



DAILY NEWS

Issue Number 2
26 February 2019

MEETINGS AFRICA SUPPORTS LOCAL COMMUNITIES

South African Tourism's (SA Tourism) leading business tourism show, Meetings Africa, has won multiple awards for its event greening efforts. Many measures are taken each year to improve the event's sustainability, not only in terms of its environmental impact, but its social impact too. One of its success stories is the Meetings Africa Sustainability Village.

The concept

The Event Greening Forum (EGF) is a non-profit organisation promoting sustainability in the business events industry. It supports SA Tourism's event greening efforts, and in 2017 it introduced the Sustainability Village concept to the show. The Village is a curated space for selected black-owned SME businesses to showcase their products, all of which are made locally (within a 50km radius of the venue). Many of their creations are inspired by South African culture and heritage, and are beautifully handcrafted. Instead of giving gifts, the Meetings Africa team give gift vouchers to the international and local hosted buyers, so that the buyers can select their own present – a fun and failsafe way to ensure that everyone receives a personal gift that they will treasure.

The Village has returned each year and grown: this year, 16 vendors will be at the show. (For those who don't receive a voucher, the vendors are also set up to accept cash sales.)

Responsible gifting

The Village concept is effective not only in preventing the waste of unwanted gifts, but in promoting local businesses through sales and by giving them a marketing platform to an international audience.

In addition, many of the vendors have a social upliftment angle embedded into their business. For example, the Skills Village 2030 was established to help youth develop technical and entrepreneurial skills, while African Mama Crafts works with women from rural areas and agricultural co-operatives. Therefore many of the economic benefits trickle down even further into these communities.

EGF committee member Justin Hawes says, "What is really exciting is that this concept has grown in popularity and can now be seen at other shows around the country. SA Tourism really is a leader in this space."

EGF membership subsidies

Another way that SA Tourism is helping small businesses is by subsidising EGF membership fees for 10 South African business events companies. This allows these companies access to information and tools to help them incorporate sustainable principles into their businesses.

The 10 companies that SA Tourism has subsidised in this way are:

- African Mamas Crafts
- By Design Africa Group
- Keith & Co
- Morish Cuisine
- Namanje Event Solutions



- Pink Lemon
- Qhayiya Production Group
- Seeds Events
- Seven Colours Communications
- Suave Media

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.

Many measures are taken each year to improve the event's sustainability not only in terms of its environmental impact, but its social impact too.

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

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SMME SPOTLIGHT: HIBON LODGE, THE HEART OF THE MAGALIESBERG

Located in Hekpoort, just fifteen minutes from Magaliesburg Hibon Lodge offers an unprecedented, comfortable experience for leisure, and a serene environment for conferences, meetings and events. We speak to CEO Albertine Mkhosi to find out more.

What value does Meetings Africa offer your business?

Meetings Africa being the biggest MICE trade show in Africa allows me as a SMME to meet with buyers as opposed to me travelling and setting up meetings across the continent. Maximum exposure at a minimal cost.

Who are you hoping to connect with at the show?

Destination management companies; focusing on luxury and bespoke products.

What are your goals as a business in 2019

- To engage potential buyers and create lasting relationships
- Product awareness
- Understand the industry trends and requirements

What is your venue ideal for?

- In-house art gallery
- Conferencing
- Motor vehicle shows
- Outdoor events

Connect with Hibon Lodge at exhibition stand DZB1.



MAXIMISING SOUTH AFRICA'S HIDDEN GEMS

The South African Government as well as South African tourism, invest a lot of money into travel trade shows. Many of these smaller shows do not receive as much support as Meetings Africa, so this year we started off with South African Tourism hosting a workshop to assist SMMEs in learning how to market themselves and sell their services in a more sustainable and profitable manner.

The first speaker was Head of Global Trade South Africa, Mr Bradley Brower. His focus was on the biggest selling points we as South Africa have to offer.

Mr Brower spoke on how it is imperative that the SMMEs know the places around their establishments in order to be ready to answer any questions posed by potential clients. He mentioned that most people are initially wary to come to South Africa, but by the time they leave they are happy with their experience. To get people here is difficult, yet

once they come through the points of entry, they should immediately feel welcome.

We then had Bjorn Hufkie who took us through the ways trade shows like Meetings Africa equip SMMEs. He mentioned the stringent criteria required by hosted buyers go through in order to be allowed at Meetings Africa. Mr Hufkie also touched on the bid support system aimed at helping bring tourism into South Africa.

The final speaker to take the podium was Tony Nkadameng. His role is in the Enterprise Support Program. The aim of the program is to build a sustainable support mechanism working with SMMEs and taking them to the market. For that, specific developmental plans will be required, and tailor made in order to almost guarantee sustainability.

The goal of the programme is to push long term support, generate actual returns as well as job creation and develop feasibility and impact of Small Medium and Micro-sized Enterprises.



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Alex Grose
Managing Director
Investing in African Mining Indaba

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THE IMPACT OF BUSINESS EVENTS ON THE ECONOMY

The meetings, incentives, conferences and exhibitions industry is a multi-billion dollar sector that's growing globally. The global MICE industry is estimated to reach US\$1.2 trillion by 2023 (www.alliedmarketresearch.com). South Africa generated R71.2 billion (US\$5.3 billion) in revenue in 2017 alone – approximately 0.7% of the global total.

