

SOUTH AFRICA RISE WITH US

A GUIDE TO BIDDING FOR
INTERNATIONAL CONFERENCES



South Africa



NATIONAL CONVENTION BUREAU

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FOREWORD

South Africa is growing in leaps and bounds as a business events destination that is the pride of the African continent. While the country is on the most southerly tip of this exciting continent, it is easily accessible via the world's most established airlines and boasts superb infrastructure that can support any event – from a major convention or congress such as COP17, held in Durban in 2012, to the UIA World Architect's Congress, held in South Africa late last year. One shouldn't forget the country's spectacular success in hosting the FIFA 2010 World Cup.

Innovation to the fore

We invite you to work with the South Africa National Convention Bureau (SANCB) to attract congresses, international business events and conventions to our cities and to our shores, because we are the thought leaders in innovation, research and technology on the continent. We are a nation of 'doers' and visionaries and our intellectual capital reaches far and wide, from the dusty lunar landscapes of the Karoo, home of the SKA (Square Kilometre Array) project, to the beautiful city of Cape Town, where the world's first heart transplant took place at Groote Schuur Hospital. We continue to innovate and push our own boundaries – just take both Elon Musk and Mark Shuttleworth as examples of our 'no-holds barred' philosophy.

Place of learning

Our universities are some of the finest in the world providing learning grounds for future leaders and a thriving student population, not only from South Africa but with students representing the entire continent. Our science and technology research institutes are many, from the Council for Scientific and Industrial Research to the Technology Innovation Agency and the Council for Geoscience. South Africa's medical doctors are faced with many challenges daily and groundbreaking medical research is done at our many learning institutions and world-class hospitals and clinics.

Creativity and inspiration

In a landscape of creativity and innovation, we have invested heavily in the conference and business events industry – and these events continue to be good for business and inspire our various sectors. The strongest evidence lies in the huge numbers of people in different sectors – whether they attend trade and investment conferences or climate change environmental conferences – who say unequivocally: 'Can we do our next conference in South Africa?' This is a clear demonstration of the impact and capabilities we have as a business events destination.

The role of SANCB

The work done by the SANCB fits closely with government's National Development Plan, the aim of which is to not only eradicate poverty by 2030, but to focus on the capabilities of South Africa and South Africans to create a place where all citizens thrive.

The SANCB actively encourages leading congresses and world conventions to our part of Africa – we have the infrastructure, the knowledge and the desire and we also have the humanitarian spirit. After all, this is a place where both Gandhi and Mandela were transformed.

We invite you to take part in our journey of knowledge and innovation, because there is no better place to do it than on South African soil.

INTRODUCTION

South Africa: Africa's leading destination for events

South Africa is the leading destination for any successful convention, congress, convention, meeting or event, and we have the track record to prove it. As the number one business events destination in Africa, South Africa is a rising star that is ready to host many more successful international association meetings. Make our country your destination of choice and help your association harness the power of the African continent.

South Africa offers the authenticity of Africa, the culture, the flavours, the excitement, and the beauty. The country also offers the infrastructure needed for a state-of-the-art event with a can-do attitude: hotels, convention centres, roads, transport, airports, professional local supplies, medical technology and banking.

The 2010 FIFA World Cup and COP17 heralded South Africa's entrance as the global event destination of choice. Our success was affirmed in the hosting of the fifth BRICS Summit in Durban in March 2013 with more than 3 000 delegates attending, including heads of state and other VIPs.

Alongside a number of world-class convention centres, there are hundreds of other multi-purpose venues to choose from and a wide variety of dining and entertainment options. The City of Cape Town is a member city of the Best Global Alliance (along with Berlin, Copenhagen, Dubai, Edinburgh, Houston, Melbourne, Singapore and Vancouver) and is committed to ensuring best practice for convention bureaus. The city of Durban is a member city of the Future Convention Cities Initiative, and Johannesburg is South Africa's business powerhouse and Africa's largest city.

RISE WITH US – THE TIME IS NOW

Why choose Africa?

- Africa is at the forefront of global growth, with seven of the world's top ten fastest growing economies, according to International Monetary Fund growth forecasts for 2011-2015.
- Africa's economies are consistently growing faster than those of almost any other region in the world. At least a dozen have expanded by more than 6% a year for six or more years.
- From a business events perspective, Africa is rising because the demand for Africa's resources is increasingly stimulating meetings and business events. South Africa has already secured 88 international association meetings over the next three years until 2017.

