



**public enterprises**

Department:  
Public Enterprises  
REPUBLIC OF SOUTH AFRICA



SOUTH AFRICAN AIRWAYS  
A STAR ALLIANCE MEMBER 

## MEDIA ADVISORY

### SOUTH AFRICAN AIRWAYS RELAUNCH EVENT

**PRETORIA/JOHANNESBURG, 23 October 2023** – The Minister of Public Enterprises, Mr Pravin Gordhan, will officially relaunch South African Airways (SAA) this Thursday, 26 October 2023, at an event that will also announce the restart of SAA’s direct flights to Brazil.

The event, which will be co-hosted by DPE and SAA, will also mark two years since the return of SAA to the skies, as well as the official announcement of SAA’s first intercontinental route following its successful business rescue.

The relaunch of the route to São Paulo, Brazil, underscores the progress that SAA has made since the airline narrowly averted liquidation.

“The upcoming event marks a very significant step in the resurgence of South African Airways. We look forward to the official relaunch of SAA, along with the introduction of its first intercontinental flight to São Paulo, Brazil,” Minister Gordhan said.

SAA’s inaugural flights to São Paulo will be departing from Cape Town on 31 October 2023, and from Johannesburg on 6 November 2023.

#### Event Details:

- **Date:** Thursday, 26 October 2023
- **Venue:** The Royal Yacht Club, Table Bay Harbour, Cape Town
- **Time:** 18h00 for 18h30
- **Dress Code:** Business Casual with a Brazilian Flair

Amongst the honored guests will also be Brazil’s Minister of Tourism, Celso Sabino de Oliveira.

For Media Enquiries and to confirm your attendance, contact Ellis Mnyandu, DPE Spokesperson: [ellis.mnyandu@dpe.gov.za](mailto:ellis.mnyandu@dpe.gov.za) or 079 828 7779. RSVPs must be received no later than the close of business on Tuesday, 24 October 2023.

As the venue has limited capacity, a link for a live stream of the event will be shared with members of the media ahead of the event.

**Issued by the Department of Public Enterprises and South African Airways (SAA)**

**23 October 2023**