

SOUTH AFRICA NATIONAL CONVENTION BUREAU

GOING BEYOND TOURISM

In this update, Business Events Africa looks back over the last six years and what the South Africa National Convention Bureau (SANCB) has achieved. The SANCB has also grown and over the years structures have changed with the industry, in order to deliver the best services to the business events industry in South Africa.

Business Events Africa takes a closer look at the SANCB; the people, the services, achievements; and the contribution it makes to the business events industry and the country.



THE TIME TO RISE IS NOW, JOIN US.

For destination expertise and convention planning support, contact the South Africa National Convention Bureau.

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NATIONAL CONVENTION BUREAU

The SANCB journey

By Irene Costa, editor of *Business Events Africa*



In 2012 when the South Africa National Convention Bureau (SANCB) was launched the message was 'South Africa is open for business,' six years down the line and the message has transformed to something more impactful than the business events industry could ever have imagined.

The SANCB launch came at a time when the business events industry in South Africa was starting to make a mark on the international stage, but needed some direction.

The problem was that there was no government support for the business events

sector, and at the time it was lumped in with leisure tourism. Having a dedicated team working on business events has cemented South Africa's position as a top business events destination.

The SANCB was launched to grow and energise the business events industry.

In the past six years, the SANCB has certainly done this. The business events industry is now acknowledged as a standalone industry that works hand-in-hand with tourism. Business events go 'beyond tourism', and over the years the sector has shown through research that it has a significant economic impact on our country.

South Africa's excellent track record in international events has seen it host meetings such as COP17, the 10th BRICS Summit, and the World Economic Forum. It is also one of a handful of countries that has played host to most of the major sports world cups, including the 2010 FIFA World Cup™, and the Cricket and Rugby World Cups. *— Irene Costa*

What is the SANCB?

The South Africa National Convention Bureau (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.

The SANCB 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.



NATIONAL CONVENTION BUREAU

Win as One

The 'Win as One' pledge was unveiled at the SAACI congress in 2012. By signing the pledge, the business events industry players took the opportunity to commit in this public affirmation their support and collaboration as a partner to "sign up ultimately for the benefit of our destination, the profitability of business, the strength of our industry and the success of our economy" through business events. With the support of the business events industry, the SANCB has over the last six years grown the country's share of the international business events market.



WIN AS ONE

I PLEDGE TO INSPIRE MY COLLEAGUES AND THE ENTIRE SOUTH AFRICAN EVENTS INDUSTRY, TO CREATE TRULY UNFORGETTABLE BUSINESS EVENTS IN OUR COUNTRY, BECAUSE I BELIEVE THAT THERE IS NO LIMIT TO WHAT WE CAN BUILD WHEN WE WORK AS ONE. WHEN WE WORK AS ONE, WE WIN AS ONE. WHAT WE DO TODAY WILL REAFFIRM OUR POSITION AS A GLOBAL PLAYER; AS THE LEADING DESTINATION FOR MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS, BOTH BIG AND SMALL. I BELIEVE WE ALL HAVE A PART TO PLAY IN OUR FUTURE SUCCESSES: CONVENTION BUREAUS, PROVINCIAL TOURISM AUTHORITIES, PROFESSIONAL CONFERENCE ORGANISERS, DESTINATION MANAGEMENT COMPANIES, HOTELIERS, CONVENTION CENTRES AND ALL BUSINESS EVENT SUPPLIERS... BECAUSE THE MAGIC OF SOUTH AFRICA LIVES WITHIN ALL OF US, AND WE EACH BRING OUR OWN SPECIAL SOMETHING TO ENSURE OUR MUTUAL SUCCESSES TO WIN AS ONE, I PLEDGE TO WORK TOWARDS OUR COUNTRY'S NATIONAL BUSINESS EVENTS STRATEGY TO INCREASE THE NUMBER OF BUSINESS EVENTS IN SOUTH AFRICA BY 57%.

