

EASTERN CAPE PROVINCE



NATIONAL CONVENTION BUREAU

EASTERN CAPE PROVINCE

The Eastern Cape is the second-largest province in South Africa and is the traditional home of the Xhosa people. The diverse region is the birthplace of many prominent South African leaders, including Nelson Mandela. The province boasts over 800km of pristine coastline and is known to be a “Big 7” destination* as there are numerous game reserves and wilderness areas in the surrounding vicinity. The province includes 2 metropolitan municipalities – Nelson Mandela Bay (Port Elizabeth) and Buffalo City (East London) – which are the major urban hubs for business and meetings.

KEY INDUSTRIES

- Automotive
- Maritime
- Manufacturing
- Agriculture
- Engineering
- Tourism
- Textiles
- Pharmaceuticals

KEY ATTRACTIONS

- The Eastern Cape is a “**Big 7” destination*** – it has the Big 5 (lion, elephant, rhino, hippo and buffalo) as well as whales and great white sharks
- **Incredible beaches** are found along 800km of pristine coastline – the Wild Coast and the Sunshine Coast are popular holiday spots
- **Xhosa culture** adds a traditional touch to any visit to the Eastern Cape – visitors can enjoy authentic cultural interactions in townships and museums
- **Addo Elephant National Park** has over 450 elephants and there are over 30 game reserves scattered all over the province

- **Home to Nelson Mandela** and numerous other struggle heroes, including Walter Sisulu, Govan Mbeki, Oliver Tambo, Chris Hani, Steve Biko and Robert Sobukwe
- **The Bush and Beach combination** is on offer in the Eastern Cape – a wonderful mix of beautiful beaches and game viewing
- **Adventure-seekers** love the Eastern Cape for its wide array of adventure activities, including the Bloukrans Bridge – home to the world’s highest commercial bungee jump
- **Jeffreys Bay** is a major attraction for surfers from around the world; some call it South Africa’s answer to Hawaii
- **Friendly urban spaces** – the cities of East London and Port Elizabeth are a great place for both business and entertainment
- **With Port Elizabeth and East London**, the Eastern Cape offers 2 attractive, smaller destinations for organising conventions in exquisite settings



African Continent



South Africa



Eastern Cape



EASTERN CAPE: PORT ELIZABETH



RISE WITH THE FRIENDLY CITY

The Nelson Mandela Bay Metropolitan District links the city of Port Elizabeth with the industrial inland towns of Uitenhage, Despatch and Colchester. Visitors will find a host of historical and cultural attractions in Port Elizabeth, including the fascinating Red Location Museum, the Nelson Mandela Metropolitan Art Museum and the Donkin Heritage Trail. There are also great beaches and superb golf courses nearby, with easy access to game reserves. For entertainment, The Boardwalk Entertainment Complex offers 24 hours of fun a day.

ACCESSIBILITY

Port Elizabeth is easily accessible from the major urban centres. In terms of air traffic, there are:

- 18 daily flights from Johannesburg
- 6 daily flights from Cape Town
- 4 daily flights from Durban

Johannesburg is the gateway to South Africa via OR Tambo International Airport – the largest airport in Africa. Flight connections via Johannesburg include:

- **Europe:** Amsterdam, Frankfurt, Istanbul, London, Luxembourg, Madrid, Munich, Paris, Zurich
- **Middle East:** Abu Dhabi, Cairo, Dubai, Jeddah
- **North America:** Atlanta, New York
- **South America:** Buenos Aires, Sao Paulo
- **Asia:** Bangkok, Beijing, Hong Kong, Mumbai, Singapore

- **Australia:** Perth, Sydney
- **Africa:** all major cities

A road journey from Johannesburg to Port Elizabeth will take approximately 10-11 hours and from Cape Town to Port Elizabeth it is approximately 8-9 hours.

ACCOMMODATION

The list of 2 289 hotel rooms below includes Graded Establishments only:

- 29 five-star rooms
- 716 four-star rooms
- 1 364 three-star rooms

VENUE CAPACITY

The Sun International Boardwalk Convention Centre offers an excellent venue for large conferences and includes:

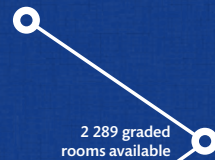
- A main ballroom with 2 000sqm of flat space and 6 breakout rooms, as well as 760sqm in the foyer area, ideal for small exhibitions

The Radisson Blu Port Elizabeth is another convenient option, with 600sqm of meeting space in 8 multifunctional meeting rooms.



