

MEETINGS AFRICA

Advancing Africa Together



WHAT IS MEETINGS AFRICA?

Meetings Africa is a Pan-African Business Events Trade Show that has been in existence for 12 years. The trade show was born in response to the global meetings industry's growing recognition of Africa as a sought-after premier business events destination. Meetings Africa is a two-day trade show with a dedicated Educational Day, which is executed in conjunction with the key industry associations (SAACI, SITE, EXSA, Event Greening Forum and ICCA). Meetings Africa 2017 will be held at the Sandton Convention Centre from 28 February to 1 March 2017. Here, meetings industry professionals partner to enhance our continent through business events and tourism offerings.

27 FEBRUARY 2017: BONDAY
28 FEBRUARY - 1 MARCH 2017: EXHIBITION
SANDTON CONVENTION CENTRE
JOHANNESBURG, SOUTH AFRICA

Go to www.meetingsafrica.co.za



NATIONAL CONVENTION BUREAU

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INTENT OF MEETINGS AFRICA

Meetings Africa serves as the primary platform to enable the growth of South Africa, and the rest of the continent's business events industry and ultimately contribute towards the continent's economic growth.

MEETINGS AFRICA HOSTED BUYER QUALIFICATION REQUIREMENTS:

To be accepted onto the Meetings Africa Hosted Buyer Programme, all applicants will be required to demonstrate the following:

1. Must not have attended Meetings Africa in the past three years
2. One applicant per organisation from the following categories:
 - A recognised Incentive Travel House Executive/Senior Purchaser
 - A recognised International Event Management Company Executive
 - Corporate Meeting Director/Senior Purchaser
 - An Association President/Executive/Director of Conferences

*Applicants representing Travel Clubs, Weddings, Sport or Vacation Packages should not apply.



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Hosted Buyer Criteria

- Your organisation has given you purchasing authority for placing meetings, events, incentive or business travel.
- Your organisation consistently books meetings or incentive travel programmes outside of your geographic region, and proof of these is available on request for verification.
- Africa is a serious consideration in your organisation within the next two years, or the next two meeting rotations (in terms of Associations).
- You're able to communicate fairly well in the English language and have a willingness to engage with African suppliers (20 meetings in total).

Hosted Buyer Benefits

- Complimentary economy-class flights and transfers
- Complimentary 4* and 5* accommodation
- Access to the VIP Hosted Buyers Lounge and delicious lunches
- An invitation to attend a complimentary pre or post tour and explore a breathtaking South African destination
- A unique opportunity to meet key industry suppliers from over twelve African countries
- Invitations to exciting networking events
- A personalised diary of meetings enabling you to have one-on-one meetings with key African suppliers, Convention Bureaus and Tourism bodies
- For Regional Associations, the opportunity to attend educational events that will enhance you and your association



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