I PLEDGE TO WORK TOWARDS:

- GROWING OUR INDUSTRY'S CAPACITY AND SKILLS
- IMPROVING OUR PROFESSIONALISM
- CONTINUING OUR PROGRAMMES TO CREATE JOBS, DEVELOP SKILLS AND HARNESS OUR KNOWLEDGE AND CREATIVITY

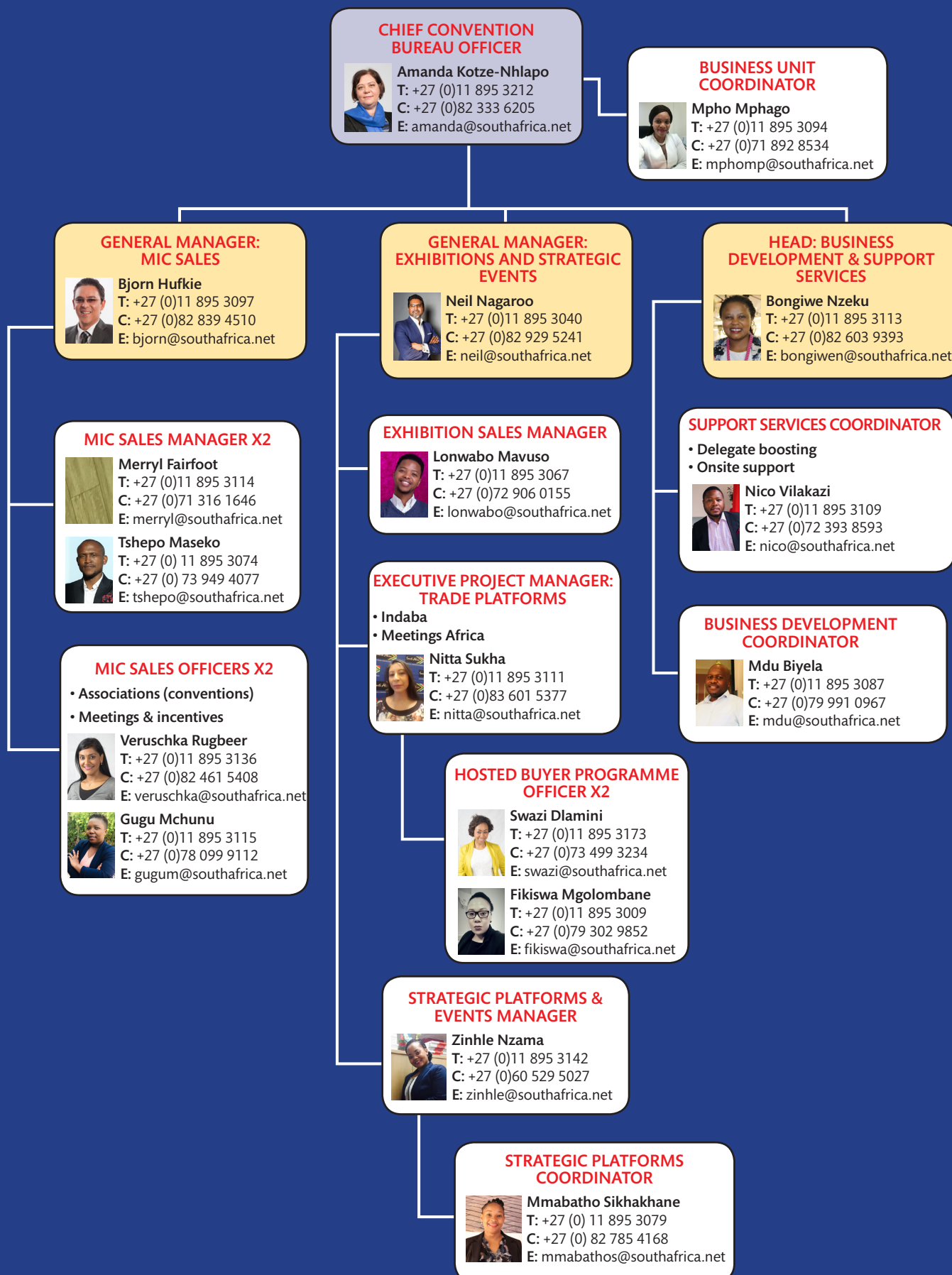
I PLEDGE TO HONOUR OUR COLLECTIVE SPIRIT AND ENERGY, TO CREATE A WINNING BUSINESS EVENTS DESTINATION... AND I PLEDGE TO DO IT IN MY OWN UNIQUE SOUTH AFRICAN WAY. TOGETHER WE WILL WIN AS ONE.

