



DAILY NEWS

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RIDE THE WAVE OF AFRO-OPTIMISM WITH US AT MEETINGS AFRICA 2018



Walking the tourism talk... Amanda Kotze-Nhlapo of the South Africa National Convention Bureau, Tourism Minister Tokozile Xasa, South African Tourism CEO Sisa Ntshona and Deputy Tourism Minister Elizabeth Thabethe share a light-hearted moment during BONDday at Meetings Africa.

As South Africa welcomes delegates and media from around the world to the 13th edition of Meetings Africa, our African business-events trade show, we are riding a wave of optimism that bodes well for our country and our continent's tourism sector.

Africa is the world's second-most populous continent, and the one with the lowest median age. Our young people are already blazing trails at home and around the globe with their convention-disrupting ideas and innovations – and the best is yet to come.

Not only has our new president, Cyril Ramaphosa, strongly reaffirmed the South

African government's commitment to and belief in our sector, but our 2017 international arrival figures are showing strong gains from European and American markets.

Research commissioned by our South Africa National Convention Bureau shows that our country hosts about a million business-events delegates every year, and that this tourism sub-sector alone supports some 250 000 jobs directly and indirectly.

Through trade shows such as this one, we are trying to grow these figures even more, and we are honoured to have the whole African continent join hands on this exciting journey.

Our continent boasts the facilities, the

infrastructure, the technical and creative expertise, the intellectual capital rooted in a strong academic and research tradition – and, of course, the most incredible leisure tourism products and services to make any conference or event not just productive, but unforgettable too.

The Cape Town water situation is a perfect example of how the global meetings industry can find local relevance in Africa: no fewer than three major international water and sanitation conferences have been secured for the city in the coming months, which will also enrich our local academic and technical knowledge base immensely and add to the solutions put forward.

We invite buyers and other delegates from around the world to sample the spread of African countries and products that are on vibrant display here over the next two days, as well as the array of South African businesses servicing the meetings, incentives, conferences and exhibitions (MICE) industry.

This includes 15 "Hidden Gems" from across our nine provinces – exceptional small businesses that will add value and variety to any meeting or event.

Plus, our 10 Sustainability Village exhibitors – whom you can also visit during lunch hour – will delight you with their inventive handcrafted items, many of which are made from recycled materials in line with our move towards a more sustainable and responsible tourism industry. These pieces make the perfect corporate or personal gifts.

In keeping with our Meetings Africa 2018 theme of "Shared Economies", we are looking forward to exploring new, inventive ways to pool African expertise and resources for our common benefit – particularly when it comes to start-

ups and small businesses. Smart partnerships and clever collaborations will propel our continent's business events forward, sparking innovation, professional development and socioeconomic transformation in the process.

In this spirit, I wish you an invigorating Meetings Africa as we discuss, debate, discover and advance Africa together.

Sisa Ntshona
CEO: South African Tourism

News flash

Join South African Tourism at 9am tomorrow (Wednesday) at the media centre on level -1 for a briefing on this year's Lilizela Tourism Awards – where the "best of the best" tourism-related products in South Africa's travel and hospitality industry will be honoured.

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BUSINESS EVENTS ARE CHANGE AGENTS, NOT TRAVEL AGENTS

Highlights from James Latham's educational session.



James Latham © 7 Colors Communications

For too long, we have only seen and measured what is visible: tax, bed nights - the immediate visitor economy.

The true value of this industry goes much further than its contribution to tourism. This industry is fundamental to the growth strategies of most governments across cities, regions, states, provinces and nations - in sectors of innovation and science.

This industry is at the epicentre of growth.

In 2016, over 80% of the jobs that were lost in America, were lost to automation and new technology. They were not lost to Chinese companies, or to immigrants. It is the knowledge economy that is going to be replacing the jobs that will be lost to automation. You, as part of this industry, are fundamental to your country's growth strategy.

What lies beneath the visitor economy? Business travellers spend four times more than

leisure tourists. Business events can drive growth through not just tourism, but also through job creation, knowledge economy, healthcare, trade and exports, innovation, economic development, knowledge transfer, and STEM development. There is a distinction between business and leisure tourism. Business travellers come for business reasons. Having a nice wine region is an insufficient reason for a medical conference to come to Cape Town. Differentiate yourself from leisure. We're in the business-events industry and the words 'business' and 'professional' tend to go together in a sentence; they don't come with 'golf course' or 'beach'.

