



MEETINGS AFRICA

Advancing Africa Together



NATIONAL CONVENTION BUREAU

Brought to you by *South African Tourism*

DAILY NEWS

Issue Number 1
25 February 2019

MEET HERE. GROW ANYWHERE.



South Africa is a leading globally-competitive business events destination with a fantastic track record in efficiency and professionalism. The country also boasts a diverse choice of tourism experiences and products against a backdrop of awesome scenic beauty, friendly and welcoming people, and a colourful array of harmonious cultures.

The perception that it's difficult to do business in South Africa has turned around. The list of bids won and the increasing number of meetings and conferences that South Africa continues to attract is evidence of this.

South Africa's infrastructure development has also progressed over the past few years, increasing the number of world-class, globally competitive convention centres in South Africa and helping to affirm South Africa's (and the rest of Africa's) position at the forefront of global growth and inbound business events delegate arrivals.

In line with our country's growing business events industry, South Africa is encouraged

by leading global hotel brands' continued investment. The country has seen a series of new hotels opening, including The Radisson Hotel and Residence in Cape Town and in the heart of a vibrant and culturally-rich Limpopo province in the city of Polokwane. Plans are also underway for a new Radisson Blu Hotel that will open in the Durban this year boasting 207 rooms with the meetings and events area being almost 1 200m².

Well-renowned chain, AC Hotel by Marriott also opened a new hotel near the Cape Victoria & Alfred Waterfront last year. This is within a walking distance from the Cape Town International Convention Centre. The company has also signed its second AC Hotel by Marriott in Africa to be built in Durban.

Other two very exciting new developments are the recent opening of The Sun International Maslow Hotel at the Times Square in Pretoria in the Gauteng province. A first multi-star rated hotel in Africa, this 17-storey hotel with 238 rooms and 13 conference rooms is purpose-built to accommodate any group requiring 3-star, 4-star or 5-star rated experiences. This hotel also boasts a multi-purpose arena that can accommodate 8 500 people. Close to the Kruger National Park, in the Mpumalanga province, the new multi-million Euro Skukuza Safari Lodge and conference centre opened recently.

South Africa's current business events campaign "Meet Here. Grow Anywhere", is really about partnerships. As a country, we are continuing our commitment in investment in Small and Medium Enterprises (SMEs) in the business events sector. We support these enterprises at

various trade shows across the world as part of South Africa's National Department of Tourism's Incentive Programme.

Our SMEs are an integral part of our tourism offering. They are what make South Africa an excellent value for money, authentic and enriching business events destination.

In this spirit, we invite you to work in partnership with us, and with other players in the business event industry, to advance our region and our continent and to unlock the massive potential of the business events industry.

Looking to the future, SANCB in conjunction with the provincial and city convention bureaus has submitted no less than 96 bids for the 2018/2019 financial year. These bids have the potential to generate R1.9 billion in economic impact for the destination and attracting approximately 65 379 delegated contributing to our destination over the next 5 years.

*Message by Amanda Kotze-Nhlapo,
Chief Convention Bureau Officer: South
Africa National Convention Bureau*

"In this spirit, we invite you to work in partnership with us, and with other players in the business event industry, to advance our region and our continent and to unlock the massive potential of the business events industry."

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Meet South Africa



SA TravelTrade



South African Tourism

What makes the **DURBAN ICC** the **Perfect Venue** to host your **Event**?

The Durban International Convention Centre (DURBAN ICC) is the leading venue for meetings, business events, conferences and exhibitions in Africa. The centre offers the largest column-free, multipurpose event space on the African continent and has a wide range of innovative packages designed to meet the unique needs of each target market, at the best possible rate. The DURBAN ICC's highly experienced and friendly team will ensure that your event is seamlessly executed giving you complete peace of mind. Our venue capacity and flexibility coupled with our amazing culinary offering is what sets us apart from any other convention centre.

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SOUTH AFRICA



SMME SPOTLIGHT: WOW TRAVEL AND TOURS

Rushdi Harper is the Managing Director of Wow Travel and Tours in Cape Town. Established in 2007, they offer large or small conference packages, ground handling services (pre/post tours and transfers) and incentive group packages throughout South Africa. Wow Travel and Tours are members of SAACI, SATSA and SKAL. He shares his goals for Meetings Africa and beyond.

Who are you hoping to connect with at the show?

We are very keen to meet with serious buyers who are willing to work with small businesses, and in turn, helping our business to grow and create jobs.

What are your goals as a business in 2019?

To grow the business to a level where we are able to employ key staff members with skills in the MICE industry, marketing and sales.

What value does Meetings Africa offer your business?

It offers tremendous value with an opportunity to meet with international and local buyers. This includes destination management companies, conference

organisers, associations and much more, including those who have South Africa on top of mind for a long time.

Tell us more about your offerings – which are most popular, what's new?