AFRICAN WAY. TOGETHER WE WILL WIN AS ONE. BUSINESS EVENTS DESTINATION... AND I PLEDGE TO DO IT IN MY OWN UNIQUE SOUTH AFRICAN WAY. TOGETHER WE WILL WIN AS ONE.



Industry partners - signing the 'Win as One' pledge.

The SANCB team organogram



SANCB structure

The SANCB structure has changed from when it was launched in 2012. The three units within the SANCB are MIC Sales; Exhibitions & Strategic & Mega Events and Business Events Development & Services Support. Here are each unit's responsibilities:

1 MIC Sales

- Marketing
- Coordinating Business Events
- Bidding
- Bidding support



2 Exhibitions & Strategic & Mega Events

SANCB is mandated to execute seven strategic leisure and business trade platforms.

- Project manage and coordinate:
 - Meetings Africa
 - Africa's Travel Indaba
- Coordination of all the trade platforms
- The Lilizela Tourism Awards
- Below are the four international business shows that South African Tourism participate on under the SANCB umbrella:
 - IMEX Frankfurt
 - IBTM China
 - IMEX America
 - IBTM World

THE LILIZELA TOURISM AWARDS

These awards were launched in 2013 by the South African Minister of Tourism, and are South Africa's premier travel and tourism recognition awards.

The aim of the awards is to recognise and celebrate tourism and business events' businesses for excellence, for their contribution to South Africa's global competitiveness, and for growing tourism's contribution towards GDP and job creation.

3 Business Events Development & Services Support

- Onsite event support
- Convention planning support
- Delegate boosting
- Delegate boosting packages
- Business development

SANCB 2012-2017 achievements

The Bidding Fund

The South African government has allocated R90-million for a Bidding Support Programme to allow South Africa to bid more aggressively for international association conferences, meetings, incentives and exhibitions over the next three years.

The money is available to associations whose meetings align with South Africa's key industries and can show their meeting will deliver knowledge exchange and investment opportunities.

This goes hand in hand with South African Tourism's I Do Tourism campaign and its 5-in-5 growth strategy of attracting an additional five million tourists in five years; four of which would be international and one million local visitors.

Key objectives and outcomes

SA's bidding support programme's main objective is to contribute towards SAT's goals and targets including:

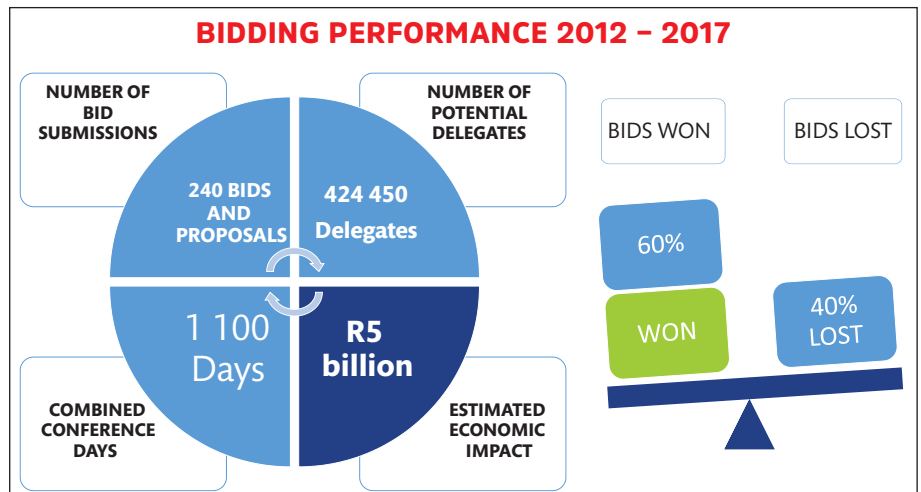
- Contribute towards achieving our 5-in-5 growth strategy targets.
- Achieve inclusive growth opportunities for SME's within the business events industry.
- Contribute towards creating opportunities within the African market.
- Creating regional spread opportunities and ensure the spread of business across SA.



This fund gives South Africa 'extra muscle' when competing against other destinations.