Business events and business tourism contributes R115 billion to the South African GDP, and this number is ever growing. Business visitors typically spend more than the usual leisure traveller, and money is often spent at conference centres, restaurants, and

surrounding attractions. South Africa is number one in Africa and the Middle East in the annual ICCA Rankings when it comes to hosting meetings. The business events sector supports over 252 000 jobs both directly and indirectly. South Africa sees over a million business event delegates through its borders annually.

Although Europe dominates the global market with over 42% in terms of business event value, and the US generates the highest revenue globally for MICE, several African countries are hoping to claim a stake in the market. This is being done through the formation of official convention bureaus, strategies to attract more business events

and business tourism to the region, and actively attending international meetings and conventions to connect and do business with industry counterparts. Examples of this are South Africa's regular position in the international ICCA Rankings, Uganda's recent launch of their official convention bureau, and Rwanda's rising in both ICCA Rankings, and as a global destination for events. It is expected to fetch US\$74 million by June 2019, according to *The New Times*. To date, in the 2018/19 fiscal year, the Rwandan business-events industry generated US\$52 million in accommodation revenue from 35 000 international delegates.

Globally, the meetings segment generated the highest revenue in 2016 and is expected to grow at 7.5% year-on-year, with incentives estimated to have the highest growth rate in the international market (www.alliedmarketresearch.com). That said, the impact of exhibitions on tourism is far-reaching. Not only do exhibitions have an impact on local business, but, according to a study by the Association of African Exhibition Organisers (AAXO) its contribution to tourism were in excess of R23 billion. Tourism from exhibitions also helped sustain an estimated 47 000 jobs – and the number of exhibitions in South Africa has doubled since 2006.

Business events feeds directly into SA's tourism industry, which sustains over 700 000 jobs. Sisa Ntshona, CEO of SA Tourism, says: "The tourism industry is a

strong contributor to our economy on the continent, offering great opportunities for growth... South Africa has already secured event bids estimated to contribute R2.2 billion between now and 2024."

The South Africa National Convention Bureau provides key support services for this sector, not only in assisting the growth and development of the local MICE sector, but also in bidding support for events, site inspection support, convention planning, delegate boosting, and on-site event services.

For more information, visit www.businessevents.southafrica.net.



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 www.amp2019.iccaworld.org

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THE FUTURE LEADERS SHAPED AT MEETINGS AFRICA

At the end of a busy BOND Day, the IMEX-MPI-MCI Future Leaders Forum announced the winner: Ms E Coetzee!

As finalist, she will take on students the world-over at IMEX in Frankfurt to compete for the title of Future Leader.

In a ballroom half filled with students from several African countries, on BOND Day, levels of expectation and, no doubt, nervousness, were quite elevated as the three shortlisted youngsters joined others for the final leg of Future Leaders Forum's University Challenge, constituting a professional race that will determine the important next milestone of their professional journey.

In this 17th year of activity, the IMEX-MPI-MCI Future Leaders Forum continues to make its contribution in skills development and real industry experience for young Africans who have chosen to study business events as a career option and to look at this sector as their chosen one to make an impact in the sector and in their communities.

In opening the event, Amanda Kotze-Nhlapo, Chief Convention Bureau Officer of the South Africa National Convention

Bureau, expressed her delight at seeing the growing number of students from other countries in the continent, as this, for her is a clear indication that the continent is working together in this field, as many of the challenges faced in most of the countries are common to all others, especially the shortage of industry skills, opportunities for those entering the sector to travel to other places to gain experience. She also reminded the students gathered that only hard work,



learning, sacrifice and passion in what they do will help open further doors for them.

The day's programme was also:

- Grow knowledge about the global meetings and events industry
- Teach the students about how to start a career in the industry, and to
- Highlight the importance of connect with peers, as networking and sharing ideas with others is always the best way to grow in the industry

During a presentation on IMEX, the biggest industry event ever, the values of Quality, Inspiration and Collaboration that drive IMEX – it gets hosted every May in Frankfurt, Germany, and every September in Las Vegas, USA – were highlighted as those that should also underpin the students' involvement in the in business events, as such values have driven the success and growth of this signature event over the years.



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Mauritius is the perfect destination to host Meetings, Incentives, Conferences and Exhibitions. Combining quality and elegance with a touch of island-style flair, MICE buyers are invited to experience Mauritius for groups, large or small, all year round. With its effective infrastructure, this Indian Ocean island offers easy accessibility through its simple visa entry programme and direct access from a large number of global destinations, and accommodation options to suit all budgets, from luxurious 5*-plus hotels to stylish self-catering villas. Whether you are buying for large, medium or small groups, and are considering Mauritius as a long-haul or short-haul destination, we deliver world-class, luxury MICE packages at superbly-appointed, business-friendly venues across the island.



