

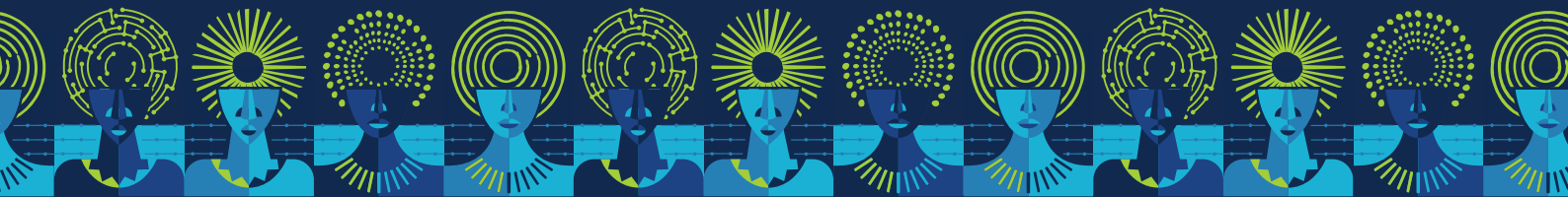


MEETINGS AFRICA

*Advancing Africa Together*

# Shared Economies

When shared minds  
come together,  
we advance Africa



26 FEBRUARY 2018: BONDAY  
27-28 FEBRUARY 2018:  
**EXHIBITION**

SANDTON CONVENTION CENTRE  
JOHANNESBURG, SOUTH AFRICA

[www.meetingsafrica.co.za](http://www.meetingsafrica.co.za)



NATIONAL CONVENTION BUREAU

Brought to you by *South African Tourism*



# Meetings Africa 2018

Meetings Africa has earned its place as Africa's premier business events trade show. The show attracts quality buyers from around the world and superior business events products and services from across the continent.

*By Irene Costa, editor of Business Events Africa*

**M**eetings Africa has grown significantly since its inception in 2005. It has become the preferred meeting place for the industry, offering exhibitors from across Africa.

Delegates who attended the show were treated to a robust event programme catering to buyers and exhibitors. Certain classic elements of the Meetings Africa programme were retained in 2018, while other aspects will be refined to make the show better and more impactful.

Without a doubt, one of my favourite business events trade shows of the year, Meetings Africa 2018 exceeded expectations in terms of visitor experience, and quality of exhibitors and hosted buyers.

**Business Events Africa**, in partnership with the South Africa National Convention Bureau, continues to run a series of supplements. ■

## Amanda Kotze-Nhlapo, chief convention bureau officer of the South Africa National Convention Bureau:

"The meetings industry's contribution to jobs and GDP is not just a South African story but an African one too," said Amanda Kotze-Nhlapo, Chief Convention Bureau Officer of the South Africa National Convention Bureau, which hosts Meetings Africa on behalf of South African Tourism.

"To advance this sector, the Meetings Africa event is geared to also enhance the



collaboration between African countries and African associations so as to create more shared economic benefits for the continent's business events sector." ■



## Senthil Gopinath, Middle East and Africa regional Director at the International Congress and

**Convention Association (ICCA), who attended the exhibition, agreed:**

"It is about co-operating first, and then competing. This makes the African industry stronger and better, with an increased economic impact." ■

## Themed 'Shared Economies', Meetings Africa 2018 celebrated its 13<sup>th</sup> edition of the exhibition.

With business events sustaining over **200 000 jobs** and the meetings sector alone contributing **R115 billion** to South Africa's GDP, the sector has been identified as key to the country's and continent's tourism growth.



## FAST FACTS

**DATE:** 26 to 28 February 2018

**VENUE:** Sandton Convention Centre in Johannesburg

**THEME:** Shared Economies

**3 000** delegates.

**306** business events exhibitors – 21 African countries, with 65 of these exhibitors coming from outside South Africa.

**154** business and trade media representatives.

**420** buyers (hosted and non-hosted) from 45 countries in attendance.

**6 400** business meetings were confirmed – 30 per cent increase over 2017's figure.

**15** South African small business exhibitors (SMMEs).

## Who does it attract?



The exhibition attracts buyers and visitors from around the world who are interested in doing business in South Africa and indeed the rest of the African continent.

