



Brought to you by *South African Tourism*

# DAILY NEWS

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## BUSINESS EVENTS ARE THE ANCHOR OF TOURISM

Meetings Africa was officially opened at 10am on Tuesday, 26 February, to an excited, energetic and enthusiastic audience. Several rousing speeches were given by SA Tourism CEO Sisa Ntshona, South Africa's Minister of Tourism Derek Hanekom, and several key stakeholders of the show. The main point driven home was that business events are significant, and Africa is ready to take on more of this growing global market. "Welcome to Meetings Africa 2019. This is the fourteenth year of this wonderful, wonderful conference showcasing the competencies, capabilities of Africa and South Africa in terms of delivering business events," Mr Ntshona said. He added that in the South African President Cyril Ramaphosa's State of the Nation Address two weeks ago, he placed tourism front and centre in terms of driving the economy and job creation. "It is you in this room who actually make this magic happen. It is you who keep the wheels of the economy going. We acknowledge you and appreciate you, please continue being the champions you are in the business events space."

"Business events are almost seen as the non-sexy side of tourism. But business events are the anchor. This is where we acquire people visiting the country in bulk. This is where policies get made, inventions get done. And I assure you that in SA, this is an area that we want to grow." Minister Derek Hanekom drove this point home by explaining the significance

in relation to Meetings Africa. "It is my pleasure to welcome you to what is truly Africa's premier business events show – Meetings Africa. It just grows year after year, fourteen years now it's been running. Meetings Africa is really hitting an all-time high, and we'll do even better in future years." "A special welcome to the no less than 15 sister African countries who are with us this year, who are exhibiting, who are here to buy and exhibit, who are here as delegates. They are so special to us: Botswana, Namibia, Ethiopia, Ghana, Kenya, Malawi, Mauritius, Mozambique, Nigeria, Swaziland, Tanzania, Uganda, Zambia and Zimbabwe. I must say, this show has made huge strides in providing a very effective platform for exhibitors and buyers to showcase Africa's

offerings and unique experiences. He expressed his excitement at seeing more African countries taking a strong interest in growing their business events sectors, especially through the establishment of convention bureaus. "It tells you of the recognition of the importance and the potential in hosting congresses, conferences, exhibitions, meetings and events – massive opportunity, not only for events, but also for knowledge exchange, information exchange, and working together to deal with some of the challenges we face as a continent and globally." Meetings Africa has broken previous records in 2019, with 343 exhibitors – 37 more than last year – and 86 of whom are from African countries. Tanzania and

Mauritius for the first time are exhibiting as countries and showcasing the products and facilities they offer as cohesive units.



**Newsflash: Agritech Africa**

Don't miss the Agritech Africa 2020 Media Conference today at 10am in the media centre (Café Nala), where the new show will be launched. The winning of this bid was as a result of a connection made at Meetings Africa.

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## DEALING WITH BAD PR

**S**ITE is the 'I' in the acronym for MICE, which stands for incentive travel. Incentive travel is the fastest growing sector of the business events industry. Founded in 1973, SITE (Society for Incentive Travel Excellence) currently has 2 500 member in 90 countries, and works in corporations, agencies, and airlines, as well as cruise companies across entire destination supply chain. The value of incentive travel is to micro infect communities that you would not normally engage with.

The question posed to attendees of this years' SITE Educational was can destinations protect their reputations against fake news and negative publicity?

Many participants agreed on the fact that organisations needed to be prepared for crises because they are inevitable. A black swan strategy approach needs to be drafted and organisations should never be caught off guard.

As a company, once negative publicity strikes you need to:

- Respond immediately
- Know your facts thoroughly and provide the public with your version of events
- Do not ignore what is happening
- Always be communicating and providing reassurance
- Make sure you put a positive spin on the story and highlight all the important information

However, this is not always the only exhaustive solution to bad PR. As mentioned by David Sand, CEO and founder of UWIN IWIN, "Messaging is not going to solve the core problem."

Pressure need to be put on political and social leaders. In the chaotic and ever-changing world, we live in, change is a reality and messaging important but not the solution. As individuals it may be difficult to make much of a difference but as a community lobbying, a great impact and change can be made.

Another take is that the industry come together and develop a message. Communicate the message and stand together while waiting for change to come. Targeting of specific audiences is very important when sending out a message. A great example is the City of Cape Town and the water shortages it experienced. The message given by the media was meant to aid residents of Cape Town to save water and avoid reaching Day Zero. This message was effective for its intended purpose, but once it reached international media the tourism sector and economy suffered a drop in numbers.

News needs to be kept current. The water crisis was last year. This year, the water level in dams around the Western Cape is higher than they have been in six years – but if you ask anyone about Cape Town, the first thing they mention is the drought.

## JOHANNESBURG TO HOST RICS SUMMIT AFRICA

**A**frica's leading forum on the built environment sector – the Royal Institution of Chartered Surveyors (RICS) Summit Africa 2019 – is set to be hosted in Johannesburg's financial district of Sandton Central in May.

The fifth annual RICS Summit Africa will take place at Sun International's Maslow Hotel Conference Centre from 29-30 May 2019.

"As a must-attend event for professionals in the built environment sector on the African continent, the summit brings together business and thought leaders, policy makers and other key influencers to network and discuss key issues and opportunities around urban development, infrastructure and real estate," says TC Chetty, RICS Country Manager for South Africa.

"RICS is a London-based global professional body that promotes and enforces the highest qualifications and standards in the areas of land, real estate, construction and infrastructure. As a public benefit organisation, RICS operates in all the world's major financial hubs in delivering international standards and policy influence. We are proud to be hosting the RICS Summit Africa for the fifth time in Johannesburg, South Africa's economic hub," he adds.

