen is a state-of-the-art micro needling device designed to deliver effective and precise skin rejuvenation. Unlike traditional micro needling tools, the Nova Pen's advanced technology allows for precise control of needle depth, ensuring a customized treatment tailored to each client's skin needs. It effectively targets issues like fine lines, acne scars, and uneven skin tone by promoting collagen induction. Combined with Lamelle's active ingredients, the Nova Pen treatment enhances product absorption and accelerates skin healing, offering clients a smoother, more even, and radiant complexion.

Lamelle Glycolic Chemical Peel

Lamelle Glycolic Chemical Peel is a potent exfoliating treatment using glycolic acid to promote cell turnover, improve skin texture, and brighten the complexion. Glycolic acid, a natural alpha-hydroxy acid (AHA), penetrates deeply into the skin to dissolve dead cells and stimulate collagen production. This treatment effectively targets hyperpigmentation,

fine lines, and dull skin, leaving the skin smooth and glowing. Lamelle's specially formulated glycolic peel is suitable for various skin types and offers minimal downtime, making it an excellent option for those wanting visible, rejuvenating results without invasive procedures.

Medi Heel Peel Treatment with Glycolic

The Medi Heel Peel Treatment with Glycolic Acid is a luxurious, results-driven pedicure treatment targeting dry, cracked heels and callused feet. This peel uses glycolic acid to break down dead skin cells, softening and exfoliating the feet's roughest areas. After the peeling treatment, feet are thoroughly scrubbed, and nourishing creams are applied, leaving the skin exceptionally smooth and hydrated. This treatment not only enhances the aesthetic of the feet but also improves comfort, making it a favourite among clients who seek both therapeutic and beauty benefits.

Laser Lipolysis Treatment for Firming Skin

Laser Lipolysis is a non-invasive treatment using radio frequency technology. This treatment heats fat cells beneath the skin, causing them to slowly break down and be naturally eliminated by the body. Additionally, the heat stimulates collagen production, resulting in firmer, more toned skin in the treated area. This treatment is ideal for areas with stubborn fat that resist diet and exercise, such as the abdomen, thighs, and arms. With no downtime and minimal discomfort, laser lipolysis is popular among clients looking for body contouring and skin tightening.



Reflex Foot Scrub and Massage Treatment

The Reflex Foot Scrub and Massage Treatment is a revitalizing experience that combines exfoliation with therapeutic massage. Beginning with a soothing foot scrub, dead skin is gently removed, leaving the feet feeling smooth and refreshed. The treatment then moves into a reflex-based massage, focusing on pressure points in the feet that correspond to different parts of the body. This approach promotes relaxation, improves circulation, and balances energy. Ideal for clients seeking stress relief, this treatment offers both physical and mental rejuvenation, making it a perfect addition to any wellness routine.



Lamelle Laboratories Skin Care

Lamelle Laboratories is a renowned South African skincare brand recognized for its research-driven approach and high-quality products. Their formulations are based on cutting-edge science and include ingredients such as growth factors, antioxidants, peptides, and AHAs. Designed to address diverse skin concerns—ranging from anti-aging and pigmentation to acne and sun

protection—Lamelle products offer professional-grade solutions for all skin types. With a focus on innovation and effectiveness, Lamelle Laboratories has become a trusted name for clients seeking transformative skincare backed by science.

Nimue Thermal Detox Facial

The Nimue Thermal Detox Facial is a deep-cleansing, skin-purifying treatment that uses thermal clay and a unique heating action to open pores and remove impurities. This facial is perfect for detoxifying and brightening the skin, as it activates circulation and oxygenates the skin cells, resulting in a radiant glow. The thermal effect helps eliminate toxins while an infusion of antioxidants protects and nourishes. Ideal for dull or congested skin, the Nimue Thermal Detox Facial is a relaxing yet highly effective option for those looking to achieve a fresh, rejuvenated complexion.



Luxury Spa Pedicure

The Luxury Spa Pedicure is a sophisticated and relaxing experience tailored specifically for couples. This treatment goes beyond traditional pedicures, combining a head, neck, and shoulder massage with an indulgent foot care routine. Starting with a soothing foot scrub to exfoliate and soften the feet, the treatment is followed by a nourishing foot mask to deeply hydrate and rejuvenate the skin. The luxury pedicure also includes nail and cuticle care, ensuring a well-groomed appearance. This pedicure is perfect for clients seeking both relaxation and high-end grooming, leaving them feeling refreshed and revitalized from head to toe.

