South Africa's Business Events INDUSTRY



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SOUTH AFRICA NATIONAL CONVENTION BUREAU

Creating opportunities

South Africa's excellent track record in international events has seen it host meetings such as COP17, the 5th BRICS Summit, and the International AIDS conference (twice). Few other destinations offer the variety of meeting, exhibition and incentive options available in South Africa.

HIS IS ONE of a handful of countries that has played host to most of the major sports world cups, including the 2010 FIFA World CupTM, the ICC Cricket World Cup and the Rugby World Cup.

Since its inception in 2012, the South Africa National Convention Bureau (SANCB) has grown and energised the South African business events industry.

In this supplement, *Business Events Africa* takes a closer look at the SANCB. The next few pages will give insight into the SANCB; what services they offer to the business events industry and what its contribution has been in the business events industry and in the country.



Estimated total direct spend for business events:

2014: R38.5 billion 2015: R42.4 billion

Business Research Report 2014-2016 data (done in conjunction with Grant Thornton)



Who is the SANCB team?





Bjorn Hufkie, Senior Manager: Meeting and Convention Sales bjorn@southafrica.net



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Amanda Kotze-Nhlapo, chief

convention bureau officer, has taken the SANCB to new heights.

In April this year, Ms Kotze-Nhlapo was also awarded the IMEX Academy Award 2016 for Africa and the Middle East. The IMEX Academy Awards represent the very best in the meetings and incentive travel industry, honouring outstanding individuals.

A true achiever, more than a year ago, Ms Kotze-Nhlapo was elected geographical member for Africa to the ICCA board.



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What is the SANCB?

The South Africa National Convention Centre (SANCB) is a 'one-stop solution' for independent information and assistance, giving neutral advice on all aspects of hosting and organising any business event in South Africa.



assistance of local convention bureaux.

The SANCB will also provide support when hosting conventions and facilitate collateral materials, assist with government advice and provide insights into destination and local issues. The SANCB provides assistance with marketing South Africa, as well as marketing business events in South Africa through promotion and publicity.

The SANCB is pro-active in providing event marketing support designed to increase delegate attendance and enhance your conference and in assisting you with providing a distinctly South African flavour to your event.

WHICH SECTORS ARE TARGETED?

The SANCB focuses its efforts on attracting events in economic sectors that have been identified by the government as priorities for future development. Hosting major events in these sectors can contribute significantly to accelerating the macro-economic benefits for the country.

HE SANCB, in conjunction with South Africa's city or provincial convention bureaux, provides dedicated assistance to meeting planners, as well as incentive and exhibition organisers who are considering South Africa as their next destination. Support is provided on every level, using expertise, strategic planning and destination knowledge to ensure the conference, exhibition or incentive in South Africa is memorable for delegates and hassle-free for organisers and associations.

WHAT DOES SANCB DO?

The SANCB provides support when bidding for conventions, as well as during the hosting of conventions.

When you are bidding for conventions the SANCB will assist in providing research, formulating bid strategies, and in developing content for bid documents and bid presentations. The SANCB will also play an active role in liaising with relevant government officials and with bid lobbying and promotion, as well as organising local site inspections and garnering the

THE DELIVERABLES

TRADE SHOWS

Create a 'marketing platform' for local business events industry players through trade shows

BIDDING SUPPORT

Support to regional and/or City Convention Bureaux (CCBs) in bidding for key business events

BUILDING ATTENDANCE ON SITE SUPPORT

Generate maximum delegate attendance at business events

PR, MEDIA AND ADVERTISING

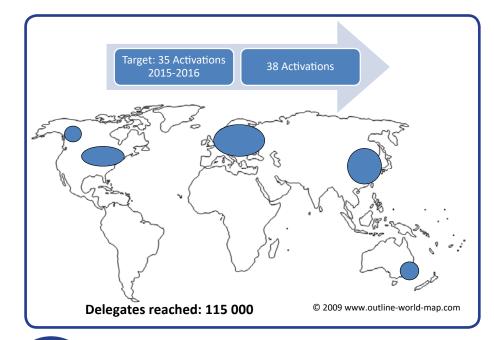
Increase awareness about South Africa as a business events destination

LEAD DEVELOPMENT

Develop a co-ordinated approach to generate leads for business events

CAPACITY BUILDING RESEARCH

To create a more professional environment in which more business events will come to South Africa



DELEGATE BOOSTING

The SANCB will coordinate efforts to maximise delegate numbers on behalf of associations.