A power-packed full-day conference

anchors the summit, which includes high-level local and international speakers. The MC for this year's conference will be property industry entrepreneur Lynette Ntuli. The theme of this year's RICS Summit Africa focuses on how collaborative partnerships and impactful investment is shaping the future of Sub-Saharan Africa.

Key topics for discussion will include an in-depth look into inward investment, geopolitics and cross-border collaboration, as well as an examination of current and future investment trends in cities, renewable energy and transport infrastructure.



## MAURITIUS TOURISM PROMOTION AUTHORITY

Rather Meet in Mauritius... and 'MICE' island-style

### ELIGIBILITY CRITERIA FOR MICE PROMOTERS

01

Sponsorship to MICE Promoters will be in kind or cash, subject to availability of funds, on the following conditions:

- Minimum group size should be 100 tourists / foreign participants
- A minimum of two (2) nights' stay per passenger for the entire group in a hotel should be confirmed
- Maximum sponsorship of MURs 200,000 per event, depending on group size:
  - Group size below 100: Nil
  - Group size 100 to 250: MURs 100,000
  - Group size above 250: MURs 200,000

02

The sponsorship should be used to cover costs incurred in Mauritius relating to, inter-alia:

- Entertainment (gala dinner / lunch hosted by the Mauritius Tourism Promotion Authority)
- Cultural events and shows (including special and personalised arrangements for airport welcome such as a folklore show, traditional dance etc)
- PR- and media-related costs
- Venue set-up for any event including decorations, marquees etc
- Transport and logistics
- Any other tourism-related activity approved by MTPA

03

Government will extend the following facilities to MICE Promoters:

- Issuing of visas (where applicable) to participants upon arrival subject to prior submission of all documentary evidences
- Logistics arrangements and facilitation at airport

**Mauritius is the perfect MICE (Meetings, Incentives, Conferences and Exhibitions)**

destination, combining quality, elegance, and style! MICE buyers will see big potential in Mauritius with its effective infrastructure to cater for MICE groups, large or small, all year round.

The 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.

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, we deliver world-class, luxury MICE packages at superbly-fitted, business-friendly venues on the island.

04

Local representatives / organisations facilitating MICE groups should be duly registered with the Registrar of Associations or any other relevant body acceptable to the MTPA

05

Organisations involved in political or religious activities will not qualify for sponsorship

06

Refund of expenses will be made after the event, on production of original invoices duly certified by the local representative / organisation. In the case where payment needs to be effected directly to the service provider, the local representative / organisation will need to submit the business registration number of the local service provider or an attestation / evidence from the overseas service provider



# COLLABORATION IS KEY TO AFRICA'S GROWTH IN THE BUSINESS EVENTS SECTOR

Meetings Africa 2019 got off to a vibrant start as experts from the business events sector shared their ideas and expertise on the aptly named BONDay, or Business Opportunity Networking Day (BONDay).

Collaboration for African growth was all the talk as regional and local speakers shared knowledge on a variety of topics affecting the business events industry. Some of the topics included exploring the MICE industries trends and innovation, the value of academic and professional qualifications and using future technologies to tap into new business opportunities. BONDay is designed to equip the industry by providing educational sessions and tools to grow businesses in our continent, thus creating value for exhibitors.

South Africa's mountaineer extraordinaire, Sibusiso Vilane, started proceedings by recalling his first conquest of Mount Everest in 2003. Vilane is the first African to scale Everest and the first to complete the Seven Summits challenge.

He said if Africa is to take the economy to new heights, self-belief and teamwork will be key. When he was climbing Everest for the first time, the team shared a common vision, one that transcended their backgrounds. "You've got to team up with people who share the same vision and end goal. Most important thing is to put our energies together."

For Vilane, the above sentiment captures the spirit of Shared Economies – the theme for Meetings Africa 2019. "We have to know the challenges will always be there but if we fight for it we will do it."

Shared Economies is a tool for collaborative African growth. It builds on the theme from last year with a specific focus on regionalisation as a continental strategy, and how this enhances the positioning and value offering for the business events Industry in Africa.

## Mentorship can aid collaboration

Part of a successful collaboration includes mentorship, according to the co-founder of Mentor a Boy Child, Sydney Mbhele. Having not had mentors in his life, he sought advice and wisdom from numerous people he would come across.

This led him to believe in the power of good mentorship. "There is so much strength and wisdom you can draw from many people. I enjoyed using them to gain the wisdom."

He said the lack of mentors in South Africa has resulted in many young men and women leading aimless lives. He believes if they were given the right guidance, they would be better off.

## Accountability and unity are the keys to success

At the closing plenary on how Africa can win as a destination through collaboration, Deputy Director General of Economic Operations at the Department of Economic Development and Tourism, Rashid Toefy, said the business events industry has the opportunity to put Africa on the map. "It is the biggest consumer market that is untapped and hopefully this can lead to economic growth. We do co-ordination well, but we do not actually do collaboration."

Kwakye Donkor, the non-executive director of African Institute of Technology,

said collaboration requires strong leadership. "To bring the MICE sector that is comparable to the rest of the world, we all have to sing from the same hymn sheet and I do not think that is happening."

Nelly Mukazayire, Rwandan economist and public administrator, said that collaboration is possible through sound leadership and political. "Everything [Rwanda] achieved since the genocide is through accountability and unity."

"Be decisive and innovative in selling the destination. We have seen that home grown solutions are something that easily adapted."