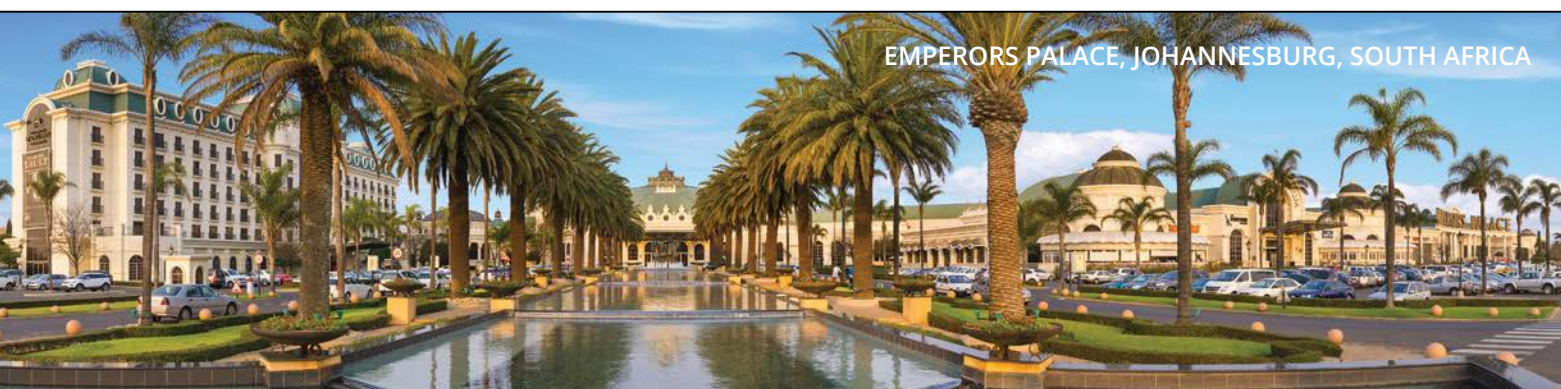
It is difficult to measure the legacy of the event, when you consider the deals that might take place after the event, the research that might be invested in, the collaboration, the degree of education and awareness that might result or the level of talent that might be attracted to your destination as a result of attending the event in your city. Those are the outcomes of events, and they are long-tail. This means that the longer the amount of time after the event, the greater the legacy will be. Researching legacies doesn't happen immediately, it can take many years to complete.

We must look at the government's key

priorities for its economic development strategy. Tourism is no doubt a central plank, but what about science, technology, engineering and maths development. What about driving the innovation economy? How can we use trade fairs and exhibitions to drive our trade and export development? How can we use business events to transfer knowledge and increase the productivity of our workers?

Here is a powerful example of the legacy of a business event. At a cervical cancer conference in Sydney, a leading professor from a Sydney hospital met up with an American doctor who was looking at cervical cancer research from a new angle. They realised that if they merged their work, they could bring their progress forward by eight years. They are now 10 months away from being able to immunise against cervical cancer. That would never have happened if that meeting hadn't taken place. That is the true power of our industry. If we take these stories to government and policy makers, we have a powerful case for changing the perception of business events away from a high-value tourism-related industry to one which facilitates growth and job creation across every industry.

Business and professional events are change agents, not travel agents.



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DOWNLOAD THE #MA2018 APP

The Meetings Africa 2018 app provides visitors, exhibitors and buyers with a centralised source of real-time information. By downloading the app for Android and Apple devices, you can:

- Pre-select the exhibitors you wish to see;
- Network with other participants by logging into the business matchmaking

- profile to schedule meetings; and
- Earn points to win prizes by tweeting, posting a photo, sending an in-app message, completing a survey and so on.

To download the app:

- Visit <http://get.lumishow.com> and download the latest Lumi Event app

from your relevant app store, or

- Search for Lumi Show in the app stores. (Mobile devices not supported will automatically be redirected to the web version of the app.)
- Once downloaded, open the Lumi Event app and search for "MA2018" in the search bar.

- When prompted, tap on the "+" button next to the Meetings Africa logo to add the event.
- The login process requires a name and surname, as well as an email address and password.
- Once submitted, you will have access to the full Meetings Africa event schedule.

BUSINESS TALKS SET TO INSPIRE AND ENLIGHTEN

This year's Meetings Africa's theme, Shared Economies, will be articulated through an exciting line-up of speakers at the two Business Talks taking place today and tomorrow.

The talks are open to everyone and will be held in the briefing room next to the media centre, located on level -1 of the Sandton Convention Centre.

Tuesday, 27 February
Business talk #1: How have shared economies affected the business events industry? (2.15pm to 3.15pm)

Rashid Toefy, Deputy Director-General of Economic Development and Tourism for the Western Cape, will moderate a panel discussion on the economic opportunities and value that can be reaped from a shared economy model, featuring the following speakers:

- **Raymond Ledwaba**, CEO of IT Thynk Smart Solutions (a software development and consulting company) and Chairperson of the local organising committee of the World MBA Summit, will talk about how small businesses can take advantage of the opportunities presented by the shared economy.
- **Byron Moorgas**, CEO of Always Innovative Solutions, will discuss the opportunities that arise from shared platforms and how the sharing of data could ignite new products and ways of doing business for the business-events industry.
- **Senthil Gopinath**, Middle East Regional Director at the International Congress and Convention Association (ICCA), will share his experiences working in the tourism industry for almost two decades, specialising in developing the meetings industry. He currently

works at Congress Solutions International, a division of the Emirates Group.