The secret to a successful congress or convention lies in the number of delegates. The SANCB will assist in promoting and marketing your convention to maximise the number of delegates in a number of ways, including with promotional materials, special services and cultural displays.

DELEGATE BOOSTING PACKAGES

There are three packages available to assist with delegate boosting: the standard package, the standard plus package and the elite package.

The package evaluations are based on various criteria qualifications, including being part of an international association agenda, support provided in the bidding phase, delegate numbers (and where they are from), seasonality, duration and economic development criteria.

ON-SITE EVENT SERVICES

During SANCB-registered events, where active support has been given during

In 2014, the international meetings, conference and exhibition industry business contributed to 267 660 direct and indirect annual jobs in South Africa and in 2015, it contributed to

the bidding process, the SANCB will co-ordinate a number of on-site services that will enable South Africa to promote its image and take full advantage of the benefits of holding such events.

The SANCB spends just over R30 million a year on creating marketing and sales opportunities through international trade platforms like Meetings Africa.

WHAT SERVICES DO SANCB DELIVER?

Support when bidding for conventions

Support when hosting conventions

Marketing support

Research

Bid strategies

Preparation of bid materials

Bid presentations

Government support

Bid lobbying and promotion

Site inspections

Co-ordinated approval

Meeting planner support services

Attendance promotion

Support packages

Airport meet-and-greet

Signage

Tour desks and visitor information services

Welcome ceremonies

MEETINGS AFRICA

The South African National Convention Bureau (SANCB) certainly understands the need to create new business opportunities for the business industry to grow.

The SANCB's team is responsible for the delivery of Meetings Africa, South African Tourism's business events trade show. One of the key objectives of Meetings Africa is to encourage and stimulate the rotation of meetings on the African continent and to use the exhibition as the ultimate platform for the regional business events industry to engage in a bid to attract more global and regional business events to Africa.







BUSINESS EVENTS 2015

In 2015, South Africa hosted **140 international meetings and conferences**, which attracted about **80 000 delegates** to the country.

These events generated just over **R1 billion** in economic impact.



BIDS SECURED FOR SA: 2016 - 2022

Total bids secured	Total number of days	Estimated delegate numbers	Estimated economic impact
66	311	108 134	R1.4 billion

BID SUBMISSION 2013-2016					
Financial Year	Number of Submissions	Delegate Numbers	Conferences Days	Estimated Economic Impact	
2013-2014	57	78 843	237	R977 million	
2014-2015	52	119 477 (Aids Association 20 000 Delegates)	230	R1.4 million	
2015-2016	53	86 192	242	R1.2 million	
2016 -2017 Q1	26	30 406	112	R 567 million	
Q2 (To Date)	7	10292	29	R 159 million	



BIDS PENDING 2016-2022

45 Bids Pending Outcomes 112 000 Potential Delegates

216 Conference

Estimated
Economic Impact:
R1.5 billion

SA ICCA RANKING PERFORMANCE Global African **Number of Meetings** Ranking Ranking 2012 37th 97 1st 34th 2013 118 1st 2014 124 (69 000 Delegates) 32nd 1st 2015 108 (69 000 Delegates) 38th 1st

2014 NON-ICCA EVENTS

32 Non ICCA Conferences

9896 Delegates

108 Conference Days

R100 million Estimated

Economic Impact

ICCA'S RANKING CRITERIA:

Only association conference and meetings are

🖈 The meetings and conferences needs to rotate to at least 3 countries

★ The meetings and conferences needs to be attended by at least 50 international delegates

Trade shows



HE SANCB created four international business events trade platforms for the local industry at the following shows:

- IMEX, Frankfurt 2015
- IBTM, China 2015

Programme (TIP).

• IMEX, America 2015

• IBTM World, Barcelona 2015

The SANCB subsidised 78 local business events products and services which enabled them to exhibit on the four platforms including nine companies that qualified for the National Department of Tourism's Tourism Incentive

The SANCB generated 139 qualified leads from these trade shows that can potentially attract **92 000 delegates** to South Africa and can potentially generate R765 million for our economy.