## SPOTLIGHT ON AGRITECH AFRICA 2020

As the consequences of climate change, including food security, becomes increasingly unavoidable, South Africa's hosting of the International Agricultural Technology Exhibition and Conference in Cape Town from 17-19 June 2020 will bring together leaders in the global agricultural community who can share best practice to shape responses to these challenges.

The Conference and Exhibition, hosted by Kenes Exhibitions – market leaders in conferences, exhibitions and educational platforms – will bring together over 10 000 visitors and more than 200 exhibitors who will deliberate on the issues of food security, the management of land and water resources, agricultural extension services, training centres, markets, access to finance, value chain integration and the unfolding Fourth Industrial

Revolution which equally provides opportunities and challenges for sustainable agriculture.

### Stakeholders and media are invited to the official announcement of this key event:

Participants will include:

- Mr Jeffers Miruka - Executive Manager, Association of African Agricultural Economists
- Dr. Max John Wengawenga - Assistant Chief Economic Advisor to the President of Malawi
- Ms Prema Zilberman, Managing Director- Kenes Exhibitions
- Ms. Amanda Kotze-Nhlapho - Chief Convention Bureau Officer

**Date:** Wednesday 27 February 2019

**Time:** 10h00

**Venue:** Sandton Convention Centre, Meetings Africa Media Lounge

### WEDNESDAY, 27 FEBRUARY 2019

TIME	EVENT	VENUE	ATTENDEES
08:30 - 10:00	<b>Women in MICE Breakfast</b>	Sandton Convention Centre – Bill Gallagher Room (Level 2)	By Invite Only
10:00 - 11:00	<b>Agritech Media Conference</b>	Sandton Convention Centre – Café Nala	Open to all attendees, Media focused.
10:00 - 16:00	<b>Exhibition Times</b>	Sandton Convention Centre – Hall 1	Pre-registration and On-site registration Registration Open: 08:00 – 15:00
11:30 - 12:30	<b>Business Talk</b>	Sandton Convention Centre – Café Nala	Open to all attendees
12:30 - 14:00	<b>Co-ordinating Forum</b>	Sandton Convention Centre Boardroom 1/2	By Invitation Only
13:00 - 14:00	<b>Official Lunch</b>	Sandton Convention Centre – Hall 2	
14:00 - 15:00	<b>Bid Party Wrap Up</b>	Sandton Convention Centre – Café Nala	Open to all attendees, Media focused
16:00 - 16:30	<b>Closing Activation</b>	Sandton Convention Centre – Exhibition Hall 1 Main Foyer	Show organisers & Agencies



## REMARKABLE RWANDA IS READY TO HOST YOUR NEXT EVENT

Nelly Mukazayire, CEO of the Rwanda Convention Bureau, shares her thoughts on Meetings Africa and the next big business events destination in Africa – Rwanda.

### What are your thoughts on Meetings Africa and your goals at the event?

First of all I would like to thank the government of South Africa and the organisers for Meetings Africa. This is one of the high-end events for Africans, especially since this is thought and done by Africans for Africans. It's a very good opportunity because we get to know and we get the people to come to us. Most of the events we attend, we are the ones to go to them. So this is one of the initiatives that as Africans we really look forward to and excited about because we want to build more and more of such events, whereby we can share with

each other, but also have the world come to us. This is also a platform for collaboration, to sell Africa as a destination. We believe that when we sell our destinations differently, in the end, it's about our continent. And a product I sell, my peer, my neighbour sells, sometimes looks alike and sometimes looks different, but it's an experience, a story, a culture, it's sharing more and more.

### Tell us about your delegation from Rwanda.

So I am so excited with the delegation from Rwanda. We came together with fifteen partners which includes high end

hotels like Marriott and Radisson, we came with big conference organising companies, so it's exciting to be able to be here to learn from others and also share the steps we've been able to make so far.

### Rwanda as a destination is second after SA in the ICCA Rankings – tell us about this.

Rwanda as a destination has positioned itself for the last three years – from the time I would say that Rwanda Convention Bureau was created. During this particular time, the government of Rwanda has invested in making Rwanda's environment conducive

[to hosting business events]. We have high end infrastructure, we're one of the countries where countries in Africa where access is so easy, we have RwandAir, now carrying passengers from 31 destinations, visas upon arrival in Rwanda from wherever you're coming from, the most secure country, and the most clean country – especially Kigali City which is ranked as one of the cleanest cities. It's one of the preferred destinations today. Working together with the private sector and other stakeholders, we are selling the destination and we're ready to host any kind of event and function. So please, welcome to Remarkable Rwanda.

## THE TOURISM GRADING COUNCIL LAUNCHES BRAND NEW GRADING CRITERIA

The world we live in, especially the broad hospitality world whose tentacles reach pretty much into every aspect of business, including business tourism, evolves all the time. It evolves because the way we consume goods and services and want them to be served to us changes constantly. Technological advances, the way we consume media, obtain and share information, as well as generally engage with people in our personal and professional networks, also influence our consumption patterns and the things we ask for as soon as we arrive at accommodation, meetings, conferences, and event facilities.

Who, in these days, doesn't ask for the WiFi code before all else, as soon as they put down their bags in a hotel room or meetings and events venue? Everyone has their own basics without which they will not consider their stay or work in a facility complete, of course. Such basics can range from a Wi-Fi code, a TV, a bottle of complementary wine, clean sheets, an extra blanket, secure

parking on the premises, shampoo, friendly, welcoming smiles on the faces of reception personnel, to an assortment of teas and coffees or a well-stocked room bar.