SOUTH AFRICA HAS:

Three major international airports servicing international travel via more than 20 international airlines

Four additional airports servicing Southern African countries

Three port cities

An extensive national roads network

190 004 miles of railway track – 80% of Africa's rail infrastructure

Three mobile service providers offering LTE

Two landline tier-1 broadband providers

Four international convention centres pre-equipped with broadcasting facilities

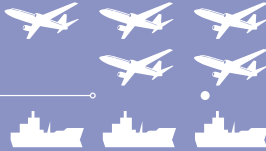
184 five-star hotels

More than 100 sit-down restaurants in each of the three major cities



Key convention centres and venues

The best-known convention centres are Cape Town International Convention Centre, Durban International Convention Centre, Sandton International Convention Centre, East London Convention Centre and the CSIR (Council for Scientific and Industrial Research) in Tshwane. However, there are large and small conference and meeting venues all across the country - offering tailor-made meeting experiences designed to suit your association's specific needs.



In addition, the country also generates two thirds of Africa's electricity.



FAST FACTS

ACCESS: Three major international airports offer flights from global hubs across the world. O.R. Tambo International Airport in Johannesburg is one of Africa's busiest airports, while Cape Town International and King Shaka International Airport in Durban also offer scheduled services.



LANGUAGE: Although there are eleven official languages, the language of business is English and is spoken everywhere.



CENTRE FOR KNOWLEDGE: South Africa has world-class universities and other highly regarded research institutions as well as key industry sectors such as mining and minerals, chemicals, agriculture, automotive, ICT and electronics.



EXCELLENT F&B: South Africa is renowned for wines and excellent fresh produce, not to mention award-winning restaurants and chefs.

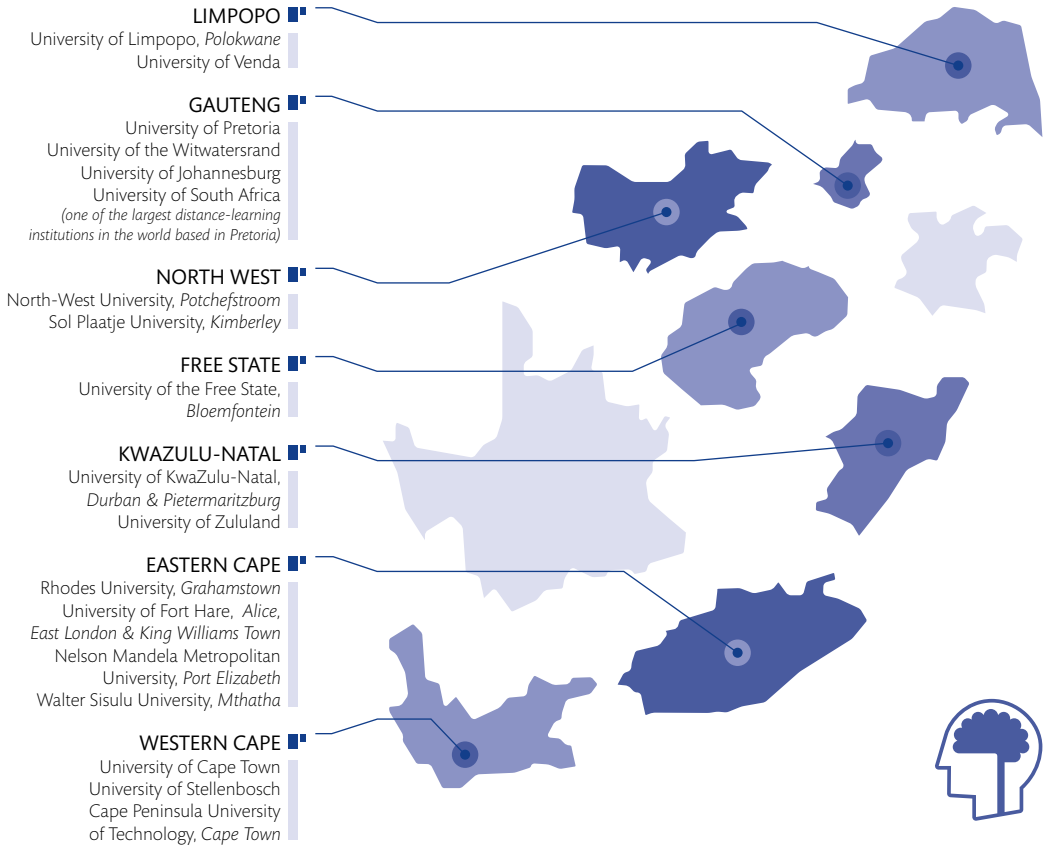


PRE- AND POST-TOURS: Unmatched leisure options are available from natural wonders of the world to magnificent wildlife and eight UNESCO World Heritage Sites.