Hilton Mauritius Resort & Spa on the west coast offers beautifully-appointed function spaces for business and social occasions. Our ballroom seats up to 350 guests, and three breakout rooms are ideal for meetings. Our delicious catering options add local flair and a personalised touch to every event.
www.mauritius.hilton.com



Trianon Convention Centre is a prestigious venue for conventions, conferences, meetings and events of all descriptions. Ideally located in the heart of beautiful Mauritius, just a stone's throw from Ebene Cybercity, it is a vibrant and purpose-built resource. Abundant space, leading-edge technology and first-rate facilities make TCC a convention centre of choice.
www.tcc.mu



Stage'In Ltd is a full-service event production company, delivering an effective and seamless service to ensure the success of every event, and to exceed our clients' expectations. We excel in handling MICE groups' events and the hands-on approach of our dynamic team takes care of every detail of your event from A to Z.
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Heritage Resorts is located on the Bel Ombre estate in the wild south of Mauritius. It is a destination where time interlaces so harmoniously, where luxury is reinvented, while the present day is perfected by the past and where the weight of the world is washed away. Beyond the architecture and décor, this timeless place – drawn between the sea and the mountains – offers real Mauritian hospitality.
www.vlh.mu



Connections DMC is a leader in the MICE segment in Mauritius. Our team of 14 dedicated project managers and co-ordinators work seamlessly to deliver first-class experiences to all our clients from across the world. Our innovation, creativity and enthusiasm make us a winning team.
www.mauritius-b2b.com



Kreola Ltd is a bespoke DMC in Mauritius, specialising in luxury, golf, wedding and MICE segments. Kreola's main focus is to offer an authentic Mauritius experience to its clients. Our services include hotel accommodation, transfers, tailor-made itineraries, wedding arrangements and concierge services for a unique travel experience.
www.kreola.mu



Summer-Times is a DMC offering a complete range of inbound services. Our dynamic team of experienced and knowledgeable staff is dedicated to the handling of MICE and we offer a hands-on approach to every event. We offer a wide range of experiences for groups of all sizes, up to 2000 participants, including catamaran cruises, team building, treasure hunts, themed evenings and adventures.
www.summer-times.com



InterContinental Mauritius Resort Balaklava Fort provides sensational backdrops to serious business meetings and events. The largest ballroom on the island can accommodate up to 600 delegates theatre-style, and offers direct access to the beach. Seven smaller breakout rooms provide the perfect venue to match all your meeting requirements.
www.mauritius.intercontinental.com



Air Mauritius Limited is the national airline of Mauritius, and is based in the capital of Port Louis. The airline operates regional and international flights to over 30 destinations, with a total of 80 flights per week. Its main hub is at Sir Seewoosagur Ramgoolam International Airport in Mauritius.
www.airmauritius.com



Attitude Hotel's The Ravenala Attitude is the first 4* All-Suite hotel in Mauritius, situated along the stunning northwest coast of the island, and tucked away between sea and river in the middle of a luxuriant and exotic garden. We offer 7 conference rooms including one of 800m2, 272 suites (including 100 twins), 6 bars, 10 restaurants and a unique 'Dine Around' experience.
www.hotels-attitude.com



Mauritius Tourism Promotions Authority (MTPA) is mandated to increase the visibility of Mauritius as a prime holiday and up-market destination. The agency offers sponsorship to MICE promoters in kind or cash, subject to availability of funds and dependent on various criteria, towards the staging of successful events on the island.
www.tourism-mauritius.mu

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Mauritius Tourism Promotion Authority (MTPA) | Contact: Amrita Craig, Marketer – tel: +230 203 1900 / email: acraig@mtpa.mu | Visit: www.tourism-mauritius.mu



ICCA EXPANDS ITS AFRICAN REACH

As the global body representing specialists in organising, transporting, and accommodating international meetings and events, ICCA (The International Congress and Convention Association) boasts 1 100 member companies and organisations in almost 100 countries around the world. The organisation kicked-off its participation at the 2019 Meetings Africa by hosting a vibrant workshop with a focus on the challenges faced by its members in Africa; a part of the world where it has been steadily expanding its footprint in recent years.

Present at the workshop and joining their South African peers were representatives of associations from as far afield as Tanzania,

Mauritius, Uganda, Rwanda, the Democratic Republic of Congo (DRC), Rwanda, Zambia, Ethiopia, Botswana and Kenya.

Nina Freysen-Pretorius, CEO of The Conference Company & ICCA Past President, reminded delegates of the often-underestimated importance of associations in rallying individuals to work together in social development. "There is always more power in several people working together in associations than one person trying to do the same work, alone," she told them, reminding them of:

- The lasting legacy that is often left by associations
- The ever present need to bring about positive change in many societies

- The need to continue the march towards a world in which gender equality is the norm rather than the exception, and
- The need to keep growing awareness of a whole basket of global challenges, including the negative and, often, irreversible impact of climate change.

Many of the challenges that make it hard for associations to be effective are of a global nature, but African associations also face a set of difficulties that are typical to local conditions. Some of the ones that came under discussion are:

- Funding for programmes and infrastructure
- Skills shortage

- Over-reliance on volunteers who are not always available to serve their associations because they often hold jobs elsewhere that they need to earn a living
- Lack of resources to grow awareness of the association, e.g. through PR, Media Relations and Marketing campaigns
- Difficulties in keeping members and other stakeholders engaged in-between association events, in order to ensure that their interest in the association does not experience dips. This includes the challenges they face, because of the absence of proper structures, in meeting member expectations, as well as keeping them engaged and appreciating the need to always keep their membership current.



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EASTERN CAPE LAUNCHES MOBILE APP

The Eastern Cape Parks and Tourism Agency has launched a new mobile app called Explore Eastern Cape. It provides information on a variety of tourism offerings, as well as useful info for locals and visitors. The app covers on things to do in the province, as well as accommodation, transport, and emergency contacts. It also offers travel deals and has a translator function, translating reading content to Sesotho, Dutch, German, Xhosa, French, Zulu and Afrikaans. It is free to download on all mobile platforms and is only 6MB in size – making for quick and easy access.