The vast range of these expectations requires that standards be set in similar kind of accommodation, meetings, conferences and event facilities. This is where the Tourism Grading Council of South Africa (TGCSA) comes in. Housed as a division of SA Tourism, the TGCSA is a voluntary membership body whose mandate it is to ensure standards in the broad hospitality sector and to provide star grading for various kinds of establishments. Such standards serve both the supply and demand sides of the hospitality sector well, as they provide the owners and marketers of various establishments with the tools to package realistic promises in their sales messages – based on the establishment having met set criteria – and they enable customers to make realistic choices when they book to stay in or use such facilities.

Taking into account the ever-changing

nature of our world, the TGCSA resolved to review and update its grading criteria every three years in order for them to always remain relevant to the times and to consumer expectations.

### New categories

Having included a new category for Game Lodges in its last review, in 2012, the TGCSA spent the past few years going around the country consulting tourism associations, establishment owners, government and other stakeholders on the need to update its grading criteria in line with changing consumer expectations, the expanding category types of establishments, and global bench-mark studies. All of this culminated in the Tourism Minister approving the new codes, following a public participation process, and gazetting them in November 2018.

The updated list of establishments includes:

- Formal Serviced Accommodation:

- Hotels, Small Hotels, Boutique Hotels and Apartment Hotels
- Guest Accommodation
- Self-Catering Accommodation
- Hostel & Backpackers Accommodation
- Caravan and Camping Accommodation
- Game and Nature Lodge Accommodation, and
- Venues. These used to be called Meetings, Exhibitions, Special Events Centres (MESEs) in the old criteria

Also taken into account are some of the special niche offerings by various establishments, e.g. child or pet friendly, Hunting, Wine Tourism, Spa & Beauty, Holistic Wellness, Medical Tourism, Responsible Tourism, Off-road activities, Resorts, Water Sports, etc. The requirement for general accessibility for people with disabilities also remain in place.

The new grading criteria can be accessed on the TGCSA's website: [www.tourismgrading.co.za](http://www.tourismgrading.co.za)

# GREEN STAND AWARD WINNERS REVEALED

The Meetings Africa 2019 Green Stand Awards seek to recognise the most sustainable stands at the events' exhibition. The stands are judged against the Event Greening Forum (EGF) award criteria including design, materials, operations, transport, communication, beyond green and innovation.

Exhibitors were afforded the opportunity to participate in the competition by showcasing their stand at the exhibition, submitting a written motivation prior to the judging that articulates why their stand is the greenest and demonstrating knowledge about the greening principles and practical implementation thereof. The panel of judges included professionals with event greening experience. An independent moderator also formed part of the team.

The following stands were recognised as the greenest stands at the exhibition and received awards in their respective stand size categories:

### Small Stand

**Winner:** Resource Design

**Runner Up:** Two Oceans Aquarium

The winning stand innovatively made use of independently certified Xanita Board made

from recycled cardboard as well as printed fabric. They had no printed collateral gave sustainable gift options including bamboo straws, seed coasters, and memory sticks with information. The staff could engage around their sustainability principles.

### Medium Stands

**Winner:** Cape Town International Convention Center (CTICC)

**Runner Up:** Legend Hospitality Group  
The winning stand embraced greening principles in the procurement process while engaging with stand designers. They used natural materials that were compact and light weight for lower impact on transport related emissions. The fabric banners will be repurposed into drawstring bags and used as corporate gifts. They had locally made gifts and provided their collateral electronically.

### Large Stand

**Winner:** Cape Town and Western Cape Convention Bureau

The winning stand continue to keep ahead with creativity, trends and sustainability principles. The modular stand materials, comprised of a mix of Xanita board, wood, and steel frames has been used

at 12 events over the last 3 years. They have messaging about the sustainability of their stand is visible to visitors and the exhibition team is knowledgeable about greening and the value thereof.

Overall, It's encouraging that the majority of stands at the expo have adopted the use of more sustainable materials including

printed fabric, Xanita Board and untreated wood. All in all, the stands were interesting and engaging. A significant majority of the stands have also used LED lights. More involvement of local communities was also prevalent this year and trees and RECs were purchased for off-setting.



“HOMEMAKERS Expo celebrates our 15th exhibition with the CTICC in 2018... it has been a pleasure working with the management team and the dedicated staff on the ground all these years!”

**Sandy Edwards**

Branch Manager & Expo Organiser - Cape Town  
HOMEMAKERS Expo



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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## POLOKWANE: 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.



## PROTEA HOTEL OR TAMBO SPORTS AN AVIATION THEME

An eye-catching aviation theme forms the heart of a fresh room refurbishment at Protea Hotel by Marriott O.R. Tambo Airport in Johannesburg, South Africa. The transformation, now complete, has expanded on the creative, fun space by incorporating features such as a swivel tub chair, wing-design work desk, a propeller-design mirror in the bathroom and a virtual propeller in the bathroom.

These all add to the modern, open space which is further enhanced by three different vinyl backdrops and aviation portraits throughout the room. Subtle additions include wing-shaped room numbers, a leather suitcase-design tea and coffee station, an improved privacy curtain covering the bathroom, an extra sealing window that provides soundproofing so that guests can enjoy a peaceful airport view as well as mini-bar fridges in all rooms.

There's an improved Wi-Fi system to ensure connectivity.

The seamless look of the rooms adds to other benefits of the property, which is located just 3km away from O.R. Tambo International Airport. The hotel offers a complimentary airport

and Gautrain shuttle, complimentary parking and an evening nighttime shuttle to Emperors Palace for local entertainment. Centrally located, guests can easily access the business and leisure hubs of Pretoria, Midrand, Sandton and Johannesburg within minutes via the Gautrain.

"We are delighted to reveal our room refurbishment which is now complete. It has been carried out with enhancing the hotel stay experience for our guests as our aim, and we believe it will provide even more reasons to stay in this urban hub." - Anton Meiring, General Manager, Protea Hotel by Marriott® O.R. Tambo Airport.