We have recently launched halal tourism products, which is in line with Wesgro's marketing campaign. Over the last three months we visited the Middle East and Turkey to launch our product into the market. Our internal MICE software programme gives us a great advantage to provide services for any group size and we continually strive to improve our service.

Connect with Wow Travel and Tours at exhibition stand DZH1.

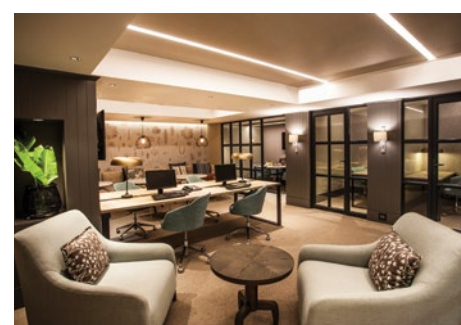


SOUTHERN AFRICA OFFERS AN INSPIRED MEETING AND INCENTIVE DESTINATION

From memorable teambuilding activities in Zambia, to an ancient harbor town in Mozambique, to the local tranquility of Lesotho, and city hubs in Gaborone and Windhoek, Avani Hotels & Resorts has raised the bar for meetings and incentives in Southern Africa.

Across the portfolio, Avani hotels and resorts are designed to be functional, modern and comfortable, providing business travellers with contemporary pantries for on-the-go meetings, private cigar lounges and executive spaces for networking any time of day and even at night. Whether it's a gala banquet for 400 guests, a small, private meeting, or a Boma candle-lit dinner under a star-studded African sky, Avani offers a range of impressive meeting spaces.

"Within the Avani portfolio, we have five compelling locations in Southern Africa that will deliver a true incentive or meeting-quality experience for guests,



both onsite, with stunning events and functional conference spaces, and in the natural surroundings, providing the best activities and excursions that the area has to offer," says Mark Havercroft, Minor Hotels Regional Director, Hotel Operations Africa.

Connect with Minor Hotels at exhibition stand C23.

"Everyone went the extra mile and worked together with our team as 'partners' to ensure the success of our Annual Congress event."

Amanda Stops

CEO

South African Council of Shopping Centres (SACSC)



Nestling in the shadow of the majestic Table Mountain, and overlooking the spectacular Atlantic Ocean, the CTICC is a magical place where the imagined becomes real, visions turn into strategies, consumers become customers, and strangers from across the globe become colleagues, partners and friends.

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ICCA REVEALS THEME FOR ICCA AMP 2019 IN DURBAN, SOUTH AFRICA: “INSPIRATION TO GO FURTHER”



Delegates at the upcoming ICCA Association Meetings Programme 2019, taking place in Durban, South Africa from 18-20 June, are set to collaborate to drive value and impact through international association meetings, as ICCA reveals the theme of the event as “Inspiration To Go Further”.

The AMP is designed to bring ICCA Members and Association Executives from all over the world together for open exchange through small-scale networking and interactive global knowledge transfer about bidding, designing, organising and promoting international association meetings.

For international meetings suppliers on the African continent, the AMP provides the ideal opportunity for them to deepen their market knowledge and increase their global market share of this fast-growing industry, whilst learning from their global industry colleagues. In turn, international visitors will be able to experience Africa's growing range of business events services.

ICCA Board Member Gregg Talley is confirmed to be joining the programme as a Faculty Leader. Talley has over 30 years of association management experience and is a key supporter of the African association meetings industry, who helped launch the African Society for Association Executives, among other initiatives. Nonnie Kubeka, General Manager at Gauteng Tourism Authority and ICCA President James Rees also join the faculty.

“Inspiration To Go Further”

The 2019 theme “Inspiration To Go Further” is guiding all aspects of the core education programme. Focused on providing solutions to participants' burning questions, the “A challenge shared/A challenge solved” session will encourage the associations and ICCA members in attendance to brainstorm answers using

their international expertise. During the Business Exchange, ICCA member delegates will do what they do best: share information and tacit knowledge on future association meeting business leads.

ICCA's increasing support for Africa

ICCA is increasing its advocacy and educational activities in the African region throughout 2019. This year's edition of the AMP marks the first time the event is being held in the African region and the first time ICCA is returning with an international meeting since the 43rd ICCA Congress in Cape Town in 2004. The AMP follows the first edition of the ICCA Meetings Africa Association Day, the education and networking seminar for ICCA Members and Association Executives hosted by Meetings Africa as part of the BONDday programme.

Mr. Sihle Zikalala, MEC for Economic Development, Tourism and Environmental Affairs, KwaZulu-Natal, said: “Hosting the ICCA AMP 2019 and the high-level association executives in our beautiful city of Durban will have an enormous impact for business tourism for South Africa and KwaZulu-Natal. In particular, it will develop the potential for year-round tourism sustainability, tackling seasonality and occupancy, improving the overall national economy and building a recognisably positive image of our province and city.”