BIDDING PERFORMANCE 2012 – 2017



BUSINESS EVENTS ARRIVALS

South Africa is host to approximately **1 MILLION international** business events delegates annually whose primary purpose of visit is to attend *meetings, conventions, conferences or exhibitions*

2017 – 2021
1.3 million
delegates



BIDDING SUPPORT PROGRAMME

R90 m
2017 – 2021

Primary focus of Bid Support Programme: securing international conventions, meetings, incentives, exhibitions (i.e. bids)

Bid policies and procedures



BIDS SECURED PIPELINE 2018 – 2023

Number of bids secured:

54

(International & regional bids)

Combined conference days:

241 event days

Number of delegates:

97 000 delegates

Estimated economic impact:

R1.4 billion

TEAM SA BUSINESS EVENTS GROWTH TARGETS

Baseline
delegates
250 000
2013 – 2016

25% Growth

2017 – 2022
400 000
delegates

Key considerations for bid support

The following indicators are used in the evaluation process to determine the level of bid support that is provided to business events.

MICE	Only meetings, incentives, conferences and trade exhibitions will be supported
Number of delegates	Number of delegates from outside SA (40% international events / 20% African regional)
Economic sectors	Economic sectors linked to the NDP
Export stimulus	Does the business event demonstrate any export stimulus?
Foreign direct investment	Does the business event demonstrate a foreign direct investment stimulus?
Trade	Does the business event demonstrate any trade industry stimulus?
Service industry	Does the business event demonstrate any service industry stimulus?
Knowledge and creative industry	Does the business event demonstrate any knowledge and creative industry stimulus?
Profile	Will the business event put SA in the international limelight of the particular sector or industry?
Seasonality	Additional support provided to business events hosted in low season
Regional spread	Additional support for business events hosted in cities and towns – not including Cape Town, Johannesburg & Durban
Inclusive growth	Additional support for business events to procure support services from SMFs
African growth	Additional support for African regional business events hosted in cities and towns – not including Cape Town, Johannesburg & Durban