Connect with them at exhibition stand D23.



# AFRICAN EXHIBITOR FOCUS

With 80+ exhibitors from the African continent, Meetings Africa is teeming with unique experiences, beautiful hotels and venues, and expert service providers to assist you in hosting your next event. Here's a look at some of the African exhibitor countries with official delegations.

### UGANDA: STAND G25

#### Uganda Convention Bureau

The Convention Bureau and Ministry of Tourism, Wildlife and Antiquities, offers advisory services for the planning of professional events in Uganda, and organises promotional activities geared towards attracting meetings to the cities of Kampala and Entebbe.

#### MICE Uganda

A DMC and Full Incentive House, MICE Uganda specialises in conceptualising, planning, preparing and organising everything from

conferences and meetings to incentives and events – plus corporate and private occasions.

#### Sheraton Kampala Hotel

The Sheraton Kampala Hotel is surrounded by 9 acres of gorgeous gardens and features 236 guest rooms and suites that exemplify the beauty of Ugandan hospitality. It also has magnificent views of the city and offers conference facilities for business events.

**Other exhibitors at stand G25 include: Safari Chapter (DMC), Speke Resort Munyonyo (Accommodation and Conference Facility).**

### TANZANIA: STAND E31

#### Tanzania Tourist Board

The Tanzania Tourist Board acts in both a convention bureau capacity and as a tourism authority for the country. It is focused on the promotion and development of all aspects of the tourism industry in Tanzania.

#### Binex Consultancy

A professional Conference Organiser, Binex is a full service event management company based out of Dar es Salaam. The team specialises in event management from conception to production, and works with some of the country's top professionals and talents to create memorable experiences in locations of all sizes.

#### Gran Meliá Arusha

Set on 18 acres of beautiful, landscaped coffee and tea plantations with spectacular views of Mount Meru, the Gran Meliá Arusha offers a 700-seater conference venue with several breakaway rooms, and is ready to take on events in their state-of-the-art facility.

**Other exhibitors at stand E31 include: Tanzania National Parks.**

### MAURITIUS: STAND E27

#### Mauritius Tourism Promotion Authority

The Mauritius Tourism Promotion Authority (MTPA) is focused on enhancing the image of Mauritius as a prime, up-market MICE destination. The organisation does this through consolidating traditional markets, penetrating emerging markets, and exploring new markets.

#### Stage'In

An event production company, Stage'In Mauritius is based on the West Coast of the island and aims to always ensure the most effective organisation from A-Z, and the smooth running of an event to clients' expectations.

#### Trianon Convention Centre

Trianon Convention Centre is a top quality, multi-functional centre located in the heart of the tropical island of Mauritius. The venue offers facilities for between 1 – 3 000 delegates and delivers maximum flexibility, world-class sound and AV technology, among other things.

**Other exhibitors at stand E27 include: Marriott International Mauritius, Kreola (DMC), Intercontinental Mauritius Resort, Holiday Inn Mauritius Mon Tresor, Hilton Mauritius Resort and Spa, Connections DMC Mauritius and Reunion, and Air Mauritius.**



The Island of Mauritius from above.

## BOTSWANA: FOR BUSH AND BUSINESS EVENTS

**K**nown as an incredible safari incentive destination, Botswana is a growing conference hub in the southern African region. Its vast, sweeping landscape is home to the Kalahari Desert, the lush Okavango Delta, and a host of other national parks like the Chobe, Moremi, Makgadigadi, Central Kalahari, and Nxai Pan. An array of breathtaking wildlife are found in these regions, from cheetahs and hyenas to wild dogs, buffalo, elephant, giraffe and rhino, with destination management companies offering a wide range of incentive travel packages for the region.

In terms of its business-events prowess, Botswana continues to grow its offerings and capabilities as a host country. Some of the recent shows to take place – mainly in its capital of Gaborone – include the Diamonds Still Sparkling Conference, the 11th International Kimberlite Conference, the 14th World Telecommunication/ICT Indicators Symposium, and the 9th International Conference of the African Materials Research Society. Upcoming events in Botswana include the African Network of Constitutional Lawyers Conference and the Symposium on Organic and Inorganic Chemistry, both of which take place in October along with annual trade shows like Global Expo Botswana, International Data Week, Electra Mining Botswana, and the Mining Investment Conference and Exhibition.



### KEY VENUES

#### The Grand Palm Hotel Casino and Convention Resort

The Grand Palm is an exquisite, opulent venue and home to the Gaborone International Convention Centre. The award-winning facility offers a variety of venues, high-speed WiFi and a business centre for essential services. It can host up to 1 800 delegates and has extensive technical resources,

with state of the art audio visual, lighting and multi-media capabilities. In addition to GICC, the Peermont Walmont Hotels adjacent house two venues for between 100 and 250 people. [www.grandpalm.bw](http://www.grandpalm.bw)

#### Botswana Conference and Exhibition Centre

Botswana Conference and Exhibition Centre, also known as Fairground Holdings, has 50 hectares of versatile space ideal for

exhibitions. The Ditshupo Chamber (10 000-seater) and Boipuso Chamber (2 000-seater) are ideal for conferences, expos and gala dinners. Three multi-purpose conference rooms hold between 250 and 500 guests, while 13 breakaway rooms are often used as boardrooms or meeting spaces for delegates. [www.fairgroundholdings.com](http://www.fairgroundholdings.com)

#### Incentive Travel Products

As a well-established incentive travel destination, Botswana offers a myriad options thanks to its abundance of natural wonders and wildlife to explore. Places like Chobe, Makgadigadi, Mroremi and Okavango are particularly popular with visitors, and there are many luxury safari and game-viewing packages available through DMCs like Dragonfly Africa, Grosvenor Tours, Zar Travel, and Wedgewood. For those in search of something more, Savute is an ancient inland lake with curious water movement. There are also unique water-based safaris, or horseback safaris, as well as Mokoro rides, and scenic flights across this picturesque, open landscape.

