



Kwakye Donkor

Chartered Marketer: CM (SA)

Kwakye Donkor is a Chartered Marketer – CM(SA), a professional marketing accreditation awarded by the Marketing Federation of Southern Africa, and holds a MBA from Business School Netherlands in association with International Management Centre (UK). He also holds graduate qualifications in marketing, advertising and communications as well as a post-graduate qualification in strategic marketing and tourism management from University of Pretoria.

These qualifications, as well as his 18 years experience in strategy, classical marketing and corporate communications, have equipped Donkor well for his current position as Marketing Director of Plattner Golf (Pty) Ltd (trading as Fancourt), where he is responsible for strategic and classical marketing, corporate communications and business development.

Kwakye Donkor has focused on maintaining Fancourt's position as a market leader in the golf and leisure industry and ensuring that it has top of mind awareness in the market place. He has been involved in a number of South African and global golf industry marketing and development initiatives.

Over the last four years he has been responsible for the organisation of the South African Golf Summit and has been the driving force behind the formation of the unified body for the South African Business of Golf and Industry.

Situated in over 613 hectares of lush countryside in South Africa's Garden Route, Fancourt is the country's premier business and leisure resort situated in George in the heart of South Africa's famous Garden Route. It is the largest in Africa in terms of investment and property size. This property is worth close to a billion Rand. The product portfolio of Fancourt includes four upmarket golf courses, Blue Chip Real Estate, and a world-class five-star hotel with five star amenities, which is a member of the Leading Hotels of the World and Great Golf Resorts of the World.

Some of Fancourt local and international accolades include being named *Golf Resort of the Year* by the International Association of Golf Tour Operators (IAGTO: 2004), chosen as *Africa's Leading Golf Resort* for five years running (World Travel Awards: 2001, 02, 03, 04, 05) and having the 2001 Fancourt Ball rated 'Fifth Social Function in the World' by Gold, an international Condé Nast magazine.

Fancourt provides magical moments, in a surrounding where life is celebrated every day.

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Qualifications: IMM Graduate Diploma in Marketing, IMM Diploma in Advertising, BBA, B Tech, CM(SA) and MBA