Massages

The Swedish Massage is a classic, full-body massage designed to promote relaxation and ease muscle tension. Using long, flowing strokes, kneading, and circular movements, this massage increases blood circulation, relieves stress, and improves overall well-being. Ideal for those new to massage or anyone seeking a gentle

yet effective relaxation technique, the Swedish Massage leaves clients feeling rejuvenated, relaxed, and more balanced.

The Aromatherapy Massage is a deeply soothing experience that combines the therapeutic benefits of essential oils with gentle massage techniques. Customized essential oils are selected based on individual needs, whether for relaxation, stress relief, or energy boosting. The massage uses smooth, flowing strokes to help the body absorb the oils, which enhance the senses and promote both physical and emotional well-being. This treatment is perfect for clients seeking a holistic approach to relaxation, as it not only eases muscle tension but also uplifts the mind.

The Deep Tissue Massage is a more intensive massage technique targeting deeper layers of muscles and connective tissues. Using slow, firm pressure, this massage relieves chronic muscle tension, especially in areas prone to stiffness, such as the neck, shoulders, and lower back. It is ideal for those who experience muscle soreness from activities or suffer from chronic pain, as it helps release knots, improve mobility, and enhance circulation. The Deep Tissue Massage is highly beneficial for athletes or anyone seeking relief from persistent muscular discomfort.

The Hot Stone Massage is a luxurious and therapeutic treatment that uses smooth, heated stones placed along key points of the body. The warmth of the stones penetrates deeply into the muscles, promoting relaxation, easing tension, and enhancing circulation. During the massage, the therapist may also use the stones as an extension of their hands to apply gentle pressure and soothing strokes. This treatment is perfect for those looking to relieve stress, reduce muscle stiffness, and achieve a profound sense of relaxation. The Hot Stone Massage leaves clients feeling warm, relaxed, and rejuvenated.



THE WINE BOUTIQUE'S TOP PICKS

FOR HOLIDAY FEASTS AND CELEBRATIONS

The Wine Boutique, with nine years of bottle popping and beautiful celebratory toasts under its name, has grown to become the source of high-quality wines in the Kingdom of Eswatini.

What has kept this business standing against all odds and standing the test of time is the close relationships they maintain with their customers and staying in the now with industry trends as well as being able to curate experiences tailored to their client's individual tastes.

Now that Christmas is around the corner finding the right wine to pair with a beautiful hearty meal is as important as the meal itself. Fear not, The Wine Boutique has you covered with wine suggestions for the festive season. Wine not pick your pick!

Sparkling wines are especially refreshing in summer and they go deliciously well with Canapés & Finger foods. On a beautiful day, why not savour some light bubbly sparkling wines such as Valdo Floral Rose Brut or the Graham Beck Bliss Nectar. Alternatively, you can toast to a Methode Cap Classique (MCC) variant like the Krone Night Nectar or the Pongracz Brut.

Champagne pairs perfectly with smoked salmon canapés, fish, and chicken or duck. As a celebratory drink, it makes sense that Champagne also pairs well with many types of cake, including chocolate cakes, berry cakes, and other desserts.

You can pair **Chardonnay** with roast turkey; a buttery oaked chardonnay complements the

rich savory flavors of roast turkey and stuffing. Creamy pasta dishes; dishes like alfredo or a simple macaroni & cheese pair nicely with a full-bodied chardonnay. Try the Sonoma Cutrer Vineyard Chardonnay (2022).

Pinot Noir pairs beautifully with anything with mushrooms; the earthy flavors of mushrooms and the light-bodied Pinot Noir make for a delightful combination. Pinot Noir is an incredibly food-friendly and versatile wine—that's why it is often called the perfect dinner guest. The elegant wine pairs well with fruity and earthy flavors, making it a perfect match for various meat, seafood, and vegetables. The Paul Cluver Village Pinot Noir is highly recommended.

Merlot wine matches with a wide variety of foods because of its position in the middle of



the red wine spectrum. In general, Merlot pairs well with chicken and other light meats and lightly spiced dark meats. With its smooth tannin, plum flavours, and not too much acidity you'll find Merlot pairs well with many foods. Sample the Indaba Merlot or the Franschoek Merlot.



Visit The Wine Boutique at Mantenga Lifestyle Centre in Ezulwini, or visit www.thewineboutique.net to learn more about their wine Club as well as amazing gift vouchers and custom wine hampers.





Visit www.sendii.africa to learn more.



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