**Botswana Tourism Organisation is exhibiting at Meetings Africa. Connect with them at stand F31.**

**Please visit us  
at Stand No. C1**



[www.mpumalanga.com](http://www.mpumalanga.com)

**CONFERENCE  
+ BUSH =**

# THE NEUROSCIENCE OF EVENT DESIGN

Pieter Swart, CMP, CMM, of Conference Consultancy SA, shares his experience and insights from working on the International Master Class: Neuroscience of Event Design.

## Addressing Industry Needs

The two-day short courses like the Neuroscience of Event Design are meant to address the needs of local professionals. As such, Conference Consultancy has developed programmes for those starting off in the industry, and for experienced planners at a strategic level.

Janet Sperstad, CMP, is an award winning and globally-recognised thought leader on Neurosciences in Event Planning, and Programme Director of Event Management at Madison College. She was a natural choice to participate in the International Masterclass series that consists of one-off presentations.

## Neuroscience of Event Design

As our industry and profession matures, it's more evident that solutions to certain challenges are found in science, hence the ever-developing concept that event planning and management is actually a science. "We are looking closer at science to understand our profession better, to create meaningful meetings and events with impact," Swart explains. "To understand what we need to do, we have to understand who we are doing it for. This can become really complex when considering age, gender, various other demographic factors, experience and exposure, and above all the event or meeting objectives and desired outcomes. Despite these aforesaid variables, human needs remain the same."

## The Science Backing It

By studying the brain (neuroscience), its functions, and its needs, we gain a better understanding of how to plan for optimal

human engagement. Our brain selects or inhibits information based on our motivations and needs. Our social concerns are the primary drivers for how we behave. If event professionals know how our brain works, we can create experiences that maximise our attendees' brain power and supercharge results. It is not only about creating engaging meetings, it's about creating experiences that engage the social brain. The masterclass we explored recent neuroscience research on how the brain organises information and drives human behaviour and decision making. Sense triggers such as colour, smell, taste, touch and sound are important considerations, as is emotion. These are all design touchpoints that may influence event outcomes. We also have to understand what fuels the brain and how do we feed it – what is brain food, physically and psychologically?

## What Does Great Event Design Entail?

CSIR Executive Chef Francois Agenbach designed a never-before-seen menu that energised, surprised and delighted participants throughout the event. "Good event design equates to constructing effective environments that produce measurable outcomes. Great event design is more mindful of the entire cognitive experience. Events are social experiences and events are about change," Swart says.

Event professionals move people's hearts and minds through the experiences we create. Janet Sperstad, CMP, shared insights from her 25 years as an event professional and her studies, practice and writing on neuro leadership. The event also explored



how to optimise the physical space of our events to produce more moments of joy, meaning, creativity, and connectivity. Event and/or meeting design, for various reasons, has become much more prominent in the past couple of years, Swart explains. "Most notably is the shift towards the design domain in the Event Industry Council's Certified Meeting Professional International Standards, as revised in 2017, from 16% to 34% of the test questions. Recognised international standards remain the industry benchmark."

## Fast Facts

- Number of Participants: 36
- 8 Certified Meeting Professionals (CMP)
- 2 Certified Meeting Managers (CMM)
- 1 Digital Event Strategist (DES)
- Sponsors and Funders: SANCB, CSIR ICC, Peermont Global, Castello Di Monte, Conference Consultancy South Africa (Pty) Ltd

## SMME SPOTLIGHT: BESTY TRAVEL

Located in Polokwane, Besty Travel offers unique experiences for the intrepid traveller. Besty Travel is an independently owned travel management company established in 2007. With over a decade of experience in the tourism industry, Bestina realised that whilst the tide turned, it was pivotal for the formation of a 100% black owned business with youth and female directorship to take its stance in the South African economy. In 2016 her efforts paid off and Besty Travel won a National Lilizela Award.

"At Besty Travel we endeavour to make each trip you embark upon as comfortable, time efficient and cost effective as possible. Behind the scenes, we monitor the 'little things'; such as preferred seating, on-line check-in, airport transfers, meeting rooms,

dinner reservations, and client entertaining requirements, so you don't have to."

We caught up with Bestina Mathebela to find out more about her plans for Meetings Africa.

## What value do you find in Meetings Africa?

The value I find is in sustainability, exposure to the international market, and I get to learn more about industry trends.

## Who are you hoping to connect with?

I hope to connect with company executives, decision makers and events coordinators.

## What are your goals at the show this year?

To be a leading MICE company who offers quality service with a strong financial arm.

## LIMPOPO TO CAPITALISE ON MEETINGS AFRICA

Limpopo Tourism Agency (LTA) will use the 2019 edition of Meetings Africa to great use for the benefit of the province. CEO, Ms. Nomasonto Ndlovu is leading a Limpopo delegation to Meetings Africa. This is a platform which the CEO will use to interact with leading conference organisers and key industry decision makers.

"Our participation was largely influenced by the desire to get more information from the business tourism industry in preparation for the establishment of a business tourism unit," Ms Ndlovu explains. "Over and above that, we will interact, speak and network with professional conference organisers while showcasing the diverse offerings that Limpopo offers to our clients. We view this

platform in a serious light as it is through this platform last year that we were able to secure a big IFES World Assembly that will take place in July 2019. We will be accompanied by eight tourism products at this important business platform to showcase diverse offerings from the Province."