To learn more about the ICCA AMP 2019 and to register, visit www.amp2019.iccaworld.org.

BONDAY SCHEDULE, 25 FEBRUARY 2019

TIME	EVENT	VENUE	ATTENDEES
08:30 – 09:30	Event Greening Forum Annual General Meeting	SCC – Boardroom 3	Members only
08:30 – 10:00	Hidden Gems: SMME's Training Session	SCC – Committee Room 1	Invitation only (SMMEs)
09:00 – 17:00	IMEX-MPI-MCI Future Leaders Forum Africa	SCC – Committee Room 4	Invitation only (Tourism Students)
09:30 – 11:00	IMEX-MPI-MCI Future Leaders Forum Africa	SCC – Ballroom 1/40	Open for registration
09:30 – 18:00	ICCA Meetings Africa Association Day	SCC – Bill Gallagher	Invitation only: African Association Hosted Buyers and ICCA Africa members
09:30 – 15:00	Exhibitor Education Session	SCC – Ballroom	Open for registration to all exhibitors
09:45 – 10:45	Event Greening Forum Session on Wood Research	SCC – Boardroom 3	Invitation only, Event Greening Forum members
11:00 – 12:45	Conference Stream 1: Sydney Mbhele, Chief Executive Brand at SANLAM Senthil Gopinath, Regional Director at ICCA Middle East Nellie Swart, Associate Professor: Tourism Management, UNISA Dr Hugh Bartis, NMMU Professor	SCC – Ballroom 1/40	Open for registration
11:00 – 14:00	Conference Stream 2: Exhibitor Educational Stream 2	SCC – Ballroom 2/3/4	Open for registration
14:00 – 15:00	BONDday Lunch	SCC – Ballroom Foyer	All BONDday delegates
18:00 – 19:00	ICCA Africa Meetings Africa Association Day Cocktail Function	SCC – Boardroom 6/7 Foyer	Invitation only: ICCA Africa members and Association Hosted Buyers

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IGNITING INTERNATIONAL INDEPENDENCE

Meetings Africa is a pan-African business trade show that has been running for 13 years, providing the travel and tourism industry with opportunities to network, collaborate and engage with peers and prospective clients. Described as Africa's business tourism lekgotla, Meetings Africa runs for two days and provides attendees with a platform from which they can showcase their services and create partnership opportunities. In a tightly-wound economic climate, with concerns around growth and the impact on tourism, the event provides a much-needed space for small businesses to expand their footprint and their markets. This has also informed the 2019 theme of "Shared Economies", which emphasises the need for tools that boost and stimulate collaborative African growth.

For Incredible Tours and Travel, Meetings Africa is an opportunity to continue its own legacy of growth and to build on the connections it already established when they attended the event in 2018. "The 2018 event was our first, and it was a fantastic experience," says Nono Shabalala of Incredible Tours and Travel. "It was a learning curve for us at the time, but we have seen growth in our business since we exhibited. It allowed us the chance to network with international clients and to engage with industry experts, while providing us with the space we needed to showcase who we are and what we offer as a company."

Incredible Tours and Travel is a tours and transport company that offers clients a customisable bouquet of tours and destinations. Its goal is to create experiences by taking people on adventures across Africa that showcase the diversity and beauty of this remarkable continent.

At Meetings African in 2018, Incredible Tours and Travel used the event as a platform from which to obtain exposure and build its reputation in the right markets, both locally and globally.

"We are a small business and we found that the event gave us the same opportunities to network and engage as the larger companies," says Shabalala. "This was of inordinate benefit to us as a company — we have seen growth since

we exhibited. This is definitely down to our ability to engage with industry experts, letting them know who we are and what we have."

The company's goal was to become known in the industry — a complex hurdle to leap when the business is small and the industry huge — and to increase its footprint. Both were boxes that Shabalala says were easily ticked, thanks to their success at the event.

Incredible Tours and Travel learned from its first run at the event; this year it plans to have more meetings and to really drive the opportunities for customer and stakeholder engagement.

"I have a better understanding of the event and have already invited numerous relevant individuals for meetings while we are there this year," says Shabalala. "We didn't know much about diaries and scheduling last year, so this year we've made an effort to get as many people booked in advance as possible. We have also been invited to several engagements and believe that this is due to the industry perception of us as a stable and reliable organisation."

Meetings Africa gives the small, medium and micro enterprise (SMME) a platform to become a part of the global business community. It gives companies that would previously have fallen between the cracks a connection to the international community and exposure to international markets and organisations that deliver real results and opportunities. This commitment to uplifting local talent is carried through in the Shared Economies 2019 theme for the event. It embodies the potential that was realised by innovative companies such as Airbnb and Uber. The idea is that any business can benefit from the concept of the shared economy and that no company is too small to participate in gaining these benefits.