## Tourism Incentive Programme (TIP)

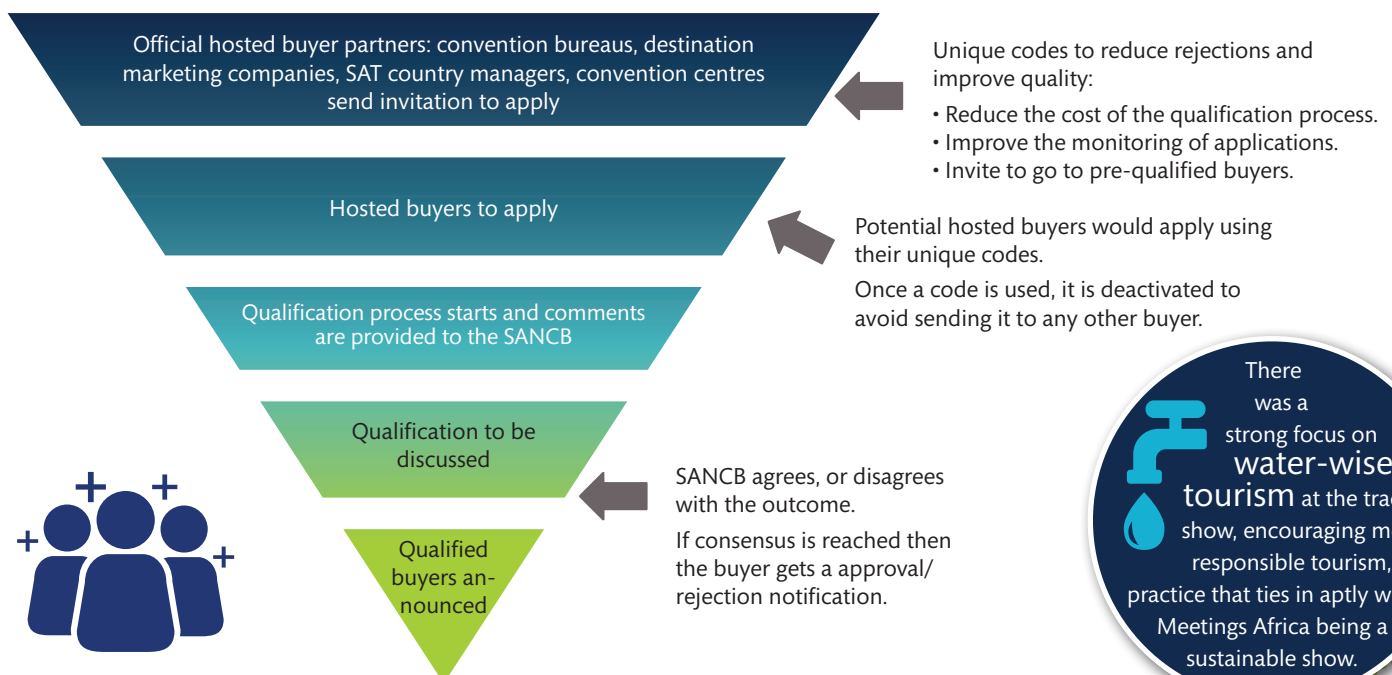


15 South African small businesses from across the country received bespoke training and insights on accessing the global business events market and its shared economic opportunities, and were also given an opportunity to exhibit at the show.



# International hosted buyers qualification process

## FILTERS TO IMPROVE THE QUALIFICATION PROCESS





# Hosted buyer countries

Argentina	1	Denmark	1	Luxembourg	2	Spain	1
Australia	5	Egypt	6	Mexico	2	Sweden	1
Austria	1	France	8	Netherlands	1	Switzerland	1
Belgium	1	Germany	7	Norway	1	Tanzania	1
Brazil	13	Ghana	1	Oman	1	Turkey	1
Canada	3	India	12	Poland	9	UK	10
China	21	Israel	3	Romania	1	Ukraine	8
Costa Rica	1	Italy	3	Russia	5	UAE	6
Czech Republic	2	Kenya	1	Singapore	2	USA	33



# Hosted media

2018 MEDIA	ACTUAL
INTERNATIONAL	16
LOCAL	151
TOTAL	167 (exceeded)



# African countries participation 2018

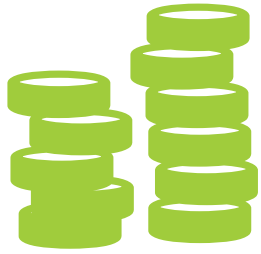


## KEY TO EXHIBITOR REGIONS

	NORTH AFRICA
	WEST AFRICA
	CENTRAL AFRICA
	EAST AFRICA
	SOUTHERN AFRICA
	OUTSIDE AFRICA

\* Malawi, Mozambique, Zimbabwe and Zambia are part of Southern Africa.