"We will this year again use the platform as an appropriate venue to highlight Heritage and Culture cluster as the main strategic focus for marketing under the theme, 'Limpopo is open for business,'" she adds.

LTA will want to make the most of this platform by helping tourism businesses in Limpopo to close deals that will bring more numbers of people to the province for business and leisure.

# VOX POPS

As exhibitors, hosted buyers and media alike took part in the conference streams on BONDay, 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.



**NAMHLA  
MAYEKI  
BUSINESS  
RELATIONSHIP  
MANAGER,  
TSHEOLA DINARE**

This is our third time as exhibitors at Meetings Africa. This year is bigger, the mood is even more vibrant, and just walking in, I anticipate that I will see amazing things. My goal at Meetings Africa this year is forming partnerships, partnerships and more partnerships.



**SHELDON  
HOPE  
CORPORATE SALES  
AND MARKETING,  
REEFHOTEL**

This year Meetings Africa is more efficient, basically the quality and the level of service and expertise is much better than last year. Our goal at Meetings Africa is to expand our clientele and get the name of ReefHotel out there.



**NICK SHARMA  
REGIONAL  
MANAGER: MIDDLE  
EAST, AFRICA AND  
INDIA, CVENT**

This is our seventh year exhibiting at Meetings Africa – it's a great show, we get to meet a lot of people from all across Africa. This year, they have focused more on quality hosted buyers. I've had a look at the list and I've interacted with quite a few already. Also the energy is on the up and up!



**MAKHOTSO ROSE  
LEKHOOA  
SOUTH AFRICAN SOCIETY  
OF BASIC AND CLINICAL  
PHARMACOLOGY**

I really love being at Meetings Africa. It's been exciting to meet new people from the business world, especially the bureaus and associations who will help us as an association to have better conferences. The main takeaway for me was to look differently at what conferences mean. Yes, it's about the knowledge, the science, but more so to have an impact on our communities and build a lasting legacy.

## 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](http://www.elgc.co.za)

**Blue Lagoon Hotel:** Bonza Bay, EL  
Tel: 043 748 4821, [www.bluelagoonhotel.co.za](http://www.bluelagoonhotel.co.za)

**Osner Hotel:** Quigney, EL  
Tel: 043 743 3433, [www.katleisure.co.za](http://www.katleisure.co.za)

**Regent Hotel:** Quigney, EL  
Tel: 043 709 5000, [www.premierhotels.co.za](http://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](http://www.premierhotels.co.za)

**Buffalo Park Cricket Stadium:** Bunkers Hill, EL  
Tel: 043 743 3293, [www.bordercricket.co.za](http://www.bordercricket.co.za)

**Quarry Lake Inn:** Selborne, EL  
Tel: 043 707 5400, [www.quarrylakeinn.co.za](http://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](http://www.warmkaros.co.za)

**On the Summit Lodge:** Beacon Bay, EL  
Tel: 043 748 6400, [www.onthesummit.co.za](http://www.onthesummit.co.za)

**Gulu Private Resort:** Gulu, EL,  
Tel: 043 736 7005 / 082 558 0411  
[www.guluprivate resort.com](http://www.guluprivate resort.com)

**Gonubie Manor:** Gonubie, EL  
Tel: 043 732 1775 / 082 825 6260  
[www.gonubie-manor.co.za](http://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](http://www.gonubiehotel.co.za)

**Garden Court Hotel:** Quigney, EL  
Tel: 043 722 7260, [www.southernsun.com](http://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](http://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](http://www.parkplaceguesthouse.co.za)



# STAKEHOLDER DINNER: MEETINGS AFRICA GROWTH IS WIDESPREAD

Great cuisine coupled with the incredible Afrojazz sounds of Heels Over Head and good conversation: this was a sure sign that Meetings Africa 2019 got off to a fantastic start at the Stakeholder Dinner held in Sandton, Johannesburg on Sunday, 25 February.

Speaking at the dinner, South African Tourism CEO, Sisa Ntshona said trade shows like Meetings Africa are important in that it showcases the continent's capabilities to host world class events. He added that all African countries should work together to make the continent the destination of choice for international business events. "If all Africans banded together, we would be even more capable."

Ntshona pointed out that Meetings Africa is the key delivery in reaching 21 million tourists by 2030, a target set by President Cyril Ramaphosa in his State of the Nation Address earlier this month. "Our state president talked about the importance of tourism and outlined the objectives for tourism to deliver [those objectives]... If tourism does well, everything is lifted across the country."

Amanda Kotze-Nhlapo, South Africa National Convention Bureau's (SANCB) Chief Convention Bureau Officer was optimistic about business events coming to South Africa,

saying the country is going to "rock the world".

Also at the dinner were the 15 businesses that featured at this year's Meetings Africa Sustainability Village, including South Africa's very own rock star fashion designer, Laduma Ngxokolo, who is showcasing his brand, MaXhosa. The knitwear brand blends traditional South African designs tinged with modernity.

Apart from MaXhosa, businesses such as Blissfully Yours, an arts and crafts group, are also displaying their wares for the first time at Meetings Africa. According to the company's

Creative Lead, Mems Ramaila, Blissfully Yours has grown rapidly since its establishment in 2017 and has even started exporting to the US. "The beauty of our entrepreneurial drive is that we are already exporting to South Africa's Lifestyle Hub in Atlanta."

## Business events increasing in South Africa

Figures from the SANCB show that the business events sector supports over 250 000 jobs directly and indirectly. The industry contributes as much as R115 billion to the

local GDP. Additionally, South Africa hosts around 1 million business delegates every year.