SOUTH AFRICAN Universities and Research Centres



DID YOU KNOW?

According to the Quacquarelli Symonds (QS) World University Rankings, the University of Cape Town is the top university on the African continent. In addition, South Africa ranks 11th in the world for attracting international students according to Unesco.

“South Africa in particular is an attractive option for international students, due to its well-developed infrastructure and partnerships with world-class universities around the world” – topuniversities.com/subject-rankings/2014

Source: southafrica.info



Notable Research Facilities

- Agricultural Research Council
- Council for Scientific and Industrial Research (CSIR)
- Council for Geosciences
- Human Sciences Research Council (HSRC)
- Medical Research Council
- South African Bureau of Standards
- South African Astronomical Observatory
- Skål International
- Wits University Donald Gordon Medical Centre
- Sports Science Institute
- International Centre for Genetic Engineering and Biotechnology at Groote Schuur Hospital

EMBRACING EXCELLENCE

While our universities and tertiary educations present Africa's finest higher learning environments, our leading business schools continue to make waves in academic circles, both locally and abroad. The Gordon Institute of Business Science (GIBS) has a formidable track record, and the UCT Graduate School of Business as well as WITS Business School do much to contribute to further learning for leaders and future leaders, on the business front.



DID YOU KNOW?

The University of South Africa (UNISA) is a pioneer of tertiary distance education and is the largest correspondence university in the world.



FINANCIAL HUB

South Africa's urban centres continue to be the financial heartbeat of the African continent and our banking services sector is way ahead of its time in many aspects. A sophisticated network of banking and financial services feeds the economy and funds management firms are located in the urban hubs of Johannesburg and Cape Town. International names such as Ernst & Young and Deloitte & Touche are just a few of the global organisations that make South Africa proud.



DID YOU KNOW?

The very first MBA programme outside of the United States was started by the University of Pretoria in 1949.



ASSISTING YOUR ASSOCIATION TO WIN THAT CONFERENCE BID

The South Africa National Convention Bureau (SANCB) was established in 2012 to grow and energise the business meetings industry.

SANCB acts as 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.

We provide 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 our expertise, strategic planning and destination knowledge to ensure your conference, exhibition or incentive in South Africa is memorable for delegates and hassle-free for organisers and associations.

The SANCB provides its services in conjunction with Provincial and City Convention Bureaus.

The bidding process

The SANCB team is on hand to provide all the support your association might need.

How we work: Our team identifies international convention or conference opportunities put forth by international associations who are thinking of possibly hosting a conference in South Africa. Associations and/or organisations also approach the SANCB to assist in the bidding process.

Once we have looked at the viability of the bid, we will assist in finding a local host to lead the bid and to work with the international association to secure the event.



There are various steps in the bidding process:

1. Planning the strategy/developing a business case

Before commencing the bidding process, one must assess the association's criteria to host the conference or convention (as well as examine the association's track record). Strategy includes assessing the viability of the bid, examining the competition and considering political agendas or government laws and regulations that might sway the awarding of the bid.



2. Compiling the bid document

The very important bid document provides the host organisation with all the information required with regards to the destination and facilities available, in order to make a decision. The document needs to highlight all the reasons why the conference or convention should be hosted in South Africa and must include the criteria, infrastructure and support that is offered to the host organisation.

(Please note that SANCB has a template that can be used as a basis for the preparation of the bid document.)



3. Lobbying

Essentially, your association is lobbying for votes. It is therefore important to come to grips with the voting processes and it is key to know who will be voting. Then organisers can tailor-make their message to motivate the organisation to hold the event in South Africa.



4. Site inspection

It is common practice to invite members of the host organisation or host association to visit South Africa to view the infrastructure and venue personally, and to determine whether our country is a viable option. These site inspections need to be carefully co-ordinated and are at the expense of the bidding organisation or association.



5. Bid presentation

The final bid presentation is made to the association delegates or the host association's international board and is key to winning the bid.