Port Elizabeth

Upcoming convention destination



2 289 graded rooms available

Boardwalk Convention Centre - hotels within walking distance



Easy access to malaria-free game reserves

Key attractions:
Bush and beach experience, Addo Elephant National Park, Jeffreys Bay

EASTERN CAPE: PORT ELIZABETH



ORGANISING AND HOSTING EXPERIENCE

- Annual Conference of the International Association of Schools and Institutes of Administration (IASIA) 2014
- Conference of the International Development Informatics Association (IDIA) 2014
- Annual Conference of the Southern African Associations for Research in Mathematics, Science and Technology Information
- The International Conference of the African Association for Lexicography (AFRILEX) 2013
- The Herald VW Cycle Tour
- The annual 4-day Nelson Mandela Bay Splash Festival
- Iron Man South Africa
- ABSA Kirkwood Wildlife Festival

BUFFALO CITY'S BUSINESS EVENTS UNIT IN CONJUNCTION WITH THE SOUTH AFRICA NATIONAL CONVENTION BUREAU (SANCB) OFFERS THE FOLLOWING SERVICES:

- Pre and post bid support, bid promotion and handling of request for proposals
- Expertise on local products and services; access to local industry and government contacts
- Building attendance and event marketing activities
- Convention planning support
- Site inspections (bid and convention planning)
- On-site event services



Why choose PORT ELIZABETH

1. Excellent location
2. Close to beach and bush
3. Purpose-built convention centre
4. Good track record
5. Excellent climate
6. "Big 7" destination
7. Easily accessible
8. Facility package
9. Ease of doing business in the city
10. Stress-free seaside environment

EASTERN CAPE: EAST LONDON



RISE WITH THE BUFFALO CITY

East London is also called Buffalo City, and is one of South Africa's fastest growing industrial and business centres. The only river port in South Africa, the city has a certain old-fashioned charm blended with modern-day innovations, and is an attractive gateway to the Sunshine Coast. The city has excellent beaches, and whale watching is a popular pastime for nature lovers. For art and history lovers, there is the East London Museum, the Ann Bryant Art Gallery and Gately House. For fun and entertainment, visitors can enjoy the restaurants and pubs at Latimer's Landing or a round of golf at the many top-class golf courses in the region.

ACCESSIBILITY

East London is easily accessible from the major urban centres. In terms of air traffic there are:

- 6 daily flights from Johannesburg
- 3 daily flights from Cape Town
- 3 daily flights from Durban

Johannesburg is the gateway to South Africa via OR Tambo International Airport – the largest airport in Africa. Flight connections via Johannesburg include:

- **Europe:** Amsterdam, Frankfurt, Istanbul, London, Luxembourg, Madrid, Munich, Paris, Zurich
- **Middle East:** Abu Dhabi, Cairo, Dubai, Jeddah
- **North America:** Atlanta, New York
- **South America:** Buenos Aires, Sao Paulo

- **Asia:** Bangkok, Beijing, Hong Kong, Mumbai, Singapore
- **Australia:** Perth, Sydney
- **Africa:** all major cities

East London is also easily accessible by road from Johannesburg and Cape Town. A journey from Johannesburg to East London will take approximately 9-10 hours, and 11-12 hours from Cape Town.

ACCOMMODATION

The list of 2 109 hotel rooms below includes Graded Establishments only:

- 29 five-star rooms
- 716 four-star rooms
- 1 364 three-star rooms

VENUE CAPACITY

The multifunctional East London International Convention Centre (ELICC) is South Africa's only beachfront conference centre and includes:

- An auditorium with 600 seats, 6 breakout rooms of various sizes plus 11 additional rooms
- The exhibition hall is 2 300sqm and can handle up to 90 3m x 3m stands

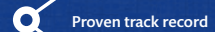


East London

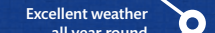
Multifunctional International Convention Centre



SA's only beachfront convention centre



Proven track record



Excellent weather all year round



Key attractions:
Pristine beaches, golf estates, Sunshine Coast, Xhosa history and heritage

EASTERN CAPE: EAST LONDON



FURTHER AFIELD

The university town of Grahamstown is a two-hour drive from East London, and is an alternative option for association events centred around academia and environmental issues.

ORGANISING AND HOSTING EXPERIENCE

- Annual Conference of the International Society for African Philosophy and Studies - ISAPS 2014
- International Symposium on the Interactions Between Sediments and Water (Grahamstown) 2014
- InfoDev Global Forum 2013
- International Conference on Applied Business Research -ICABR 2013
- The 28th Association of Surgeons South Africa ASSA BIENNIAL CONGRESS 2013
- The National Arts Festival (Grahamstown)
- East London Food and Wine Fair

NELSON MANDELA BAY TOURISM'S BUSINESS EVENTS UNIT IN CONJUNCTION WITH THE SOUTH AFRICA NATIONAL CONVENTION BUREAU (SANCB) OFFERS THE FOLLOWING SERVICES:

- Pre and post bid support, bid promotion and handling of request for proposals
- Expertise on local products and services; access to local industry and government contacts
- Building attendance and event marketing activities
- Convention planning support
- Site inspections (bid and convention planning)
- On-site event services

Please contact:

South Africa National Convention Bureau (SANCB)

T: (+27) 11 895 3000

E: convention@southafrica.net

W: businessevents.southafrica.net



Why choose EAST LONDON

1. World-class convention centre
2. Team building destination
3. Adventure activities
4. Great beaches
5. Addo Elephant National Park
6. Golf estates
7. Malaria-free game reserves
8. Whale watching
9. "Big 7" destination
10. Value for money