Between 2016 and 2020, it is expected that South Africa will host more than 160 conferences, attracting 150,000 delegates to our shores and contributing around R3.1-billion to the economy.

With so much happening at Meetings Africa 2019, you are sure to find the next big thing in Africa. Come and witness Africa's business events industry in action, and see how the partnerships forged here can catapult the continent's economic growth.



## IS THE COLOCATION OF SHOWS A SIGN OF THE FUTURE?

Like most people in our fast-developing world where there is information overload and where attention spans get shorter, buyers and other players in the business events sector want to optimise the time they spend away from their families, attending events such as Meetings Africa. Those who come from as far away as Europe, Asia, North-America, Australasia, the Middle-East, no less than those who come from other parts of Africa, also want experiences; authentic African experiences.

They might always want to meet product and service representatives they're familiar with and already have relationships with, but they often also want to meet new product and service representatives and to experience some of the new offerings they come across for the first time at Meetings Africa.

To meet this growing need, show organisers are increasingly pressed to come up with innovative ways, working in partnership with product and service owners, to package opportunities for buyers to experience the full extent of their shows, i.e. make it experientially worthwhile for them to remain in situ, that is on site for the entire duration of the show, while also not denying them the opportunity to have product experiences hors situ, in locations that are outside the

normal show site, but that complement it.

A smart collocation of shows can make buyer experience seamless and profitable for all and encourage repeat business and good referrals. While this is not an entirely new concept – as sports tournaments like FIFA World Cups have been hosted in several locations, e.g. cities, towns and provinces of the same country in the past; or in two neighbouring countries – business events can also be hosted in two, even three, different locations, with one serving as the main show location and the others as experiential extensions to it.

Every effort at creating a great show must always be made with the aim to maximise buyer experience while enhancing selling opportunities for product and service owners. Meetings Africa can be an unforgettable African trendsetter and leader in this area.

*By Solly Moeng, Curious Contributor.*

**A smart collocation of shows can make buyer experience seamless and profitable for all and encourage repeat business and good referrals.**



## THE ICEBERG AT MEETINGS AFRICA

The Joint Meetings Industry Council (JMIC) advocacy platform, The Iceberg, has been at Meetings Africa to capture and assess the impact of the association events in the region as a change and transformational agent for African society. In partnership with the Event Africa. Executive Producer James Latham interviewed the Minister of Tourism Derek Hanekom as well as association executives and other industry stakeholders while attending Meetings Africa, the event partner of the global industry alliance.

"The Association Day Programme delivered by ICCA is an essential meeting point for

associations in Africa to focus on the use of events in the pursuit of their mission, to understand the strategic role they are playing in regional transformation and as bridgeheads to international knowledge and trading markets they can bring back to Africa," he said. "By focusing on their health, social, and economic imperatives the association community has resoundingly affirmed purpose and legacy whilst acknowledging the essential role that the travel and hospitality supply chains deliver in order to achieve these broader outcomes in advancing society," he concluded.

*More at [www.the-iceberg.org](http://www.the-iceberg.org).*

# MEETINGS AFRICA OPENING CEREMONY AND MINISTER'S WALKABOUT



Meetings Africa 2019 opened officially with much excitement and energy on the morning of 26 February, followed by the much-anticipated Minister's Walkabout on the exhibition floor.



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# THE BUZZ ON SOCIALS

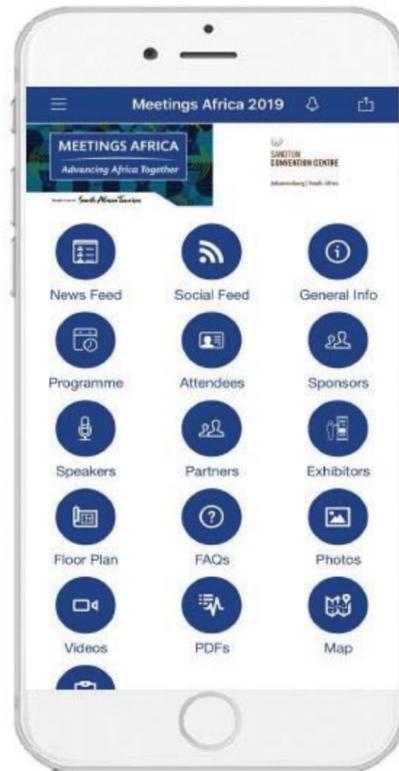
## twitter

**TBCSA** @TBCZA 4m  
 @TTshivhengwa : "in 2024 we can accommodate the growth we've forecasted. From 2024 to 2030 we would need to invest more heavily into building hotels and so on." #MeetingsAfrica19 #TBCSAPressTalk

**ANB Group** @anb\_groupza 4m  
 First Day was great and met with the best in the game @innate\_za ~Innate Experiential @ikhonocomms . Shared Economies as this year's theme is all about innovation, shared growth and new developments. #MeetingsAfrica19 #WeDoTourism #SharedEconomies #StrongerTogether

**Tourism KZN** @TourismKZN 27m  
 In just under a week because of the efforts of the Durban KZN Convention Bureau who are currently exhibiting at #MeetingsAfrica19 the Forbes @LWSummit Summit will be held in KZN with Supermodel @NaomiCampbell as the headline speaker. #DoKZN #LWS2019KZN

**Sina Bunte, CMP** @SinaBuente 47m  
 It was an honor to meet the South African Minister of Tourism @Derek\_Hanekom and Leah Potgieter from the city of Johannesburg at #meetingsafrica19. #iccaworld



Scan the QR code or search for **Meetings Africa 2019** on the App Stores



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