The services on offer from the SANCB during the bidding process include:

Support when bidding for conventions

Research:

We source the knowledge and information necessary to enhance the bid and the bidding process.

Bid strategies:

We provide assistance in formulating a strategy that will drive decisions on the positioning and structure of the bid.

Preparation of bid materials:

Our team will assist in developing the necessary content and preparing the bid documents.

Bid presentations:

We are happy to assist in developing bid presentations and when appropriate, we will actively participate in the bid presentation.

Government support:

Because of our close relationship with government, we will liaise with relevant government officials and agencies to acquire letters of support and possible pledges of assistance.

Bid lobbying and promotion:

We provide support for promotional activities designed to encourage site selectors to choose South Africa's bid.

Site inspections:

We will assist in planning and organising site inspections for the selection team.

Coordinated approval:

SANCB provides umbrella assistance in coordinating provincial and city convention bureaus to the benefit of the bid.

Once the bid has been won

Winning the bid is the first step. The SANCB will work with the local host until the event has taken place and will provide assistance in delegate boosting, contracting of venues, government support and liaising, identifying graded accommodation options as well as publicity support.

Here's a quick look at how the SANCB can provide further assistance. We can:

- Assist your association with the planning of the event.
- Provide media and publicity assistance to market the event.
- Assist in the appointment of a professional conference organiser.
- Offer meeting planner support services: We facilitate collateral materials, supplier referrals, government liaison services and advice on destination and local issues.
- Promote attendance: We provide event marketing support designed to increase delegate attendance.
- Provide support packages for qualified international conventions. These support packages are based on eligibility criteria and will be evaluated.

WHAT HAPPENS IF YOU DON'T WIN THE BID?

If your association doesn't win the bid to bring a particular conference to South Africa, it usually means that a way has at least been opened to bid for further business meetings to be held in South Africa, due to an increase in awareness of the capabilities of the destination and trust relationships developed with the SANCB team and various service providers.



Photo: Hannelie Coetzee, MediaClubSouthAfrica.com



Marketing support

We provide essential marketing support to enhance your conference. We can assist with the following:

- Airport meet-and-greet: welcome signage, welcome desks and VIP hospitality suites
- Signage: street signs and banners celebrating the event
- Tour desks and visitor information services
- Promoting the event in the media
- Welcome ceremonies: cultural performances and/or official greetings during opening sessions to provide a distinctly South African flavour to the beginning of the event.

Convention planning support

We assist with a shortlist of suitable suppliers across a wide variety of deliverables (entertainment, catering, audio-visual and transport) and we can also provide a shortlist of venues and hotels according to your and your delegates' needs.

Our team will co-ordinate inspections at the various suggested venues.

SANCB can also prepare and submit RFPs (Requests for Proposals) on behalf of your association.

Delegate boosting:

SANCB will coordinate efforts to maximise delegate numbers. The secret of 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, such as promotional materials, special services and cultural displays.

Delegate boosting packages:

There are three packages available to assist with delegate boosting, including the Standard package, the Standard Plus package and the Elite package. The package evaluations are based on various criteria, such as being part of an international association agenda, support being provided in bidding phase, delegate numbers (and where they are from), seasonality, duration and economic development criteria.

The packages (each with a different value) include a variety of benefits, including banners, tourism information giveaways, marketing collateral (both electronic and print), destination marketing material, and in the case of the Elite package, includes VIP gifting, wine and drinks activations and customised marketing materials.



CREDENTIALIALS

South Africa has successfully hosted some of the world's biggest sporting events and conferences such as the rugby, cricket and soccer World Cups, the World Summit on Sustainable Development (20 000 delegates); the World Conference Against Racism (14 000) and the International Diabetes Federation (12 700).

The 2010 FIFA World Cup and COP17 heralded South Africa as a global events destination of choice. This success was affirmed in the hosting of the 5th BRICS Summit and winning the right to host the 21st International AIDS Conference in 2016.

South Africa has also hosted the World Congress on Intensive and Critical Care Medicine (WFSICMM) in 2013 with a total of 10 000 delegates as well as the One Young World Conference, also in 2013. This was the first time this conference was held in Africa.