Boasting two International Convention Centres, both with five-star accommodation, the province is a highly suitable, sought after destination for MICE travellers, and known fondly as the Adventure Province, the Eastern Cape offers intrepid explorers much to experience. One such place is Baviaanskloof.

A UNESCO World Heritage Site as well as a Cape Floristic Region protected area, Baviaanskloof (Valley of the Baboons) is a magnificent mountain kingdom spanning 2 040km, boasting seven of South Africa's nine biomes – fynbos, forest, grassland, succulent Karoo, Nama-Karoo, subtropical thicket and savannah.

In addition to the scenic splendour of the region, Baviaanskloof is fast gaining recognition as one of South Africa's premier adventure destinations. Traversing this reserve by 4x4 or on mountain bike (permission and support vehicle required), up rugged mountain passes, through rivers and across the plateau, is an unforgettable true wilderness experience.

The Eastern Cape Parks and Tourism Agency will be on the exhibition floor at K13. Also represented here are Blunden Tours, Cape Morgan Conference Centre, Dan's Country Lodge and Events Centre.



POLOKWANE AFRICA CITY OF STARS

COME MEET WITH US AT STAND H13

Situated on the Great North Road to Zimbabwe, Polokwane is the heart of the Limpopo province. It is a peaceful, yet progressive City and its

name literally means 'place of safety'. It is a gateway to the other SADC countries offering easy access. The City has World class African facilities to cater for your needs and beyond.



TOP THREE MICE TRENDS IN AFRICA

The Business Tourism Company is 100% focused on tourism destination marketing, sales and development. According to Rick and Colette Taylor, it is their job to stay on top of the most effective ways to build engaging advocacy and ensure positive economic results (GDP). They invite you to peep down the track into the twelve months ahead.

Growth in Convention Bureaux

Business tourism remains one of the most lucrative yet, in Africa, perhaps least acknowledged segments of the tourism industry. Africa is under-performing in world MICE arrivals, recording 3% of international association meetings, and 6% of international organisation and association meetings respectively, according to ICCA and UIA.

What has been missing in Africa is a comprehension of the technicalities required by Convention Bureaux as brokers of innovation in delivering the economic value and institutional legacies of MICE; an industry that brings large numbers of decision makers to a continent is crucial. Successful countries in Africa are those that have put the spotlight on diversifying their tourism focus into MICE such as South Africa, Morocco and Rwanda.

Our top trend for 2019 is the rise of East Africa as the next market-ready region for MICE. Uganda has recently launched its National Convention Bureau whilst Kenya, Tanzania and Ethiopia are ones to watch in 2019 as they scale up for MICE and formalise

their National Convention Bureaux.

On the back of the growth in Convention Bureaux, demand for meetings and events in Africa will grow between 5-10% in 2019, and the average size of meetings will rise in nearly every region.

Attendee Experience

Our second most important trend is that of the attendee experience. 2018 was the year when events became experiences... In 2019 we need to focus seriously on creating 'memorable' event experiences.

There will be a growing demand for unorthodox spaces and delegate experiences. Suppliers want to make the event experience more memorable through the use of open and unusual spaces in and outdoors, like tree houses and rooftops, along with seating plans in favour of minimalist sets and funky furniture such as director's chairs, bean bags and soft sofas. There will be more focus on wellness, such as morning runs or yoga classes attached to the event, and healthy food-on-tap available throughout the day rather than just at traditional breaks.

Successful events will deliver a coherent story at every stage of the planning process. Expect content to experience a major shift too. 2019 will see further development of new formats, more actively engaging attendees in content creation through questionnaires and involvement in identifying topics and choice of speakers. In 2019 speakers will be less likely to be chosen on the strength of

their celebrity status. TED Talks have sparked a whole new way of presenting information, emphasising knowledge, business insight and emotional connection to the audience.

The Rise of Event Technology

We all know that technology is one of the most active drivers bringing change to the event industry. Augmented reality, virtual reality, artificial intelligence, projection mapping, ad-hoc apps and microsites are some of the technologies that will proliferate across the global meetings and events industry.

What is unfortunately trending is an aspect of security that is often overlooked by even the most experienced event professionals – tech security.

The question for 2019 is how do we scale events without tech? The answer is that it is impossible to grow an event or be more efficient without the help of technology. With the adoption of event tech comes problems in data security (for example recent hotel chains being hacked and subsequent data theft). Tech security for the event industry and its attendees is a primary concern in 2019.

Beyond concerns about safeguarding their information from potential hackers, people are questioning what is being captured about their personal information and behaviour, how it is being used, and how it is being shared. The rise of data ethics, which applies concepts of right and wrong conduct in relation to data, is a trend that cannot be ignored in the events industry. As technologies that

capture data proliferate, it will be interesting to see if they will be balanced with a regard for these principles. The implications of this trend for event professionals are huge.

The Business Tourism Company is an international African-based consultancy. Rick Taylor is the strategic architect of four Convention Bureaux' in Africa and more than 70 diverse tourism projects across South Africa, Namibia, Rwanda, Tanzania, Ethiopia, Uganda, Cameroon, Zambia - among others internationally. Colette Taylor brings technical skills in marketing, event organisation and product development to TBTC.