"Meetings Africa is a great platform for the SMME," says Shabalala. "I really cannot emphasise how much benefit we have had in our previous engagements and how confident we are that 2019 will prove to be just as beneficial. It not only adds the value of international connection and collaboration, but it gives our buyers confidence in what we do when they see our global presence. We have

professional relationships with numerous international companies and are currently working closely with a Japanese client to create an extraordinary experience for an international nongovernmental organisation."

The group that Incredible Tours and Travel are working with today happen to be the result of meetings that the company held at Meetings African 2018; relationships forged over the year are now delivering financial and reputational results. It has cemented their commitment to the event and given them plenty of impetus for 2019.

"They are not just helping us as an SMME to grow, but they are changing the benchmarks around who can participate at events and how they can play a role in changing our economy," concludes Shabalala. "These are opportunities that few SMMEs can ignore, especially in our industry, and they are opportunities that small business owners and entrepreneurs shouldn't miss out on."

This article was first published by the Mail & Guardian on 15 February 2019.



EGF'S TOP TIPS FOR GOING GREEN

Meetings Africa has, for the last few years, pioneered sustainability in the business events sector. Through strategic partnerships with industry stakeholders, building local communities, and working to reduce its carbon footprint (among other things), the show has remained ahead of its counterparts in promoting and implementing sustainable initiatives. Examples of these are the R10 premium on bottled water, delegate gifts sourced locally, and waste reduction through effective management solutions. The Green Stand Awards are also an integral part of Meetings Africa's sustainability plans. The Event Greening Forum, who works closely with the show on these issues, offers several tips both for delegates and for greener events:

1. First Things First

Prioritise sustainability from the get-go. Appoint a green team or green champion to drive the implementation of sustainable initiatives at an event. The procurement of goods and services is a critical aspect, so support products and services from local reputable suppliers who use sustainable practices.

2. Go Paperless

Develop an app for the delegates. Use digital media where possible. Consider video conferencing or live streaming to reach more people with a minimal carbon footprint.



3. Location, Location, Location

Choose a venue that is centrally located. Choose a venue that is accessible via public transport – provide incentives like providing free public transport on the day of the event, or encourage carpooling. Consider the environmental policy of a venue or accommodation when making your bookings. Consider the distance between the conference venue and accommodation to reduce the need for additional travel.

4. Reduce, Reuse, Recycle

Implement a recycling programme throughout your entire event programme. Opt for reusable crockery and cutlery, or compost any food waste. Ensure that your event has a social advantage, like giving leftover food to local organisations for the disadvantaged.

5. Local is Lekker

Opt for local and seasonal food, which is preferably also organic. Support local businesses and organisations in the procurement of gifts and other conference goodies. This also ultimately supports SMMEs, which are the backbone of SA's economy.

6. Easy as 1, 2, 3

Let delegates know about your green initiatives. If they understand what you're trying to achieve, they will join in! Measure your impact and offset your carbon footprint.

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International Convention Centre at the Boardwalk

BUSINESS EVENTS MADE EASY: NELSON MANDELA BAY

Situated on the shores of the Eastern Cape, Nelson Mandela Bay has a great potential for hosting conferences and trade shows.

The Nelson Mandela Bay Municipality is located along the Algoa Bay shoreline of the Eastern Cape, and comprises the city of Port Elizabeth, the towns of Uitenhage and Despatch, and surrounding rural areas. The region is midway between Cape Town and Durban, and is South Africa's fifth largest city in population. The ports of Port Elizabeth and Ngqura attract a wide variety of businesses to the area, which is also the African hub for automotive manufacturing, and is home to Volkswagen, General Motors and Ford.

Nelson Mandela Bay boasts more than 15 000 hotel beds within a 20-minute radius of the Port Elizabeth International Airport – making it an ideal second-tier MICE destination. The majority of 3-5 star hotels offer some sort of conferencing facility for small to midsize meetings.

Some of the recent events to have taken place in Port Elizabeth are the Photographic Society of South Africa's Annual Congress from 30 September to 5 October, and the Ironman World Championships, which brought hundreds of local and international participants to compete in the region. Another high-profile gathering was that of the Indian Ocean Rim Association (IORA), which met to establish a core group that would advance tourism within the Indian Ocean region.

The 2nd IORA Tourism Ministers Meeting culminated with the adoption of the Nelson Mandela Bay Declaration that committed, inter alia, to the establishment of the IORA Tourism Resource Centre in the Sultanate of Oman in support of the IORA Tourism Core Group; improved travel facilitation and region connectivity; and to unlocking the tourism potential of the ocean's economy of the region. IORA member states hope to capture a share of the 1.8 billion international tourist market that UNWTO anticipates by 2030.