Wednesday, 28 February
Business talk #2: Business events infrastructure development in Africa (11am to 12 noon)

Gary Grimmer, the CEO of consulting company Gaining Edge, will moderate a panel discussion exploring the advances and gaps in Africa's business-events infrastructure and how to advance the continent in the next decade. It will feature the following thought leaders from the continent:

- **Nina Freysen-Pretorius**, the current ICCA President, will share insights gleaned during her 25 years' experience in the conference industry, including starting her own corporate events company that has evolved to specialise in national and international association conferences.
- **Frank Murangwa**, the Director of Destination Marketing for the Rwanda Development Board, will discuss how his country's investment in infrastructure has supported the growth of the Rwanda Convention Bureau, of which he previously served as acting CEO.
- **Lindiwe Rakharebe**, the CEO of the Inkosi Albert Luthuli International Convention Centre in Durban who has over 30 years' experience in the corporate environment, will talk about her passion for growing the KwaZulu-Natal economy through the hosting of major international conferences.
- **Amanda Kotzé-Nhlapo**, Chief Convention Bureau Officer of the South Africa National Convention Bureau, will share her insights about the potential and opportunities that the meetings industry holds for meeting the continent's objectives in development, the knowledge economy, growth and education.



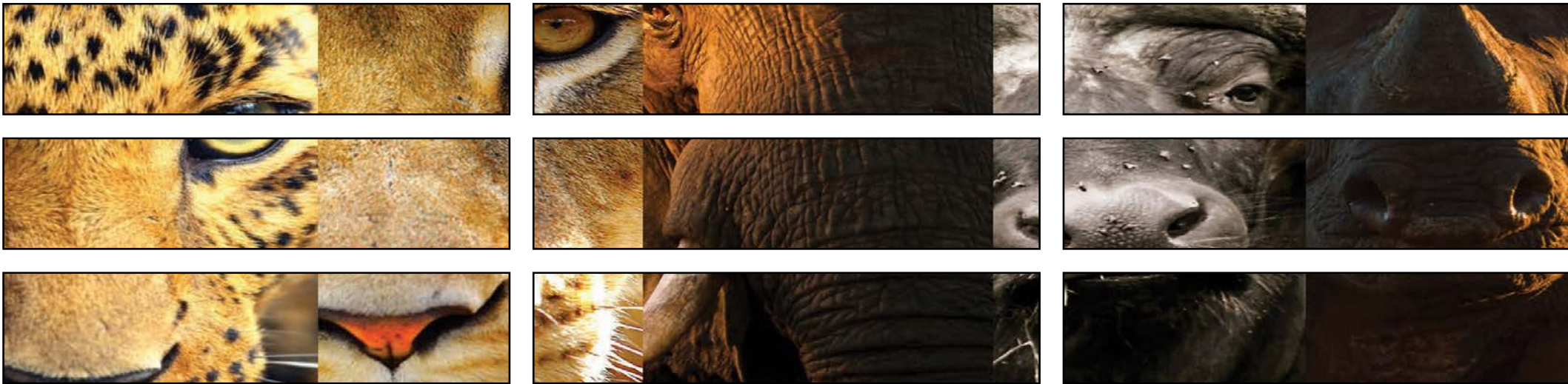
Delegates arriving for Meetings Africa were treated to a warm South African welcome over the weekend. On arrival at OR Tambo International Airport, they were serenaded by an a cappella group, and at the Sandton Gautrain station, they got into the African vibe courtesy of a lively marimba band.

TUESDAY, 27 FEBRUARY 2018			
TIME	EVENT	VENUE	ATTENDEES
06:00 - 09:00	Morning Live Live outside broadcast of SABC's Morning Live Breakfast Show	SCC - Exhibition Hall 1 (Level 0)	
09:30 - 10:00	Opening Ceremony Official opening ceremony of Meetings Africa 2018	SCC - Exhibition Hall 1 Restaurant Area (Level 0)	Open to all attendees
10:00 - 17:00	Meetings Africa Exhibition Pre-scheduled appointments between hosted buyers and exhibitors and interaction with visitors	SCC - Exhibition Hall 1 (Level 0)	Pre-registration and On-site registration for participants
10:30 - 11:30	Minister's Walk-About The Minister of Tourism does her official walk-about of the Meetings Africa exhibition floor	SCC - Exhibition Hall 1 (Level 0)	
12:00 - 14:00	Food Court	SCC - Exhibition Hall 2 (Level -2)	Online Diaries closed from 13:00 - 14:00
13:00 - 14:00	Official Lunch		
14:15 - 15:15	Business Talk 1 A panel discussion on key business events matters on the African continent	SCC - Café Nala (Level -1)	Open to all attendees
17:00 - 20:30	Meetings Africa Official Welcome Function Green Stand Awards	SCC - Exhibition Hall 2 (Level -2)	Open to all attendees (T's & C's apply)



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TACKLE THE RIGHT PROBLEMS WITH TECHNOLOGY

Use technology is to minimise your customers' "pain points", says Raymond Ledwaba, CEO of IT Thynk Smart Solutions. Integrating technology into one's business requires firstly, problem definition: "Either we think we know what the problem is but don't define it well, or we simply don't know what we don't know," he notes. Businesses must know how to keep up with the changing needs of customers and how competition is evolving before they can apply a technological solution. He urges management to spend time with their inhouse IT teams and bring experts in from outside the business to add fresh thinking and avoid complacency.