BID SUBMISSIONS



Financial year:
April 2017-March 2018

94 submissions

88 673
delegate numbers

382
conference days



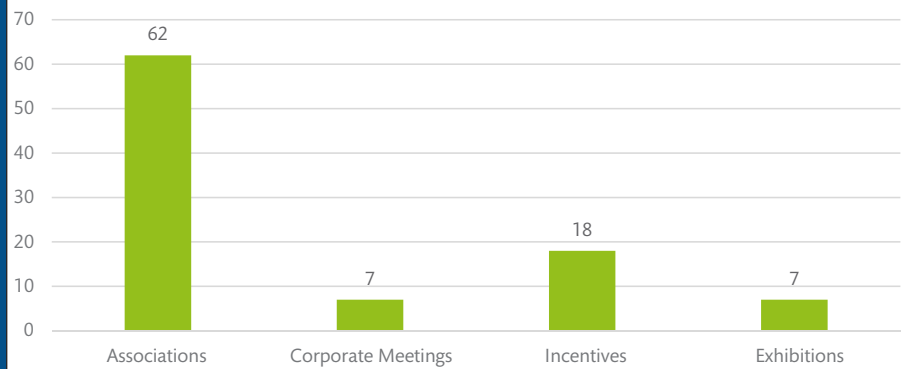
Estimated economic impact

R1 904 560 930

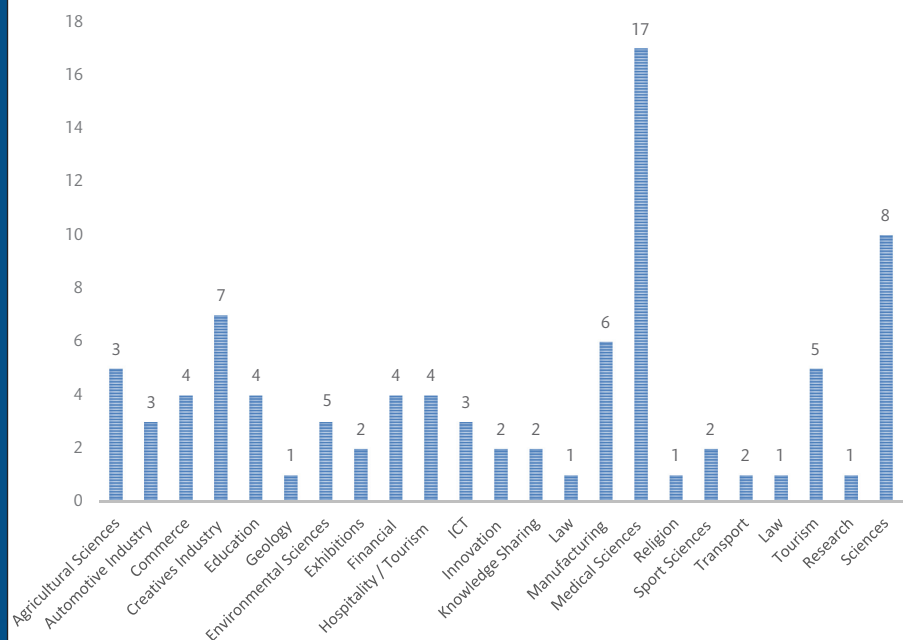


Won: **36** Lost: **3**
Pending: **55**

BID SUBMISSIONS (APRIL 2017 – MARCH 2018) SEGMENTS – 94 TOTAL SUBMISSIONS



BID SUBMISSIONS (APRIL – MARCH 2018) SECTORS



JOB CREATION AND ECONOMIC IMPACT

Annually, the international business events industry supports on average some 252 000 direct and indirect job equivalents in South Africa, and contributes (in total) over R115 billion to GDP annually in South Africa.

BID SUPPORT

Bid support:
R 23 099 380

Site inspection
support:
R 3 400 000

Delegate boosting and
on-site event support:
R6 320 000

Total support:
R32 819 380

Bids pipeline

Year	No of secured bids	Bid submission year	No of conferences secured	Conference days	Delegates	Estimated economic impact
2018	48	2013/2014	8	229	71 607	R2 528 428 800
		2014/2015	9			
		2015/2016	8			
		2016/2017	5			
		2017/2018	18			
2019	18	2013/2014	2	83	13340	R425 638 400
		2014/2015	4			
		2015/2016	2			
		2016/2017	1			
		2017/2018	9			
2020	12	2013/2014	4	44	5025	R125 849 600
		2014/2015	3			
		2017/2018	5			
2021	6	2014/2015	1	28	1895	R61 632 000
		2017/2018	5			
2022	5	2013/2014	2	120	1219	R29 811 200
		2017/2018	3			
Total	89			404	93 086	R3.1 billion

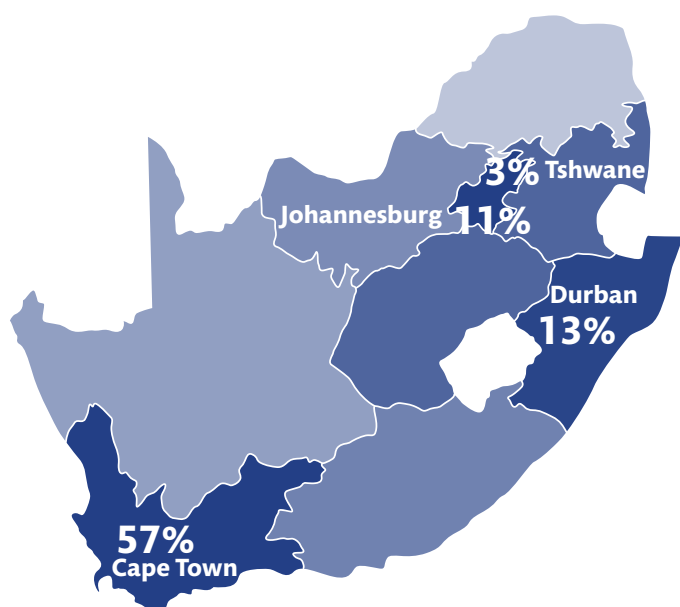


R3.1 billion
ESTIMATED ECONOMIC
IMPACT

93 086
DELEGATES

404
CONFERENCE DAYS

**updated figures up to August 2018*



Regional bid distribution

57% CAPE TOWN Won 17 | Pending 32 | Lost 5

13% DURBAN Won 3 | Pending 8 | Lost 1

11% JOHANNESBURG Won 8 | Pending 2 | Lost 0

3% TSHWANE Won 1 | Pending 2 | Lost 0

10% MULTI-CITY PROPOSALS
Won 2 | Pending 5 | Lost 0

3% OTHER CITIES Won 1 | Pending 2 | Lost 0

Other cities included Kimberly, Pilanesburg (North West Province) and Mpumalanga.

Delegate boosting activations (April 2017 – March 2018)