Nelson Mandela Stadium in Port Elizabeth

KEY VENUES

International Convention Centre at The Boardwalk

The International Convention Centre is the largest conference venue in Port Elizabeth. It is a multi-purpose, flexible space and can hold up to 1 600 people

in its largest meeting space. The centre is conveniently located at the Boardwalk Casino and Entertainment World, a major convenience for host of pre- and post-conference activities. The Amphitheatre is also an ideal location for corporate functions.

www.suninternational.com/boardwalk



Cape Recife

"Nelson Mandela Bay boasts more than 15 000 hotel beds within a 20-minute radius of the Port Elizabeth International Airport – making it an ideal second-tier MICE destination."

Nelson Mandela Bay Stadium

The Nelson Mandela Bay Stadium is a world-class venue constructed as part of the FIFA World Cup in 2010. Since then it has served as host for a range of events of various sizes and types including exhibitions and concerts – in addition to hosting sporting events in its five-tier, 46 000-seater. Large scale expos like the Good Food and Wine Show and the Outdoor Expo have been held at the Stadium with great success.

www.nelsonmandelabaystadium.co.za

Nelson Mandela Bay Stadium is exhibiting at Meetings Africa. Visit them on Stand UV1B.

Incentive Travel Packages

Because the Eastern Cape is the birth place of Nelson Mandela, this region offers a number of tours centred around his life and impact on the region. Of particular note is the Nelson Mandela Metropolitan Art Museum, as well as heritage sites like the Prince Alfred Museum and monuments like the Langa Memorial. Port Elizabeth's beaches are beautiful and worth exploring – definitely a must for incentive packages, as is Bay World, and Cape Recife.

Contacts

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Website: www.nmbt.co.za



IMEX-MPI-MCI FUTURE LEADERS FORUM AFRICA

The global programme for talented students who are considering a career in the meetings industry, Future Leaders Forum is back at Meetings Africa BONDDay once again after a successful last few years. In 2017 South African student Kazzandra Grove won the IMEX-MPI-MCI Future Leaders Forum Africa and then went on to claim victory at the international University Challenge in Frankfurt.

IMEX, MPI and MCI give young students in their final year of a hospitality, event or tourism management course a platform to learn and network. The initiative hosts over 150 forums annually, with more than 8 000 students, 95% of whom are more likely to enter the industry.

The University of Mpumalanga, the Technical University of Kenya, and Vaal University of Technology will be participating for the first time in this year's Future Leaders Forum Africa.

The following universities will be represented:

- UNISA
- Tshwane University of Technology
- Central University of Technology
- University of Zululand

- Durban University of Technology
- North West University
- University of Johannesburg
- Vaal University of Technology
- Cape Peninsula University of Technology
- Namibia University science and Technology
- Chinhoyi and Midland University
- Lerotoli Polytechnic
- Technical University of Kenya

The programme opens with an overview of the meetings industry and what it takes to make it in the sector, delivered by Doris Parsons, Managing Partner of Studioired Communications & Conferences.

"Just like a tasty dish, success in the Meetings Industry is a careful selection of ingredients and a recipe that eventually create an enjoyable meal. You need passion, zeal and resilience. We will also talk about what the meetings industry is, where to find the opportunities in Africa, and the must-have skills required. This session will ignite the flame you already have within you – to make it in the Meeting industry," she explains.

From there Dale Hudson, Knowledge and Events Director at the IMEX Group, will lead the International University Challenge.

Three carefully selected students will have ten minutes each to present their bid to a jury of industry professionals to compete for their place in the finals at IMEX in Frankfurt this May. The panel of judges are Rick Taylor, CEO, The Business Tourism Company, Irina Bryksin, ICCA, Marketing Project Co-ordinator, and Doris Parsons.

The Creative Challenge will teach group

members the importance of collaboration, followed by a round table session where students can get first-hand industry insights from event professionals.

The IMEX-MPI-MCI Future Leaders Forum Africa will close with a talk on what future employers are looking for, presented by Thandekile Jessica Nhleko, Founding Director of Project Enza.



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GL EVENTS ACQUIRES AFRICA'S BIGGEST EXHIBITION CENTRE

In a landmark move, GL Events South Africa has acquired 60% shares in Johannesburg Expo Centre. The company now owns the largest exhibition centre in Africa (42 000m² of indoor space on a site totalling 510 000m²) which hosts South Africa's biggest trade shows, including notably the Rand Show, Bauma, Electra Mining, and Propak Africa, among others. It has 16 employees and is a shareholder of Dogan Exhibitions and Events Pty Ltd, the exhibition organiser for the Rand Show, South Africa's iconic consumer exhibition that will be celebrating its 125th edition in April 2019.

This move is part of GL Event's strategy to reinforce their presence in South Africa,

the largest event industry market on the African continent – which has a forecasted growth of 7% per annum until 2021, exceeding the country's GDP growth.