SANDTON CONVENTION CENTRE

VENUE EXTRAORDINAIRE



Award-winning Sandton Convention Centre is one of Johannesburg's most attractive confex venues. It prides itself on its all-inclusive facilities and services - for meetings and events for 10 people to as many as 5 000 - which are backed up by a strong team of experts with extensive experience who

ensure that the planning and implementation of every event and expo runs smoothly.

Sandton Convention Centre has been focusing on several specific areas to add further value to our wide-ranging offerings, which include improved engagement with government and city authorities, such as tourism associations, roads departments,

SAPS, and others. At enquiry stage, we are engaging with clients as well as city and provincial role players, sourcing ideas and suggestions as to how we can ensure innovative solutions for our clients while working closely with the relevant authorities.

Environmental practices are also an ongoing priority for Sandton Convention Centre; we are increasing our recycling and water- and electricity-saving initiatives. Our world-class food offering continues to set us apart, with our chefs delivering creative menus which have recently been revamped. Our offering includes live cooking stations, street food stalls, lunch boxes, fine-dining meals and more, all customised to suit each client's needs.

The convention centre's prime location in the heart of Gauteng's top business hub offers direct access via skywalks to two world-class shopping malls - Nelson Mandela Square and Sandton City - and is within easy walking distance of the Gautrain Sandton station, providing connection to the airport and other parts of Johannesburg and Pretoria.

In close proximity to Sandton Convention Centre are a choice of over 5000 hotel rooms across the luxury, full service and select service categories, many of which are within walking distance. Two Tsogo Sun hotels are connected to the venue via skywalk and the adjacent Garden Court Sandton City is just two minutes away on foot. Additional Tsogo



Sun properties in the area include Holiday Inn Sandton, Southern Sun Katherine Street and Garden Court Morningside Sandton.

Sandton Convention Centre's professional team of staff is on hand to assist with client needs and, in addition, advanced technology is available to event organisers.

For more information on Sandton Convention Centre, log on to www.saconventioncentre.co.za join our Facebook page on @SandtonConventionCentre or follow on Twitter at @SCC_Joburg



**SANDTON
CONVENTION CENTRE**

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FACE-TO-FACE MEETINGS ARE BEST

"There has never been less need to meet"

With the growing trend of technology in our world, it is no wonder that this trend would move to the events industry. As a result, the sector now has a new way of thinking about meetings and business events are now more focussed on alternate formats, delivery styles and content. This according to a session that explored the MICE industries' trends and innovation, presented by Senthil Gopinath, Regional Director of ICCA Middle East.

Technology is the future of the industry, as we can see with places like British Columbia, Canada. They have developed a Virtual Reality experience for people who are interested in visiting the province; this gives the users an experience that is a much better sell than merely reading up on the destination.

Meetings mean business, and face-to-face time is still incredibly popular. A single hour of face-to-face contact is equivalent to five video conferences, 10 telephone calls and 20 emails. The industry has high involvement with Generation Y and at the current rate of social media growth, it is necessary for the industry to begin considering how long their content lasts on various platforms.

Some metrics on the global business events industry include:

- Presence in 180 countries
- 1.4 billion participants
- \$1.03 billion direct spending (business sales)
- Average spend per person US\$711.00

And currently the following trends are where we are:

- Europe remains the most popular destination
- Duration of meetings are getting shorter, while participant numbers are increasing
- USA and Germany are the top 2 MICE business event providers
- MICE accounts for a whopping 60% of the worlds travel

An interesting statistic mentioned by Senthil Gopinath is that 62% of MICE businesses are running by females, which is progressive when compared with other sectors.

"Technology is the future of the industry, as we can see with places like British Columbia, Canada."

EXHIBITORS ENCOURAGED TO SUMMIT THEIR MOUNTAINS

In an inspiring plenary session, Sibusiso Vilane shares his experience in summiting some of the world's highest peaks - including Mount Everest - and how we can apply the same principles and mindset to business events.

The session, attended predominantly by exhibitors, was opened by Amanda Kotse-Nhlapo, Chief Convention Bureau Officer of the SA National Convention Bureau. She stressed the importance of finding out what the African brand is in order to properly market the continent internationally. This is the largest and best attended Meetings Africa to date, and "is testament to our growth as an industry," she said. "Of course we have shared economies - how otherwise would we do as Africans? The only way that we know how to do it is to share. If it isn't sharing plates on a table, it's sharing leads in business. Therefore we continue with this theme this year, to grow our industry and to grow Africa's economy. Shared existence is really part of our DNA, and it's our way of life. So let us show our guests how we do it."

Mr Vilane's talk, although mainly about his mountaineering stories and the challenges he faced, was peppered with motivations and practical lessons that exhibitors can use in

"In this business we call it partnerships, in my business we call it team work. Partner not just with people who are there, but people who believe in what you are trying to achieve.."

their businesses, as well as on the show floor. But why did he decide to climb mountains? "I wanted to go and practically show what Africa can do to the world," he says, adding that team work is imperative. "In this business we call it partnerships, in my business we call it team work. Partner not just with people who are there, but people who believe in what you are trying to achieve." As the first black person to climb Mount Everest in the Himalayas, he believes it is important to know why you're doing what you're doing, and that "common vision transcends backgrounds".

Some of his most pertinent words of advice to delegates were: "You are bigger than the challenges in front of you", and armed with this strength of character and motivation, you, dear delegate, can do great things, both at this event, and beyond.