Key changes or disrupters Raymond has seen during his travels to developed and developing markets include using Artificial Intelligence (AI) to book travel; disruptors like Uber to transport; on-demand stay like Airbnb and couchsurfing affecting hotels (he recommends major hotel chains look for new ways to innovate around their reward programmes to retain their corporate clients); and online payment platforms for travel organisers, like WeTravel, simplifying group travel.

He urges businesses to ask themselves the following four questions:

1. Are you leveraging existing technologies in your business model?
2. How are you optimising your processes to become more efficient and cut costs?
3. Do you understand your customer's "pain

points" and are you proactive in resolving them to increase your revenues?

4. Are you flexible, collaborating with other partners to improve the customer experience?

Technology is only half of the solution: staff who are engaged and trained in the processes are the other, important, part of the customer solution, he adds.

Sharing the panel discussion was Michael Khumalo, head of customer relationship management (CRM) at Discovery. He said that at a fundamental level, CRM is about how to keep existing customers and attract new customers. He cautioned businesses to first have a strategy and underlying culture to support CRM, otherwise you won't make progress.

Key factors at the heart of a CRM data base include:

- Identify customers in real time and know their differentiators (e.g. where they live; economic sector) and understand their "customer lifetime value".
- Help the customer when they get through, whether it is on a call centre, social media or email.
- Customise the client experience so that those who prefer speaking to a human being can get hold of one, and those who are happy to deal with AI are quickly helped.
- Choose the metrics important to your business and measure how

you are delivering on customer satisfaction and loyalty.

From technology point of view, IT people use a few pillars to guide discussions, Michael says:

- Marketing automation across various media;
- Customer service at all points of contact;
- Field force capturing information in real time while in the field and interacting with customers.
- E-commerce via websites where customers can place orders and make payment.

"Underlying all of this are customers, and the need for an end-to-end system that enables you to identify all of your customers and know all the differentiators," he says.

CRM systems come in all shapes and sizes, some far more expensive than others. However, there are inexpensive solutions available, some locally supported, that work well. Of prime importance is the integration of the CRM system into every other system across the business as well as the culture of the business. Marrying business ideas to technology ideas means being able to better service customers.

Rashid Toefy, deputy director-general of economic developments for the Western Cape government, moderated the session and welcomed input from delegates. Questions from the audience covered the following:

- **Buy-in:** Systems cannot be developed

in isolation from the users of the system.

It is a long process to obtain buy-in to ensure that the business, users and customers take ownership of the system.

Michael said you need to have an effective change-management programme, not only training at the end of the launch.

- **Measuring Average Handling Time (AHT):** Don't focus too much on this side of your call centre. You don't want to rush customers on the telephone, so you need sufficient agents and also offer automated solutions to customers who do not require a human being but a quick answer.
- **Ongoing updates:** You cannot simply implement a CRM system and leave it. You need continuous engagement, training and CRM updates to continue to solve problems as they evolve.
- **Databases:** Don't miss an opportunity to capture information from your customers. Data is an asset and critical to decision-making. Process information correctly and don't abuse it, such as selling it off. Your clients need to trust you, that their information is being used responsibly.

"Marrying business ideas to technology ideas means being able to better service customers."

JACQUI NEL: DEFYING THE STATISTICS

The most recent PwC Transportation and Logistics 2030 Report found that companies who had the most female board directors outperformed those who had the least by 16% in return on sales, and by 26% in return on invested capital. Yet there are still very few female board directors.

But there's one woman who refuses to be defined by the negative statistics. Her name is Jacqui Nel and she is the Director and Owner of Exhibition Freighting G.S.M (EF-gsm), one of the leading freight-forwarding companies in South Africa. Over the years her company has expanded phenomenally - growing from handling only two exhibitions a year to now handling almost eighty.

How did people respond to a woman-run (and owned) business?

Many people actually thought my husband owned the company and that I was just working for him. They would approach him with questions and he would say "Go and talk to the boss. She pays my salary." In reality, he came in as a shareholder and had his own business, but I was the one running EF-gsm. People couldn't comprehend that I was the one who started and managed all the aspects of the company.

What are some of the challenges you have faced as a female business leader?

Our prospective clients, and even our competitors, think we are a weak target just because the business is run by a female. We



Jacqui Nel

even lost a couple of clients when they found out it was me and not my husband who owned the company. Thankfully, we have very loyal agents around the world who value the service we give to their clients, and we've managed to retain an extremely established and successful business because of that.

What sort of skills do you need to have in order for this business to run smoothly?

Aside from having a 3-year Diploma in Road Transportation as well as an intricate knowledge of the shipping, sea and air-freight, transport and on-site logistics, I also need to be able to manage a team; communicate and liaise with customers; and navigate my

company through the minefield of world economics. I've been committed to becoming proficient in this wide skill set over the course of my career because a successful company doesn't just happen from trying to "wing it". It comes from a dedicated pursuit and application of knowledge and competencies.

What has been your biggest accomplishment with EF-GSM?