The Montgomery Group is a historic shareholder of the Johannesburg Expo Centre and will remain an owner of the company alongside GL Events. The Montgomery Group is an organiser of 50 shows in 15 countries throughout Europe, Asia, Middle-East and Africa. This acquisition will allow GL Events to deploy the integrated business model which has underpinned their success, and achieve combined annual revenue in South Africa of more than €15 million.



View of the Expo Centre grounds



TSOGO SUN WINS 19 TRIPADVISOR AWARDS

Thirteen Tsogo Sun hotels and resorts have won 19 TripAdvisor Travellers Choice Awards in 2019 in several categories – as voted by international travellers on criteria such as remarkable quality, service and value.

MAIA Luxury Resort and Spa in the Seychelles won in the Top 25 Hotels in Africa category, while in the Top 25 Hotels in South Africa category Cabana Beach Resortm Beverly Hills Hotel, Beacon Island Resortm 54 on Bath, and the Palazzo all took home honours.

Five properties won in the Top 25 Hotels for Families in Africa, while six Tsogo Sun properties dominated the Top 10 Hotels for Families in SA. Southern Sun Ikoyi won in the Top 10 Hotels for Service in Nigeria, and

Southern Sun Abu Dhabi won in the Top 25 Bargain Hotels in the UAE.

The Travellers Choice Awards are based on millions of reviews and opinions collected in a single year by TripAdvisor, and have been running since 2002.

Says Ravi Nadasen, COO for Tsogo Sun Hotels: "The TripAdvisor Traveller's Choice Awards reflect our guests' experiences and we place great value on achieving them. Congratulations to the properties that have won these significant awards – our focus throughout the group will continue to be on consistently delivering the highest standards of excellence for the best experiences for our business and leisure travellers at every touchpoint."

UGU SOUTH COAST TOURISM ANNOUNCES DYNAMIC NEW DIRECTION

The new CEO of Ugu South Coast Tourism, Phelisa Mangcu, has announced her new strategic direction just six months after taking office. Presenting her Tourism Destination Framework and Business Plan at an annual session with public and private sector participants, she launched dramatic changes to take the destination management organisation into a dynamic new era.

One of the new focal areas is business tourism, which represents a growth area for the KZN South Coast, traditionally seen as a leisure destination only. Together with key stakeholders, she is determined to position Port Shepstone and the greater destination as an emerging MICE (meetings, incentives, conferences and exhibitions) hub, attracting tourism investment and fulfilling the functions of a Convention and Events Bureau.

Ugu South Coast Tourism is to proactively position the destination in the global tourism space as "South Africa's best region for leisure, film and MICE activities". A new corporate identity, digital assets, branding and collateral, local and international shows,

familiarisation trips and various product audits will set the course for attracting tourists, domestic and international.

Four seasonal campaigns on multiple platforms will grow destination awareness and desirability. A new film office will be established by Ugu South Coast Tourism to facilitate and issue film permits, assist in scouting locations, provide business linkages between production companies and local businesses and promote and grow the KZN South Coast as a film location.

Ms Mangcu will also be building on the Great Drives Out initiative, which was lauded by KwaZulu-Natal for its rural development. Focus will turn to strengthening these products and routes one after the other. Additional unique and authentic eco-tourism, culture and heritage activities will be developed, in partnerships with stakeholders and local communities, to further diversify the tourism offering of the destination and give visitors more reasons to explore the hinterland away from the beaches. Products and routes currently receiving attention and looking to attract investment include KwaXolo Caves and Umzumbe River Trails.

SMMEs and the youth will benefit from skills development and business linkages with established products, as well as Tourism Awareness and souvenir programmes.

In order to deliver on this strategy, the CEO plans to internally restructure Ugu South Coast

Tourism, as well as appoint several specialist agencies – not to mention forge strong strategic alliances with key stakeholders.

Ugu South Coast Tourism is present at Meetings Africa 2019. Visit stand K3 to find out more.



SMME SPOTLIGHT: THABILE TOURS AND SHUTTLE

Thabile Tours and Shuttle is a tour operating company based in the free state. Thabile offers tailor made packages and transport services throughout Africa. The fleet includes luxury midi busses and sedans. "We aim to create memorable experiences for our clients. We strive toward service excellence," says Satty Mdululi.

The company will be at Meetings Africa 2019 to connect with the industry on a national, regional and international level. "Meetings Africa offers me the opportunity to network with a vast variety of potential clients," Satty explains, "The event directly connects me on a face-to-face level with future clients and

[allows me to] solidify future deals."

Although Thabile Tours' ultimate goal is to expand their business internationally, they would first like to see it grow nationally. "I have a big client base from the Free State; however I would like to connect to more national operators and agencies."

When asked what offerings are most popular and upcoming in the next few months, Satty gives us a breakdown: "We have our beer festival which is happening the weekend of 22 February in Clarens, as well as our amazing Easter breakaway to Sun City in April. We also have an adventure-filled Tsitsikamma and Port Elizabeth package which is coming up in September so keep a look out for that."