GAUTENG: BUSINESS EVENTS POWERHOUSE

Gauteng is South Africa's smallest province, yet it is home to South Africa's administrative capital of Pretoria, and is the business gateway to Africa. Johannesburg is the fast-paced 'City of Gold' located in this region, offering unparalleled township, art, cultural and even natural experiences within city limits and in close proximity. The province is home to the Johannesburg Stock Exchange, as well as many business headquarters. For business events, Gauteng offers several high-profile event venues, as well as small and midsize venues located in the dozens of hotels that cover the city – and more hotel openings in the works for 2019. The SA National Convention Bureau's flagship tradeshow, Meetings Africa, takes place at Sandton Convention Centre, while events like the African Union Summit, Comic Con Africa, SME Africa, Soweto Wine and Lifestyle Festival, SAITEX, Electra Mining, Food and Drink Technology Africa, Africa's Big 7, Markex, AfricaRail, Aviation Festival Africa and many others take place in Johannesburg annually.

Ekurhuleni

Also known as the East Rand, Ekurhuleni covers towns east of Johannesburg and includes OR Tambo International Airport – the main entry point into the country and the region. Although founded on mining, Ekurhuleni is also home to rich coal deposits and provides access to a network of highways linking all of South Africa's major cities. One of the biggest venues in this municipality is the Birchwood Hotel and Conference Centre near the airport. It offers over 60 event spaces for up to 3 000 delegates.

Johannesburg

A city that never sleeps, Johannesburg is packed with things to do and places to go

– from shopping and adventure tourism, to arts and culture galore. It is also home to some of the biggest and most popular venues for business events: Sandton Convention Centre and the Johannesburg Expo Centre. It also encompasses Soweto, a vibrant township with unique touristic experiences and the upmarket business district of Sandton. Johannesburg is the hub of SA's commercial, financial, industrial and mining undertakings.

Sedibeng

Sedibeng is the gateway to the Vaal River and Vaal Dam. As such, it offers a wide variety of water sports, from cruises to river rafting and scuba diving. It includes the towns of Vanderbijlpark, Vereeniging and Heidelberg, and has several renowned golf courses within its borders. Sedibeng is an economic powerhouse, and has 12 specially designed tour routes for visitors. Emerald Resort and Casino is located in Vanderbijlpark. It can accommodate up to 3 000 guests in its venue spaces.

Tshwane

Home to Pretoria, the administrative capital, Tshwane is the single largest metropolitan municipality in South Africa. Meaning 'We are all the same' in Setswana, Tshwane is a progressive city with strong education sectors – and venues like the Tshwane Events Centre, CSIR ICC and Gallagher Convention Centre which bring a high number of national and international conferences and exhibitions to the region. Tshwane is a melting pot of cultures and has many historic buildings, monuments and museums – such as the Union Buildings. It is the only city in the world with a Big Five game reserve within its boundaries, and is home to over 130 embassies.

West Rand

West Rand stretches from the Magaliesberg mountain range in the north to the meandering Crocodile River in the south. The region has many resorts and leisure activities, and is also home to unspoilt wilderness, and two of the earliest gold mines in SA. Here lies Gauteng's UNESCO World Heritage Site: the Cradle of Humankind. Lanseria International Airport is an alternative point of entry to the West Rand.

Incentive Travel

Gauteng has a wide selections of attractions for visitors to explore, from the cultural and historical to the natural and artistic. Examples of this are the Benoni Art Route or the Soweto Township Tours. Many DMCs offer a holistic incentive

package that includes anything a company would want – from rest and relaxation, to wildlife experiences and teambuilding.

Connect with the Gauteng Convention and Events Bureau on the exhibition floor at stand D6.

@ Contacts

Gauteng Conventions and Events Bureau
Tel: +27 (0)11 085 2500
Email: nonnie@gauteng.net
Website: www.gauteng.net



VOX POPS

As exhibitors, hosted buyers and media alike took part in the conference streams on BONDday, we caught up with just a few people to find out their thoughts on the show, their expectations, and what they love about Meetings Africa.



**PRENISHA
RAJDEV
PARK INN RADISSON,
POLOKWANE**

I have been to Meetings Africa before but in a totally different capacity.

The meetings have grown, the willingness to set meetings and meet with you are much better than previous years. Buyers are more targeted to our market, and that's good. We plan to confirm more business, and create more awareness for our hotel, which is two years old, so we're very new.



**RUDI VAN
DER VYVER
CEO OF SAACI: THE
SOUTHERN AFRICAN
ASSOCIATION FOR
THE CONFERENCE
INDUSTRY**

We've got a very nice audience from Africa at BONDday, and this morning in our first session it looked almost like a 50/50 split between South Africans and the intra-Africa business events specialists. It's nice to have the focus more on Africa, and to have more African speakers.



**LONWABO
MAVUSO MANAGER:
EXHIBITION SALES,
SOUTH AFRICAN
TOURISM**

This is my first Meetings Africa and I'm super excited. I'm interested to see the growth in number of African participants from the rest of the continent to truly make it a real African exhibition. The numbers are impressive this year, but I think we can certainly grow that. I am hoping to sell Africa as a destination for meetings on the continent.