IMEX FRANKFURT

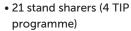
imex • SA Pavilion pre-Frankfurt scheduled appointments: 187 meetings

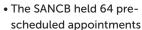
- 23 stand sharers (2 x TIP programme)
- The SANCB held 93 pre-scheduled appointments at IMEX 2016
- 19 group destination presentations: 245 hosted buyers
- · These meetings generated 25 qualified

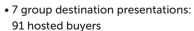
Total value of combined leads: R150 million

Estimated number of delegates: 22 285 Number of conference days: 310

IBTM WORLD 2015







• These meetings generated 55 qualified

Total value of combined leads: **R311** million

Estimated number of delegates:

IBTM CHINA 2015

- Six stand sharers
- The SANCB held 28 prescheduled appointments at ibtm® China 2015

• Sales and marketing activities: client



dinner for 22 buyers

• These meetings generated nine hot leads

Total value of combined leads: R134 million

Estimated number of delegates: 5 953 Number of conference days: 138

IMEX AMERICA 2015

- SA Pavilion pre-scheduled appointments: 354 meetings
- 24 stand sharers (4 TIP programme)
- The SANCB held 79 pre scheduled appointments at IMEX 2015
- 19 group destination presentations: 150 hosted buyers
- These meetings generated 50 qualified

Total value of combined leads: **R150** million

Estimated number of delegates: 17 000 Number of conference days: 194





ibtm'world

ibtm^{*}china

MEETINGS AFRICA

Advancing Africa Together

EXHIBITOR STATISTICS

- Development Zone 10 First-Time Exhibitors

(Main Stands) - 13

271

Exhibitors at Meetings Africa 2016

Final-year Tourism and Hospitality students took part in the **IMEX-MP-MCI Future Leaders** Forum Africa

■ AFRICAN CONTINENT REPRESENTATION

Meetings Africa is a Pan-African business events

trade show, where the following 15 African

destinations were exhibited in 2016

(excluding SA):

Angola

Egypt

Ethiopia

Kenya Lesotho

Malawi

Namibia Seychelles Swaziland Tanzania Zambia

Zimbabwe

Mozambique

Botswana

MEETINGS AFRICA APP

2912

■ EXHIBITION BREAKDOWN

■ DEVICE BREAKDOWN

Top 5 exhibitors with the most meetings conducted

AFRICAN PRIDE MOUNT GRACE COUNTRY HOUSE & SPA

STARWOOD HOTELS AND RESORTS WORLDWIDE

CARLSON REZIDOR HOTEL GROUP

LAGOON BEACH HOTEL & SPA

LIMO NETWORKING

32 029 994 Opportunities to see

R7 720 036 Advert Value Equivalent

3 912 Engagements

Best Performing Day: 24/02/2016 On that day there were 31 069 094 opportunities to see and R7 497 433 advert value equivalent.

SOCIAL MEDIA

3 620 Reshares/Retweets

■ EXSA BEST **GREEN SHOW AWARD:**

- · 2013
- · 2014
- · 2015

Finalist in the 2016 UFI Sustainability Development Award

73% of qualified hosted buyers had never been to South Africa

■ MATCHMAKING PROGRAM

FINAL ATTENDANCE NUMBERS International and African Association

IMEX-MPI-MCI Future Leaders Forum

■ EUROPEAN CITIES MARKETING ACADEMY

Hosted Buyers

Visitors and Corporates

Exhibitors

Inaugural European

Cities Marketing Academy

Global Facilitators - 6

PRE AND POST TOURS (19 TOTAL)

Participants - 75

137

271

15 943

scheduled meetings between 844 profiles in the matchmaking program

537 participants actively used the program to schedule

Mpumalanga - 2

North West Province - 2

Northern Cape - 2

Eastern Cape - 2

Western Cape - 7

Gauteng - 1

27 FEBRUARY 2017: BONDAY 28 FEB-01 MAR 2017: EXHIBITION SANDTON CONVENTION CENTRE JOHANNESBURG, SOUTH AFRICA

· 58 African Products

· 8 African Tourism Boards

Go to www.meetingsafrica.co.za

MEETINGS AFRICA GREENING

Social Investment: number of trees planted in various communities around Johannesburg and Tshwane (290% increase)

2015: 20 trees

2015: 7614 Kwh

2016: 78 trees

2016: 5180 Kwh



NATIONAL CONVENTION BUREAU