AGRITECH AFRICA 2020 ANNOUNCED

A meeting on the exhibition floor at Meetings Africa has flowered into what is slated to become a R15 million economic boost for South Africa. The event, which will be hosted in Cape Town at the CTICC, and with the support of the South Africa National Convention Bureau, will take place from 17-19 June 2020.

"Earmarked to become an annual congress for the Western Cape, it is the first time that an agriculture conference and exhibition of this scale will be hosted in the province," says Tim Harris, CEO of Wesgro.

As the conference celebrates 21 years, several thousand local visitors are predicted to attend – further boosting the Cape's economy. The event will have three segments: the conference headed by international and local experts, the exhibition, which will showcase new technologies and create partnerships between farmers, and business-to-business meetings.

A theme being explored at the event is progressive farming development, water conservation, and preservation and management in agriculture.

"We are excited about our new initiative," says Kenes Exhibitions General Manager, Prema Zilberman. "The event will showcase leading South African agriculture and food processing technologies, and host delegations from other parts of Africa. The

strengths of South African agriculture and food processing industries will be given primary focus with the objective to attract importers from around Africa, India and the Middle East.

South African Tourism CEO Sisa Ntshona says: "The business events and MICE industry forms a vital part of our strategy in attracting visitors to South Africa. In collaborating with the Western Cape Convention Bureau, we are delighted that a conference of this nature will make its way to South Africa as we position ourselves as an excellent destination for business events. It's also exciting to see South Africa showcase to the world our capabilities in the agritech environment."

"The Western Cape is embracing the fourth industrial revolution in agriculture and I am especially pleased to see that the role of technology in water saving will be a focus area during this conference," Beverly Schafer, Minister of Economic Opportunities in the Western Cape, says. "With 800 delegates, this event will play an important knowledge sharing role and will contribute towards business tourism and job creation in the events space in the Western Cape."

The Agritech Africa Media Conference will take place on Wednesday, 27 February at Cafe Nala, Sandton Convention Centre at 10:00am.

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THE IMPORTANCE OF INDUSTRY ASSOCIATIONS IN DRIVING BUSINESS

While associations have in the past largely been a source of networking and a single voice within their respective industry sectors, today they play a far greater role in ensuring a common approach to issues that affect the broader business events industry. This according to Greg Mc Manus, Chairperson of the Event Greening Forum.

"A good example of this is the way in which almost all associations in this sector have adopted the EGF sustainable event standard for the common good," he says.

Simply put, no association or industry body exists within a vacuum. As the number of associations and secretariats for MICE grows annually, the focus of leadership cannot be devoted solely to helping their own members. Collaboration is vital. Rudi Van Der Vyver, CEO of the Southern African Association for the Conference Industry (SAACI), puts it succinctly: "We believe that success can only be achieved through effective collaboration, and with this in mind, we have, over the last two years, been driving more and much closer collaboration within the industry, not only between our members, but also between industry associations (to cover all niche sub sectors in the industry) and stakeholders alike."

Associations are tasked with several deliverables, all of which are underpinned by the main foundational event of creating value to members and the broader industry. The first of these deliverables is to set a common standard. This drives professionalism in the industry. When companies and suppliers are certified as belonging to a particular association, this leads to trust from customers, and results in organic growth for the industry.

Of course, associations do not exist solely to police event organisers and suppliers. "Another large role to be played by associations is that of providing platforms for development, learning, skills transfer and capacity building, whether on a once-off basis or based on continuous learning or development principles," Rudi explains.

"Perhaps the most relevant value we have added is in raising awareness of the benefits of more sustainable events, and how the sector can leverage opportunities that now exist in this international trend," Greg says. "We have given most PCOs and organisations an important tool to use - which is one that can attract repeat and new business opportunities."

Major African Associations and Support Bodies

ABTA | abta.co.za
AFAMCO | afamcomanagement.com
AfsAE | afsae.org
EXSA | exsa.co.za
AAXO | aaxo.co.za
ICCA Africa Chapter | iccwORLD.org/dbs/africanchapter
PCO Alliance Network | pcoalliance.co.za
EGF | eventgreening.co.za
SAACI | saaci.org
SITE Southern Africa | sitesouthernafrica.com
UFI MEA Chapter | ufi.org/contact-us/middle-east-africa-office

SAACI Says

According to Rudi Van Der Vyver, CEO of the Southern African Association for the Conference Industry (SAACI), members drive the success of any association. "For a member to extract maximum value from any association membership it is absolutely vital to be involved. Do not sit on the side lines and think business is going to come in by itself just because you have an association membership. The more involved you are the more value you will extract from your membership, so speak to your association, be active and utilise the platforms on offer as much and as widely as possible."

RATHER MEET IN MAURITIUS... AND 'MICE' ISLAND-STYLE!

Enjoy everything that Mauritius has to offer as your ideal MICE destination, combining quality, elegance and a touch of island-style flair...