Photo: Hannelie Coetzee, MediaClubSouthAfrica.com

AT A GLANCE

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UIA World Congress of Architects, Durban

39th World Small Animal Veterinary Association Congress, Cape Town

21st World Orchid Conference, Sandton, Johannesburg

World Design Capital, Cape Town

World Conference on Doping in Sport

Airport Cities World Conference and Exhibition, Johannesburg

One Young World Summit

19th International Symposium on Dental Hygiene

The BRICS Summit

5th Global Forum on Innovation & Technology Entrepreneurship, East London

AGM of the International Olympic Committee

COP17 United Nations Climate Change Conference

FIFA World Cup

Indian Premier League Championship

Confederations Cup

World Summit on Sustainable Development

World Conference Against Racism

The World International AIDS Conference. South Africa will host the event again in 2016, the first country in the world to host the conference twice

ICCA Rankings

South Africa is a top business events destination, according to the 2013 ICCA (International Congress and Convention Association) rankings. Now placed at number 34, South Africa is the number one convention destination in Africa and the Middle East – having hosted 118 meetings during 2013.

In addition, according to the ICCA Rankings, Cape Town and Durban are placed in the Top 100 cities in the world for business events.

TESTIMONIALS

Prof Robert Lefkwowitz: (Nobel Laureate) USA

“I want to thank you for the hospitality you showed us during our visit. You really went a step beyond in meeting and greeting us, and giving us such a warm send off. I had an excellent time at the meeting, which seems to have gone extremely well. You should be very proud of what you have accomplished.”

Professor Douglas Oliver, Organiser of the IUPHAR 17th World Congress of Basic and Clinical Pharmacology

“South Africa has so many exciting opportunities and places to visit. Its history is a story of tragedy, courage and success the world appreciates. Its beauty and climate are unsurpassed. Its diversity in its people, culture, nature and wildlife is unmatched. Its success of its newly founded democracy, only 20 years young in 2014, is amazing. It is an exciting world destination, with world-class facilities, infrastructure and access, as well as affordability. Africa is a continent of firsts and wonders, known as the ‘Cradle of Mankind’.”

Adrian Schofield, Vice Chairman African ICT and Vice President of the Institute for IT Professionals, South Africa

“In terms of the ICT sector, because if you are looking for growth – Africa is where it’s going to happen. Companies that are interested in being part of that growth need to come to Africa and find out for themselves what the opportunities are.”

Lee Berger, Research Professor,
Wits University

“What I think surprises most people about South Africa is that it is like going to a first world destination, the facilities in our cities are as good as any on the planet – any of the major cities in the world, but it also has the charm and character of the developing world, so you get the best of both worlds when coming to South Africa. I have been involved with putting together conferences for the past 20 years here, from everything from hosting them to organising them. Some of them smallish, 50 to 100 people which you can hold in some of the spectacular venues that we have in our cities, but also some very, very large ones – numbering of say 1500 visitors or so, and there is very little that can go wrong in South Africa. The infrastructure is here, the people are here – the people are friendly plus you have this fantastic environment to think and do business or do whatever it is that you want your conference to achieve.”

Shakeel Ori, Director of Corporate Education at Durban University of Technology and one of the organisers of the 18th WACE World Conference on Cooperative and Work-Integrated Education

“We had about 20 different countries represented and about 550 delegates from all over the world. The conference was very well received, in fact better than we expected, many of the delegates when leaving said they are coming back with their families. A lot of them talked about their poor perceptions of South Africa from outside, you know – the issues of crime and everything else but they said nothing of that happened. We didn’t have a single incident related to anyone at the conference. One of the conference delegates who had attended every one of the 20 World Conferences said it was the best he had attended.”

CASE STUDIES

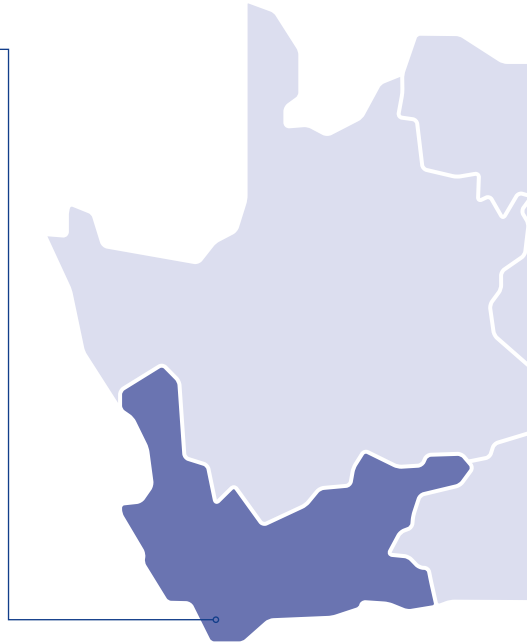
There are numerous case studies that highlight South Africa's hosting capabilities. Our country and the SANCB therefore certainly have an excellent brag book. We have hosted international meetings such as COP17, the fifth BRICS Summit and the World Economic Forum. We have also played host to major sporting events including the 2010 FIFA World Cup™ and the Cricket and Rugby World Cups.