\*\* Additional exhibitors fall outside the borders of Africa

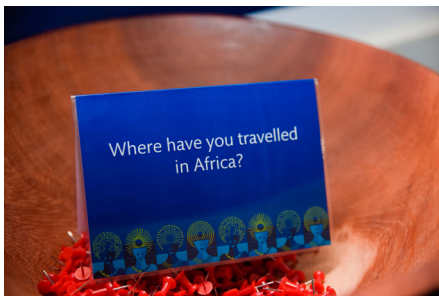


## Hosted buyer ROI

	INTERNATIONAL HOSTED BUYERS	AFRICAN REGIONAL BUYERS	TOTAL
<b>DELEGATES</b>	159 467	25 162	184 629
<b>DAYS</b>	3 255	564	3 819
<b>ROI</b>	R3.3 billion	R3.2 billion	R6.5 billion



"Today, the Meetings Africa hosted buyer programme is one of the best, securing high-quality buyers who come to the show with a commitment to do business in South Africa and Africa. This hosted buyer programme delivers and ensures a high ROI for exhibitors." – **Irene Costa**, editor, **Business Events Africa**



## Hosted buyer final stats

International hosted buyers

Actual: 176

African association buyers

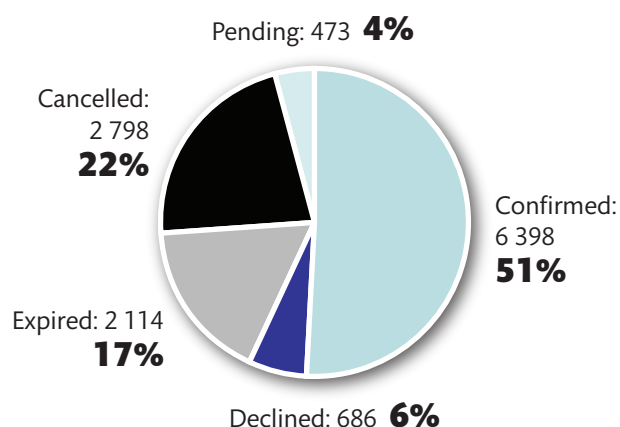
Actual: 52

Local corporate buyers

Actual: 196



# Business matchmaking



**Total: 12 469 meeting requests**

**51%** of all meeting requests were confirmed.

There will always be declined meetings due to a lack of meeting motivation and interest or participants being incorrectly targeted. Meeting organisers are encouraged to communicate strong meeting motivations.

The cancelled meetings would be due to cancelled participants or unanswered requests which were cancelled to free timeslots for new requests.

# Sustainability village



The SANCB is encouraging all international conference organisers hosting business events in the country to do away with traditional gifting and to use the sustainability village concept as a sustainable alternative.

Not only does it enable responsible gifting, but it creates an exciting feature area that your international attendees will enjoy visiting. It's also an affordable option, as you can select vendors whose stock falls within a price range that suits your budget. ■

## The Meetings Africa 2018 vendors were:

- Pone Creatives.
- Skills Village 2030.
- uBuntu Crafts.
- African Mama Crafts.
- Nyathi Arts Creations.
- Tshinga Trading Enterprise.
- Marabou Essentials.
- Tokyo Ntombela.
- Henry & Viv.
- Galago.
- Eco Smart.
- Rain.