The International Diabetes Fair, held at the CTICC, where we brought in and unpacked 42 containers in eight hours (mostly stand material), as well as handling 192 cbm of air cargo and also tracking and receiving 3.5 tons of courier shipments. We also offloaded 335 cbm from local suppliers,

and grounded and used 24 containers for storage. This event created an extra 30 jobs. It was a great test of all my years of shipping and management experience but I loved every moment of it and am so honoured we were given that opportunity.

What advice do you have for other aspiring female business leaders and owners?

Build up a wealth of knowledge. The reality is that, as a woman, you have to work harder to prove yourself and be recognised, but it isn't impossible. If you're going to be the best, rise above the discrimination and commit yourself to learning whatever skills you need to succeed.

"The reality is that, as a woman, you have to work harder to prove yourself and be recognised, but it isn't impossible. If you're going to be the best, rise above the discrimination and commit yourself to learning whatever skills you need to succeed."



Exhibition Freighting G.S.M.

TOP 10 REASONS TO HOST YOUR EVENT IN AFRICA



The St Regis Mauritius Resort © Starwood Hotels

1. Value for Money

Many countries in Africa have relatively weak currencies when compared with the Euro, the US dollar, and the British Pound. This works in the favour of international clients, who spend far less on their business event than they normally would in other leading destinations.

2. Expertise

Professional Conference Organisers and Event Planners, particularly in South Africa, have decades of experience in the planning, facilitation design and roll out of major business events. Global events such as COP

17 and the World Economic Forum and many others on a massive scale have all been successfully held on the African continent.

3. Pre and Post Tours

Get lost in the labyrinthine souks of Marrakech, explore the technological metropolis of Nairobi, soak up the local flavour in one of Cape Town's many street markets, catch a glimpse of the Big 5 on safari in the Kruger National Park, or simply let one of Africa's multitude of travel planners create a unique itinerary for you that is bound to leave a lasting impression.

4. Natural Beauty

No continent can boast the diversity of natural splendour that Africa has. Think Table Mountain, the rugged shores of KwaZulu-Natal, Johannesburg's inspiring skyline, the Eastern Cape's untouched coastlines, Cape Town's iconic Waterfront, Mount Kilimanjaro and Meru, the imposing Atlas mountains and endless deserts of Morocco, the beaches of the Seychelles and Zanzibar, the verdant jungles of Rwanda, the savannahs of Kenya and Tanzania, and the astounding majesty of the mighty Victoria Falls.

5. World-Class Infrastructure

Sandton, the business hub of Johannesburg, is commonly known as the richest square mile in Africa. It's a must-visit destination for both business and leisure travellers. Cape Town and the Western Cape are home to some of the most technologically advanced convention centres on the planet, with bountiful accommodation options to suit any budget. Durban's eclectic charm is coupled with its world-class connectivity, and its label as one of the world's first "Smart Cities".

6. Legacy

Bed nights and visitor spend is truly the tip of the iceberg in terms of legacy. Social, environmental, developmental and cultural legacies are taking the fore. Event planners are increasingly looking

to factors beyond immediate financial spend to gauge the true value of events.

7. Shared Economies

Collaboration and the spirit of Ubuntu - a quality that includes the essential human virtues; compassion and humanity - are essential to creating shared economies. Knowledge is a priceless commodity, and business events are the key to building these knowledge economies.

8. Ease of Access

All major airlines fly to South Africa, including Qatar, Emirates, Virgin, Cathay Pacific, Qantas, British Airways, Etihad, Iberia, Swiss Airways, Lufthansa, United Airlines, Delta Airlines, KLM, Air France, Turkish Airlines, Air China, Ethiopian Airways, Singapore Airlines and Alitalia.

9. Culture

It is a truth universally acknowledged that one visit to Africa as a business delegate nearly always results in a return visit with family and friends. Each of Africa's 53 countries is infused with its own unique culture, and each has its own inherent charm.

10. Wining and Dining

The Western Cape is home to the longest, and arguably most-beautiful, wine route in the world. Our fine-dining regularly make the World's Best lists around the world. For mouthwatering dining options, look no further than Africa, the continent on the rise.

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*MasterCard Global Cities Index 2013, 2014, 2015 & 2016.

COLLABORATE AND COMPETE, IT'S POSSIBLE!



SA Tourism CEO, Sisa Ntshona © 7 Colors Communications

Meetings Africa 2018 is themed "shared economies". Victor Kgomoewana, African business specialist and MC, lead a panel discussion unpacking the theme that included Sisa Ntshona, CEO of South African Tourism; Rudi Van Der Vyver, CEO of SAACI; Mmatšatši Ramawela, CEO of TBCSA; and Senthil Gopinath, regional director Middle East of ICCA. Business and government are driving this discussion, looking at ways of meeting the needs of regions and the continent as a whole.

"Collaboration is the key to the success of business going forward," says Sisa. The advancement of technology is making the world a much smaller space and the world looks at Africa as one space – what

happens on the continent influences everyone. The key to competing as a continent is collaboration, shared economies and delivering on competencies.