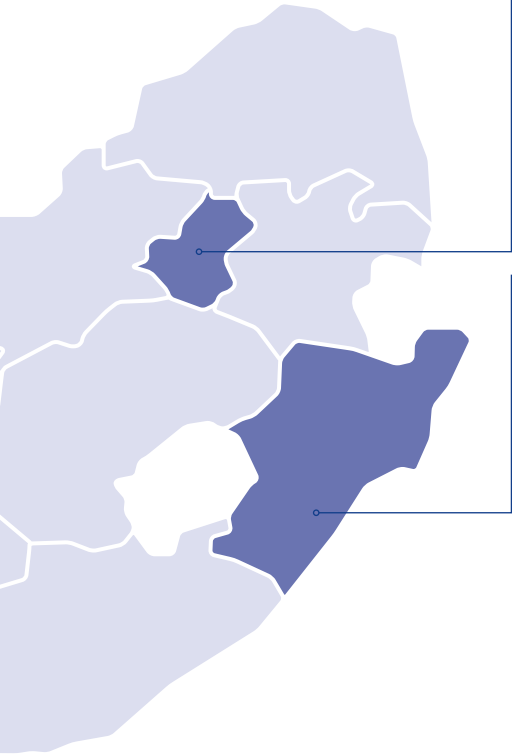
Some of our more recent case studies (please be sure to take a look at our website for updated case study information) include:

The IUPHAR 17th World Congress of Basic and Clinical Pharmacology

Date: 13–18 July 2014
Where: Cape Town International Convention Centre
Delegates: From over 80 countries

This was the first Pharmacology World Congress to be held in Africa. The congress takes place every year and focuses on all medical fields and health issues. Delegates from all over the world attended and more than 300 eminent scientists were invited to lecture in more than 100 podium sessions accompanied by various internationally-renowned speakers, including Nobel laureate Robert Lefkowitz, who presented the keynote opening address. The event was well-supported by South Africa's national government and stakeholder participation was high. The SANCB supported the organising team in all aspects of the event and the response was excellent. Many of the delegates enjoyed post-tours and explored the different regions of the Western Cape and South Africa.





■ The 37th International Small Business Congress (ISBC)

Date: 15–18 September 2012
Where: Sandton International Convention Centre, Johannesburg
Delegates: 744 delegates from 38 countries

This was the first time the congress was hosted in Africa in the 40-year history of the ISBC. The event was fully-embraced and actively supported by the South African small-business community and government agencies such as the Department of Trade and Industry, as well as smaller business chambers. There were high levels of participation across the board.

The ISBC Steering Committee declared the 37th ISBC as one of the best ISBCs in the history of the congress, according to one of the chief organisers, Mr Septi Bukula.

■ The 18th WACE World Congress on Cooperative & Work-Integrated Education

Date: 24–27 June 2013
Where: Durban International Convention Centre
Delegates: 550 delegates from all over the world

This congress was very successful, with academics and educators from all over the world converging in Durban to discuss various key issues in the education sector. The event was fully-supported by the city of Durban and delegates were wowed with the fantastic infrastructure of the world-class meeting venues as well as the variety of entertainment options in and around the city of Durban. Various plenary sessions were held, as well as workshops and exhibitions. The conference was well-received and a number of delegates took part in pre- and post-tours exploring the various regions of the province of KwaZulu-Natal. The Chairman of WACE said Durban was the ideal destination for the conference due to the fantastic infrastructure, warm weather and friendly, welcoming nature of its people.

RISE WITH US

To date, hundreds of successful business events and incentive trips have taken place in South Africa, and so our ability to host exquisite events has been proven time and again. We have risen to the challenge, and we invite you to rise with us. Rise with our ability to deliver. Rise with our commitment to growth. Rise with our inspiring success. When you host your event in South Africa, we have everything in place to enable you to rise with our achievements.



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