## All vendors selected were required to meet the following criteria:

- All crafts were to be made locally, within a 50 km radius of Gauteng. The only exception was Rain, who were brought on board to manage the bathroom activation, and in turn we provided them with a spot on the village.
- All vendors were required to be black owned. In some cases, like Lise Kuhle from Eco Smart (Shwe), there is an exception, as she runs a co-op, but heads up the organisation.
- Vendors were required to bring along items that were to the value of R100-R500 based on the vouchers we handed out to speakers and hosted buyers. ■





# Post tours

PROVINCE	TITLE	START DATE	END DATE	NUMBER OF DAYS	PAX LIMIT
KwaZulu-Natal	Durban, Midlands & Drakensburg	01/03/2018	04/03/2018	3	6
KwaZulu-Natal	Durban and the adventure experience of the KwaZulu-Natal South Coast	01/03/2018	03/03/2018	3	6
KwaZulu-Natal	An introduction to KwaZulu-Natal North Coast, St Lucia and Game Reserve Experience	01/03/2018	03/03/2018	3	6
Mpumalanga	Mpumalanga post tour	01/03/2018	03/03/2018	3	10
Northern Cape	Rejuvenate the soul in the beautiful Northern Cape	01/03/2018	04/03/2018	4	12
Limpopo	Limpopo post tour	01/03/2018	03/03/2018	3	13
North West	North West post tour	01/03/2018	03/03/2018	3	10
Western Cape	Association tour	01/03/2018	03/03/2018	3	10
Western Cape	Cape Overberg & Cape Winelands	01/03/2018	03/03/2018	3	5
Nelson Mandela Bay	Nelson Mandela Bay post tour	01/03/2018	03/03/2018	3	9
<b>TOTAL</b>					<b>87</b>



# Exhibitor feedback



**Mahmood Khatib,**  
Chief Executive  
Officer of MK Tours  
& Travel

Meetings Africa 2018 was very successful. I exhibited at Meetings Africa for the first time last year, and immediately found it provided my company with the boost it needed in the business events industry. I have since grown my company from 40 staff members to 115. This is a direct result of attending Meetings Africa.

Last year it was a learning curve for me, but this year I was better prepared and organised for the show, and the spin-off has been new group business from other African countries. ■

**Ronald Ngabo,**  
MICE Sales Manager,  
Rwanda Convention  
Bureau

We have been exhibiting at Meetings Africa since 2015. It is a great business events show for African destinations, and It brings quality buyers who are looking into venturing into Africa. The good thing is many of these buyers are already aware of our destination offerings.

This year we got some really good, hot leads. The two that stand out are two conferences secured from the show, one for 2018 and one for 2019.



Meetings Africa is without a doubt the best business events show for African destinations, better than its international counterparts.

It targets buyers who already do business in Africa and new buyers who are interested in doing business in Africa.

This year we got some really good media exposure and were able to be interviewed by SABC. This interview was aired on the SABC national morning news.

Rwanda will definitely attend Meetings Africa again, and would recommend it to all African countries interested in business events. ■



**Minister Kganyago,**  
Manager: Business  
Events Marketing,  
ATKV Resorts

Meetings Africa for us as ATKV Resorts group is a great opportunity not only to sell our products within market spaces but to also to participate in the painting of Africa. We understand that the tourism industry is a space of product varieties that complement each other when it comes to painting of the African landscape.

Resorts offer a very unique flavour in the venue spaces, and we feel it is important especially in today's business events industry that such a product is made available within spaces where meetings and the coming together of people is discussed.

We managed to get meaningful leads and also strengthened relationships with our already established clientele. We would definitely exhibit again.

We have realised that more and more of the hosted buyers are looking for venues that are different and offer experiences. ATKV definitely ticks those boxes. ■

## Vendor feedback



**Nomaswazi Tinus,**  
Founder and  
Director of African  
Mamas Crafts

Being a part of the Sustainability Village at Meetings Africa 2018, with the theme of 'Shared Economies', was very exciting for us. It got us thinking about the impact and opportunities unlocked for SMMEs if all business events within the business events sector were hosted in a similar manner.

It was definitely worthwhile and I would highly recommend it for others. ■

**Lise Kuhle, Eco Smart (Shwe)**

Meetings Africa was a fantastic platform for us to showcase our travel and conference products to the industry. We received multiple leads and orders as a direct result of our involvement in the exhibition. ■



**Rushdi Harper,**  
Managing Director  
of Wow Travel &  
Tours

I found Meetings Africa to be very successful, measured against other shows that I have attended. I had confirmed meetings of 10 per day, and about 90 per cent actually showed up.

50 per cent of these were good leads, which were followed up after the event. Currently I am negotiating with 5 solid prospects from Brazil, Russia and Germany for Incentive & conference groups for

2019/2020. I would definitely attend this event each year as hosted buyers at this event are serious about having discussions for future business and not just showing up to make up the numbers. ■