

**Summerstrand Campus (South)  
Office for International Education**  
Tel. +27 (0)41 5042161  
Fax+27 (0)41 5042771

Email: [international@nmmu.ac.za](mailto:international@nmmu.ac.za)

To whom it may concern,

It gives me pleasure to act as a reference to Design@Bay.

The Office for International Education of the Nelson Mandela Metropolitan University has used the services of Design @Bay for the last 11 years.

The appointment of this company for such an extensive period has significance for at least two reasons. The Procurement policy of the University requires that at least three quotations be submitted before a company can be appointed. The submissions of Design@Bay in all these years provided fresh but relevant marketing designs as well as marketing strategies that allowed the University to establish its footprint internationally. Through the innovative use of different marketing technologies, applicable to the developed and developing world the University was able to develop numerous international partnerships as well as increase its international student numbers from a mere 120 in 2002 to the current number of more than 2000.

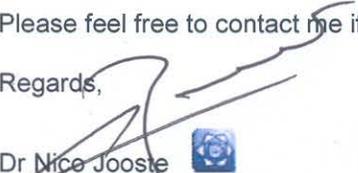
Due to the excellent service and superior products related to innovative designs the International Education Association of South Africa also utilized the expertise and services of Design@Bay since 2009. They produced the internationally recognized Study South Africa brochure that is sent to all the Embassies in South Africa as well as to global higher education educators throughout the world. The positive reviews of this publication are testimony of the insight in higher education as well as the relevance of design and writing.

1. The products that design@bay provided to both the University and IEASA included the following:
2. Strategic design concepts supporting the institutional marketing focus.
3. Marketing brochures for use in schools and marketing fairs.
4. Electronic marketing products. This includes web-site designs as well as the unique development of an interactive web-based marketing brochure.
5. Development and production of interactive marketing DVD's.
6. Editing, design and production of high quality newsletters and magazines.
7. Editing and production of high quality Academic Journals.
8. Design and production of large marketing banners for educational marketing exhibitions.

It is thus my pleasure to recommend this company, especially in the field of tertiary higher education branding and marketing.

Please feel free to contact me if more information is needed.

Regards,

  
Dr Nico Jooste   
Director: Office for International Education  
Nelson Mandela Metropolitan University  
Port Elizabeth  
South Africa  
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Nelson Mandela Metropolitan University

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Centre for International Education  
P.O. Box 77000, Port Elizabeth, 6013, South Africa  
Tel.: +27 41 5042161 Fax: +27 41 5042771