Rudi says old-school thinking was very competitive; however, South Africa and Africa are already starting to embrace their shared economies across cultural and business sectors. While some multinational hotel groups have a footprint in Africa, they try to source locally. And there is space for small and medium enterprises alongside the bigger groups as they are the backbone of driving culture. "Also, as Africans, we need to be proud of what we're offering the world. We are world-leaders, not just world-class, in some areas. Confidence is key. We need to be proud of being African," he stresses.

Mmatšatši agrees that there should be more emerging entrepreneurs in the business space. "We have a lot to share with the world and our colleagues in the rest of the continent. They look to South Africa and need to know they have colleagues they can join hands with. We are a continent rich in culture and heritage. However, a lot of areas are undeveloped and it will take a lot of work to make progress," she explains.

For this to happen, Sisa says, one's outlook has to be one of abundance not scarcity. A region's propensity to collaborate and partner is higher when it considers it is part of a growing economy rather than a struggling one.

Senthil says regions like the Middle East

and even Europe have a fairly simple strategy of regional synergy. He sees cooperation and competition as fitting well together as regions share expertise while competing on unique selling points. He proposed a tagline of "enhance, educate and enhance business intelligence", utilising the different strengths of countries in a region.

Identifying the stumbling blocks to shared economies is important, adds Mmatšatši. A pressing challenge for the broader travel tourism industry is the difficulty of intra-Africa travel. The AU is looking at open skies in Africa, to make it possible for African airlines to collaborate with each other.

Another challenge is the need for training in Africa, especially in the business-events sector, adds Rudi. SAACI is working with a few training providers and has the membership base, platform and reach into Africa to provide training to push up standards. The association is looking at pulling together specialists in different regions for this purpose and has undertaken a skills gap analysis in several areas. Rudi says a range of training and mentorship programmes will show people that it is doable, and the transfer of skills and knowledge will ensure businesses are comfortable with what they know and clients will, in turn, become more comfortable to book events in Africa.

A common perspective leads to collaboration and the solutions cannot come from government alone, they also require

the private sector to combine resources to remove certain barriers, panellists agree. Sisa emphasised the "conferencing with a purpose" approach and urged greater efforts to leave behind a legacy that lasts long after the event. Part of this legacy is exposing hidden gems around the country. While events need to be commercially viable, Sisa wants to see the impact of events go further afield than Sandton.

Collaboration starts with intent, points out Sisa. With the new president, Cyril Ramaphosa, focusing on tourism during his State of the Nation Address, there is a need for the country and the continent to think beyond being resource-driven economies towards becoming service economies, a big transition. "As Africans it's very important we rise up and take Africa forward. We need to push the AU hard to drive the tourism agenda. Our new president has put tourism front and centre and we need to ensure he knows what we need for him to advance tourism going forward," adds Mmatšatši.

Victor asked Rudi what the low hanging fruit is for next year's Meetings Africa: "From an association perspective we're the 'Southern African' association and we're linking up, as public and private sector members, with global associations to cross boundaries and open up trade channels," he explains. He cites Rwanda as an example of countries that have shown how they can upgrade infrastructure in a relatively short timeframe.

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CATHAY PACIFIC TO FLY NON-STOP TO CAPE TOWN FROM NOVEMBER

The airline's second destination in South Africa will complement daily flights to Johannesburg.

Cathay Pacific will launch a seasonal non-stop service to cosmopolitan Cape Town later this year, directly linking this popular business and tourism destination with Hong Kong for the very first time.

The three-times-weekly service, from 13 November 2018 to 18 February 2019, will complement Cathay Pacific's existing daily non-stop flights to Johannesburg and will be operated by state-of-the-art Airbus A350-900 aircraft.

Cathay Pacific Chief Executive Officer Rupert Hogg said: "We are very pleased to be able to expand our services in Africa, a booming aviation market. Growing our reach to destinations that are not otherwise served from Hong Kong creates considerable new opportunities for business, trade and tourism, in addition to strengthening our home hub."

He added that the new service will meet customer demand for travel to the scenic Western Cape throughout the southern hemisphere's peak summer months, as well as provide an additional option for South African-based travellers looking to fly on Cathay Pacific to Asia and beyond via Hong Kong.

The Cathay Pacific group has expanded its network significantly in recent times. In 2017, services to Tel Aviv, Barcelona and Christchurch were launched, while this January saw the inaugural service to Nanning. Other regional and international routes to commence in 2018 include Jinan and Brussels (March), Copenhagen (May), Dublin (June) and Washington DC (September).

Alan Winde, Western Cape Minister of Economic Opportunities, said: "We are thrilled that Cathay Pacific is launching a direct flight to Cape Town. This will allow us to unlock massive tourism potential from the East, a market which is already very important to us."

Tim Harris, CEO of Wesgro, the official tourism, trade and investment promotion agency for Cape Town and the Western Cape, echoed that sentiment and added: "This vote of confidence will help boost growth, help us land even more investment, and create additional jobs for the people of the Cape. We look forward to welcoming the first flight, and our team will work closely with the airline to help make the route a success."