**Minister Kganyago
MANAGER: BUSINESS
EVENTS MARKETING,
ATKV RESORTS**

This is our fourth year exhibiting at Meetings Africa. We have prepped a bit more in terms of making sure we have set appointments, which are fully booked, we have more than enough sales people on the floor assisting us to make sure that everyone who visits the ATKV stand are taken care of, we've got exciting social media innovations that we've put in place. We're doing VR live streams showcasing what our venues can do.

CONFERENCES AND CONVENTIONS

Buffalo City Tourism is a regional marketing organisation that is responsible for marketing and promotion of the destination. Buffalo City incorporates East London, King William's Town, Mdantsane and King Williams Town. Here's a look at some of the venues in the region.

VENUES

East London Golf Club: Bunkers Hill, EL
Tel: 043 735 1356, www.elgc.co.za

Blue Lagoon Hotel: Bonza Bay, EL
Tel: 043 748 4821, www.bluelagoonhotel.co.za

Osner Hotel: Quigney, EL
Tel: 043 743 3433, www.katleisure.co.za

Regent Hotel: Quigney, EL
Tel: 043 709 5000, www.premierhotels.co.za

**East London International
Convention Centre:** Quigney, EL
Tel: 043 709 5000

King David Hotel: Quigney, EL
Tel: 043 722 3174, www.premierhotels.co.za

Buffalo Park Cricket Stadium: Bunkers Hill, EL
Tel: 043 743 3293, www.bordercricket.co.za

Quarry Lake Inn: Selborne, EL
Tel: 043 707 5400, www.quarrylakeinn.co.za

Fusion House: Berea, EL
Tel: 043 721 1362 / 083 344 6211

Warmkaros: Vincent, EL
Tel: 043 726 3536 / 083 243 2082
www.warmkaros.co.za

On the Summit Lodge: Beacon Bay, EL
Tel: 043 748 6400, www.onthesummit.co.za

Gulu Private Resort: Gulu, EL,
Tel: 043 736 7005 / 082 558 0411
www.guluprivateresort.com

Gonubie Manor: Gonubie, EL
Tel: 043 732 1775 / 082 825 6260
www.gonubie-manor.co.za

Edge Lodge: Beacon Bay, EL
Tel: 043 748 4710

Gonubie Hotel: Gonubie, EL
Tel: 043 740 4010, www.gonubiehotel.co.za

Garden Court Hotel: Quigney, EL
Tel: 043 722 7260, www.southernsun.com

Lord Selborne Guest House: Selborne, EL
Tel: 043 726 2666

The Venue: East London Harbour, EL
Tel: 043 722 2399 / 082 657 3879

Jemimas: Bunkers Hill, EL
Tel: 043 735 3379 / 076 059 0190
www.jemimas.co.za

E.L. Museum
319 Oxford Street,
East London 5201
Tel: 043 743 0686

Steve Biko Conference Centre
2429 Mbeka Street, KWT, 5601
Tel: 043 605 6700

Park Place Botique Guesthouse
5 St. Marks Road, Belgravia, East London
Tel: 043 722 7952 / 082 685 1206
www.parkplaceguesthouse.co.za



THE IMPACT OF PARTNERSHIPS IN MEETINGS

Paul Vallee is Managing Director of the BestCities Global Alliance. He is responsible for the successful delivery of the alliance's strategic plan, performance monitoring and overseeing its operations. Paul is also executive consultant with Gaining Edge, which in addition to managing BestCities, provides consulting exclusively to the convention and meetings market.

Why are partnerships so important?

We seek out partners to be able to do things we wouldn't be able to on your own, to expand our skillsets, resources, and offerings. That's how you create something of value. The beauty of a partnership, to me, is working together to complement one another and to build something creative and fresh that one may not have otherwise been able to do. That's the primary advantage and the purpose of partnering. BestCities as an alliance has built its foundations on partnerships and works to help destinations and associations identify partnerships that would work for them.

How can an organisation find the right partner for them?

Finding the right partner in association work is no different to finding a personal relationship or partner. You have to consider your association's needs and areas of strength, using that as a basis to define where the best fit lies. What is it that will make you as an organisation prosper? The best way to identify a suitable partner is to find those who are complimentary to what it is that you are doing. It's not about the similarities, it's the differences that organisations may have that can make the partnership flourish – meaning that even the more unconventional pairings shouldn't be ruled out when considering a partnership.

When an association is considering a partnership, they need to find a party that are willing to put in an equal amount of effort – which takes shape in various forms, from money, to time, resource, knowledge, and man power.

What are the key benefits of a partnership?

The key elements where partnerships can benefit an organisation are, like anything in business, improving the bottom line, whether its financial or otherwise, increasing sales and enhancing reputation. Those benefits can be reaped through:

Knowledge sharing; sharing of practises, skillsets and expertise across industry, destination or association.

Efficient use of resources; using partners to save time and combine forces reduces and prevents redundant work that you can do by finding a like-minded partner.

Brand association; partnering up with an organisation that already has an existing strong brand reputation in either your own market or another market you want to break into is critical.

Are there common challenges that associations would need to overcome in partnerships?

There are definitely challenges that can arise when establishing a partnership. One thing to consider is that 'no partner is more important than the other'. Regardless of the scale of the organisation, its key to avoid a hierarchal partnership, as each organisation involved should be bringing an equal amount of value to the collaboration. Another potential challenge is being able to agree upon and streamline the common goal and objective to work towards. You've got to be tolerant, you've got to be flexible, you've got to trust one another and recognise that each partner has strengths and weaknesses – understanding and overcoming cultural or operational differences.

