

A FOCUS ON
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.

THIS IS ONE of a handful of countries that has played host to most of the major sports world cups, including the 2010 FIFA World Cup™, 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?



Amanda Kotze-Nhlapo
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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.

THE 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

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

Target: 35 Activations
2015-2016

38 Activations



Delegates reached: 115 000

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DELEGATE BOOSTING

The SANCB will co-ordinate 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 **280 555**

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.

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 Days

Estimated Economic Impact: R1.5 billion

2014 NON-ICCA EVENTS

32 Non ICCA Conferences

9 896 Delegates

108 Conference Days

R100 million Estimated Economic Impact

SA ICCA RANKING PERFORMANCE

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



ICCA'S RANKING CRITERIA:

★ Only association conference and meetings are counted

★ 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



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

- IMEX, Frankfurt 2015
- IBTM, China 2015
- 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 Programme (TIP).

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



- SA Pavilion pre-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 leads

Total value of combined leads: R150 million

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

IBTM WORLD 2015



- 21 stand sharers (4 TIP programme)
- The SANCB held 64 pre-scheduled appointments
- 7 group destination presentations: 91 hosted buyers
- These meetings generated 55 qualified leads

Total value of combined leads: R311 million

Estimated number of delegates: 25 274

IBTM CHINA 2015



- Six stand sharers
- The SANCB held 28 pre-scheduled 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 leads

Total value of combined leads: R150 million

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



MEETINGS AFRICA

Advancing Africa Together

EXHIBITOR STATISTICS

- Main Exhibitors - 142
- Sharers - 129
- 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

55

MEETINGS AFRICA APP



2 912

total in-app actions

171

active users

12.06

average actions per user

DEVICE BREAKDOWN



EXHIBITION 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

FINAL ATTENDANCE NUMBERS

- 207 International and African Association Hosted Buyers
- 137 Media
- 55 IMEX-MPI-MCI Future Leaders Forum
- 271 Exhibitors
- 1308 Visitors and Corporates

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
- Botswana
- Egypt
- Ethiopia
- Kenya
- Lesotho
- Malawi
- Mauritius
- Mozambique
- Namibia
- Seychelles
- Swaziland
- Tanzania
- Zambia
- Zimbabwe



- 58 African Products
- 8 African Tourism Boards

SOCIAL MEDIA

- 5 717 Mentions
- 32 029 994 Opportunities to see
- R7 720 036 Advert Value Equivalent
- 3 912 Engagements
- 3 620 Reshares/Retweets

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

EXSA BEST GREEN SHOW AWARD:

- 2013
- 2014
- 2015



Finalist in the 2016 UFI Sustainability Development Award

73%

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

EUROPEAN CITIES MARKETING ACADEMY

Inaugural European Cities Marketing Academy

- Participants - 75
- Global Facilitators - 6

PRE AND POST TOURS (19 TOTAL)

- Mpumalanga - 2
- Gauteng - 1
- North West Province - 2
- Northern Cape - 2
- KwaZulu-Natal - 3
- Eastern Cape - 2
- Western Cape - 7

MATCHMAKING PROGRAM

15 943 scheduled meetings between 844 profiles in the matchmaking program

537 participants actively used the program to schedule their meetings

MEETINGS AFRICA GREENING

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



Energy Consumption (32% decrease)



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

Go to www.meetingsafrica.co.za



NATIONAL CONVENTION BUREAU