Whether you are planning an international conference for a few thousand delegates, an exclusive high-level meeting for a government delegation, a product launch event or an incentive trip to reward your top performers, the Indian Ocean island of Mauritius has the perfect venue staffed by a professional and dedicated support team, to deliver a unique, world-class event, with a touch of island-style flair.

The island itself has improved its infrastructure with an upgraded road network, shopping malls with global brands alongside colourful and authentic local markets, and faster wi-fi connectivity in hotels and public spaces. Importantly though, Mauritius is still renowned for its warm, friendly and inviting welcome from the local population, who recognise the importance of the tourism and MICE sector to grow the local economy. Most importantly, it remains a safe and stable destination.

As an economy on the move, transforming rapidly into a modern nation, the island is investing in the sciences, research and development, tourism and the growing digital economy. Hosting conferences, meetings and workshops in Mauritius to highlight these areas of advancement has become an important focus.

The island offers easy accessibility through its simple visa entry programme and direct access

from a large number of global destinations, and accommodation options that range from 5* luxury to stylish self-catering.

Mauritius offers the MICE buyer the infrastructure and superstructure to cater for a variety of groups and sizes, all year round. As a MICE-friendly destination, the island has all the key ingredients to host successful meetings, incentives, conferences and events. The quality and variety of accommodation, the attention to detail in service delivery, state-of-the-art conferencing venues, professional and friendly staff, and the additional activities on offer, all guarantee a unique experience.

Mauritius also has an advantage over other MICE destinations in the Indian Ocean in that it houses the region's largest and most modern convention centre: the Swami Vivekananda Conference Centre in Pailles. With its ability to host large, international conferences, it can accommodate up to 5,000 people at any one time.

Another modern, purpose-built conference facility on the island is the Trianon Convention Centre. Other popular meeting venues include the J & G Auditorium, the International Conference Centre in Grand Bay and the Freeport Exhibition Centre in Mer Rouge.

Many Mauritian hotels and old colonial houses also offer excellent conferencing facilities to cater for between 800 and



2,000 delegates in varying configurations, including the use of state-of-the-art marquees erected on the hotel properties.

The island boasts a wide variety of activities that can be specifically geared around MICE groups and team-building, ranging from golf to adventure sports such as quad-biking, trekking, mountain biking, zip-lining, hunting, kite-surfing, parasailing, canoeing and sky-diving.

And, the tropical climate and warm weather makes it a perfect all-year round MICE destination.

Whether you are interested in buying for large, medium or small groups and are looking at Mauritius as either a long-haul or short-haul destination, the destination is positioned to deliver world-class, luxury MICE venues, and an efficient and professional business-friendly environment in which to host them.

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Website: www.tourism-mauritius.mu



MEETINGS AFRICA GOLF DAY



The Meetings Africa Golf Day brought local corporate executives and exhibitors from the business events industry together to network on a whole new level. The event took place at the Houghton Country Club in Johannesburg on Friday, 1 February 2019.



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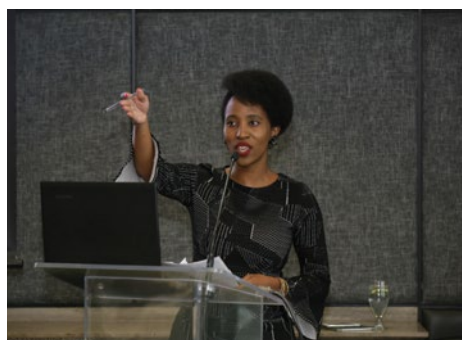
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Thank you to the @SA_NCB for inviting us at the [#MeetingsAfrica19](#) as [#hostedbuyer](#). We are excited to learn more about Africa's products, services showcased at the [#exhibition](#) and to discover new amazing locations [#TGI](#) [#ThePeopleNetwork](#) [#event](#)



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ICCA @ICCAWorld · 1h

We're looking forward to seeing you all at [#MeetingsAfrica19](#) next week! Come and find us at stand H11 for training sessions on the Association Database and information on upcoming events, publications & making the most of your membership! See you there [#ICCAFriends](#) [#ICCAWorld](#)



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Meet South Africa



SA TravelTrade



South African Tourism

Meetings Africa in Numbers

Did you know that this Meetings Africa is the biggest one yet? Here's a look at the show in numbers...

- 338 business tourism exhibitors
- 102 exhibitors from 15 African countries
- 32 more exhibitors than last year
- 462 hosted buyers from 65 countries

Download the Meetings Africa App!

The official app for Meetings Africa 2019 is available for all Apple and Android devices. It provides visitors, exhibitors, media representatives and buyers with a centralised source of information and updates in real time. Users can also pre-select exhibitors they wish to meet, network with other participants by logging into the matchmaking profile to request and view scheduled meetings, see what's on and earn points to win prizes.



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