Cape Town, a major financial and business services centre and also the gateway to the Western Cape's flourishing wine and



Table Mountain - South Africa © South African Tourism

agricultural region, is set against the backdrop of the famous Table Mountain plateau and its enviably long list incredible attractions make it a true multicultural marvel.

From jaw-dropping scenery to centuries-old architecture contrasting with minimalist modern design, bustling Cape Town encompasses it all.

Its lively harbour and streets house nightlife and storefronts, and its beaches and mountainous surroundings are bursting with flora and fauna.

Details of the new Cape Town service between 13 November 2018 and 18 February 2019 are as follows (all times local):

FLIGHT NO	FROM	TO	DEPARTURE/ARRIVAL	DAYS OF OPERATION
CX795	HKG	CPT	2345/0805+1	Tuesday, Thursday, Sunday
CX794	CPT	HKG	1105/0655+1	Monday, Wednesday, Friday



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SHARED ECONOMICS – A TOOL FOR COLLABORATIVE AFRICAN GROWTH



Nina Freysen-Pretorius

Having been in the business-events tourism industry for the last 25 years, it used to completely confuse me that ICCA members from all over the world, operating within the same field, offering similar or supporting services and often competing internationally for the same business, still collaborated by sharing their knowledge, experiences and challenges. Ultimately this has enabled professionalism and industry recognition within our sector.

But I soon realised the reason why members whom are competitors share so openly. It is because of the human factor. Whilst information and knowledge is around and readily available, the far-reaching benefit of true collaboration is not something that is embraced enough.

I came across an excellent research report by Accenture – “Harnessing the Power of Open Innovation Through Digital Collaboration.” The research points to

three primary challenges faced by large companies and entrepreneurs as they attempt to increase collaborative work:

- An imbalance in perceived commitment to collaborative endeavour;
- A cultural divide between entrepreneurs and large companies;
- A lack of government support to effectively support collaboration between large and small companies.

In the Foreword of the research paper, the Chief Executive of Accenture South Africa and Sub-Saharan Africa, Mr. William Mzimba says, and I quote: “Digitalisation changes the game. It blurs boundaries between industry sectors, lowers barriers to entry and creates bridges. As new partnerships made up of players from different industry sectors begin to form around the customer to offer not just products but solutions and “experiences”, innovation is laying the groundwork for companies to

thrive in a digital era, and for countries to create dynamic and competitive economies.”

So, with two key elements activated within the African continent - digitalisation and collaboration - the opportunities are endless! The work starts with working on relationships, understanding and trust between ICCA members in the region and globally to allow for this innovation to take flight. Change and new opportunities come about when we listen, are open and willing to work together.

Developed economies and countries whom have invested in and supported leisure tourism and the business-events sector have reaped the economic rewards again and again. The importance of government investment in infrastructure development, both digital and structural, ensuring political and economic stability and strong leadership is directly linked to strong collaborative efforts between countries, companies and individuals. At the end of the day who wants to be aligned or associated with a partner that is not trusted, compliant and respected?

The opportunities for collaboration and mutual economic benefit are always there; they need to be approached with open-mindedness, mutual respect and the willingness to change.

Nina Freysen-Pretorius, ICCA President

“As new partnerships made up of players from different industry sectors begin to form around the customer to offer not just products but solutions and “experiences”, innovation is laying the groundwork for companies to thrive in a digital era, and for countries to create dynamic and competitive economies.”

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MEET THE EGF'S NEW COMMITTEE

The Event Greening Forum (EGF) held its AGM on Monday, 26 February 2018, at the Meetings Africa event pavilion in Exhibition Hall 2 of the Sandton Convention Centre. On the agenda was the election of new committee members for 2018.

Aside from the EGF's founding member associations who each have a reserved seat on the EGF committee, all other committee members are elected for a two year period. The two years are staggered so that each year half of the seven elected committee members stand down. This process creates an opportunity for new EGF members to get involved in the strategic functioning of the organisation, bringing with them fresh ideas and new expertise in both greening and events.

Congratulations to the following people for their election on to the EGF's 2018 committee:

- Chad Botha (Inspire Furniture)
- Greg McManus (Heritage Environmental Management Company)
- Lisa Jade Merven (GingerBiscuit)

In addition, the following people were co-opted on to the committee:

- Justin Hawes (Scan Display Solutions)
- Gary van der Watt (ReSource Design)
- Gavin Burgess (Ultimate Data Sciences)

They will be joining the following, existing committee members:

- Grace Stead (Steadfast Greening)
- Lynn McLeod (individual member)
- Morwesi Ramonyai (Borena Energy)
- Neo Mhlatlale (7 Colours Communications)

- Doug Rix (EXSA)
- Tshifhiwa Tshivhengwa (Fedhasa)
- Janet Landey (IFEA Africa)
- Helen Brewer (The MICE Academy)
- Rudi van der Vyver (SAACI)
- Tim Jones (SACIA/TPSA)
- Bernard Sebothoma (SA Roadies)
- Hannlie du Toit (SATSA)

We would like to extend a warm welcome to our new and returning committee members, and thank them for the passion and dedication they are investing into the EGF and its efforts to transform the South African business-events industry into a more sustainable model.