Consider your expectations. One cannot expect the other partner to commit to doing something that you would not do yourself. You have to establish clear direction as partners and agreeing what success looks like in terms of the partnership itself and how it impacts all parties involved. Finally, you have to have champions who are able to look outwardly, as opposed to the typical scenario where associations can be very internally focused. Establishing

a partnership adds another layer to the association and the benefits of this should be communicated and shared.

BestCities Global Alliance is an international network of 12 leading convention destinations around the globe. They are

distinguished by the commitment of the members' convention offices to offering special standards of service. Members include Berlin, Bogotá, Cape Town, Copenhagen, Dubai, Edinburgh, Houston, Madrid, Melbourne, Singapore, Tokyo and Vancouver.

We seek out partners to be able to do things we wouldn't be able to on your own, to expand our skillsets, resources, and offerings. That's how you create something of value. The beauty of a partnership, to me, is working together to complement one another and to build something creative and fresh that one may not have otherwise been able to do.



THE IMPORTANCE OF SUSTAINABILITY IN BUSINESS EVENTS

The need to be aware of the potentially irreversible negative impact of climate change on all forms of life on earth; human life, floral life, faunal life, marine life, microbiological life, etc. has long left the "optional" box, that many still prefer to place their ticks in, to the "mandatory" box. In fact, the "optional" box should no longer exist. Where it does, it should be relegated to the dustbin of history. Climate change is a real and growing phenomenon but, sadly, so is the seemingly worldwide climate change denialist movement

impersonated by the likes of US President Donald Trump whose drive to dismiss it seems to be powered by the greed that underpins the interests of parts of big businesses.

But, fortunately, there is also growing awareness in other parts of big business to contain the emission of toxic gases into the atmosphere, to use less paper in order to save our forests, and to generally integrate sustainability principles and values into their corporate culture.

By their very nature, business events should

increasingly serve as platforms to showcase the seamless integration of sustainability issues into corporate culture and broader business practice. Meetings Africa, through partnerships with organisations such as the Event Greening Forum, has a unique and enviable opportunity to be a leading African platform where awareness for sustainability issues will be pushed beyond this current state to become a 'sine qua non' corporate value. Delegates attend this signature event from across the southern Africa region, as well as other parts

of the continent and the world to experience the best in terms of quality, value for money, and business event practices of the future.

2019 should be there year when the absence of sustainability principles in each business that exhibits or is represented at Meetings Africa gets frowned upon; and when one of the first questions to be asked of business representatives aiming to sign deals has to do with the each business's sustainability footprint.

By Solly Moeng, Curious Contributor

MEETINGS AFRICA BONDAY



Business Opportunities Networking Day (BONday) opened with much enthusiasm and optimism for what's ahead. Here's a look at some of the photo highlights in the sessions that took place on 25 February 2019.



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THE BUZZ ON SOCIALS






Hitekani Mashaba @HitekaniMashaba 3h





Why exhibit? #MeetingsAfrica19 Meet 400 highly qualified hosted buyers #Facetoface meetings with key decision-makers. Targeted business match-making. Network wth industry colleagues across multiple sectors. Launch new product & service offerings @SouthAfrica @TheEventSA @Annicia_


  12  20 



Meet in Cape Town @CapeTownCB 41m





Deputy Director General of the Department of Economic Development & Tourism WC, @Rashid_Toefy chairs the session on the topic of "Collaboration - Africa to win as a destination" #MeetingsAfrica19 #Nowherebetter #MeetinCT

  8  14 



Ms. Aimzzz @wambuiamy 22m

Truly fantastic discussion in collaboration-Africa to win as a destination,I legit love Nelly the CEO of Rwanda Convention <http://Bureau.To> be successful you need unity, accountability and think big (diversify/innovate) #MeetingsAfrica19

  16  10 

TUESDAY, 26 FEBRUARY 2019			
TIME	EVENT	VENUE	ATTENDEES
04:00 – 09:00	Morning Live	Sandton Convention Centre – Hall 1	
09:00 – 12:00	TGCSA Launch at Meetings Africa 2019	Committee Room 4	08:00 - 09:00 Registration 09:00 - 12:00 Session
09:00 – 10:00	Trade Floor Opening / Bell Ringing	Exhibition Hall 2 - Level -2	Open to all attendees
09:00 – 10:00	SITE Educational: Fake News & Negative Publicity	Sandton Convention Centre – Boardroom 1/2/3	Open to all attendees
10:00 – 17:00	Exhibition Times	Sandton Convention Centre – Hall 1	Pre-registration and On-site registration open from 08:00 – 17:00
10:00 – 12:00	Minister of Tourism – Walk-about on the exhibition floor	Sandton Convention Centre – Hall 1	Open to all attendees
12:30 – 13:00	TBCSA Press Talk	Café Nala – Media Centre	Open to all attendees, media focused
13:00 – 14:00	Official Lunch	Sandton Convention Centre – Hall 2	
14:00 – 15:00	Green Stand Award Judging	Sandton Convention Centre – Hall 1	Appointed Judges
17:00 – 22:00	Welcome Networking Cocktail Function and Green Stand Awards Presentation	Urban Tree (Offsite Venue)	Open to all attendees, RSVP essential.

Please visit us
at Stand No. C1





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www.mpumalanga.com

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+ BUSH =