For more information about the EGF, please contact Lynn McLeod at lynn@eventgreening.co.za or visit www.eventgreening.co.za.

For more information, please contact: Lynn McLeod, Event Greening Forum: 082 891 5883, lynn@eventgreening.co.za

About EGF

The Event Greening Forum (EGF) is a non-profit organisation that aims to promote sustainability within the business events sector. The EGF was established through dedication and support of eight industry associations who are recognised as founding members. The founding members are key industry associations working together to promote South Africa as a destination for various types of events. They host educational sessions for industry and lobby government in an effort to implement sustainability principles into the daily operations of the events industry.

"The EGF was established through dedication and support of eight industry associations who are recognised as founding members. The founding members are key industry associations working together to promote South Africa as a destination for various types of events."



City of Joburg @CityofJoburg · 33m

#welcome2jozi

It's so difficult and challenging to get local brands onto the shelves of local supermarkets, says one of the local wine manufacturers. The retail sector needs to start sourcing locally. #MeetingsAfrica18



12

20



Visit Gauteng @visitgauteng · 30m

It's important to rise up from petty politics amongst countries if we are going to drive the African agenda. - Mmatsatsi Ramawela. #MeetingsAfrica18



8

14



Ms. Aimzzz @wambuiamy · 1h

Building Shared Economies, I really loved this idea. We don't have to purely promote specific areas, we can all work together and teach each other to advance Africa together! #MeetingsAfrica18



16

10



kagiso_mosue @kagiso_mosue · 2h

On intra-Africa trade: "To be able to share, ur outlook has to be that of abundance, not of scarcity" says @sisantshona #MeetingsAfrica18



16

10



Willy Cortus @WillyCortus · 2h

Interesting talk about building shared economics, with #ICCAWorld Senthil Gopinath on the panel. Africa should show more confidence, and realize it is often a world leader. #MeetingsAfrica18



13

21



Emmanuel K. Dogbevi @EmmanuelDogbevi · 5h

Attending Meetings Africa for the first time and feeling the momentum, I'm in no doubt that South Africa is poised to set the pace for the #MICE industry in Africa. #MeetingsAfrica18 @SA_NCB



16

10



Sonto Ndlovu @sontondlovu · 3h

James Latham presented a compelling case about real role of conferences. It's not just about the conference & tourism, but it's about the Knowledge Economy. Some govts have realized this & starting to take advantage of this trend. Very powerful stuff. #MeetingsAfrica18



10

13



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**MARNIE TAIT, SUN
INTERNATIONAL
MANAGEMENT
LIMITED**

I really enjoyed the sessions on BOND Day yesterday. It was also wonderful to have lunch with all the delegates and network. Networking with the African associations at the ICCA cocktail event was a great way to set up meetings for the show. I'm ready to go straight into meetings!



**ASSAH MWAMBENE,
ARUSHA INTERNATIONAL
CONFERENCE CENTRE**

We are here at Meetings Africa to represent the two major conference centres in Tanzania: the Arusha International Conference Centre and the Julius Nyerere Conference Centre. We are here to tell the world that we are the biggest and best in Tanzania. Our centres should be first choice for those who want to do business in Tanzania. We are looking forward to striking some great deals.



**RUDI VAN DER VYVER,
CEO OF SAACI**

It's very important for us as SAACI to attend Meetings Africa as our three key focus areas are learning, growth and collaboration, and the show provides a platform for all three. As a southern African association, we aim to bring South Africa together with the rest of Africa and make a big difference in the business-events industry.



**LINDIWE
RAKHAREBE, CEO,
DURBAN ICC**

I love coming to Meetings Africa! The best part for me is the sharing of best practices throughout the continent. We have just decided in our chapter meeting, that we need to connect more. For example, if I hosted the World Aids Conference, I must share my experiences with my peers in other regions.



**ZANDRI SWARTZ,
BRAND INFLUENCER,
CENTURY CITY
CONFERENCE CENTRE
AND HOTEL**

I attended the brand-news Business Events Researchers workshop on Sunday and it was absolutely phenomenal. I hope they do it every year! We even went on a tour of Soweto as part of the workshop. And I loved the ICCA content. It was very informative.



**CORNE KOCH,
HEAD: CAPE TOWN
AND WESTERN CAPE
CONVENTION BUREAU**

BOND Day was a great success, filled with new discussions. The ICCA Association evening showed us that great new members have been sourced, which makes us proud of our association with them. We are looking forward to a packed day filled with fruitful meetings with good-quality buyers. We're excited for those engagements.



**ODETTE BAKER,
DENPHIRI TRAVEL**

I'm at independent travel agent who has recently registered. I'm at Meetings Africa to network. I want to venture further into Africa, such as Ethiopia, Egypt and Morocco. Those are the places I would like to book clients. I have already met one potential client. Thank you Gauteng Tourism for hosting us!



**NONNIE KUBEKA,
HEAD OF THE
GAUTENG
CONVENTION AND
EVENTS BUREAU**

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SCENES FROM BONDAY



Images Courtesy of ©7 Color Communications

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