

Issue 02 | 2017

MEETINGS AFRICA 2017

# Event

Africa's Leading Business-Events Industry Magazine



## MEETINGS AFRICA 2017

Advancing Business Events  
on the African Continent

## TOP INCENTIVE TRAVEL TIPS

Experts in Incentives  
Share the Latest Trends

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# TOP DIGITAL SIGNAGE TRENDS IN 2017

Signage and stand design play a large role in the business-events arena for stand-out reasons. Kim Crowie takes a quick look at the latest trends in digital signage.

**C**reating a succinct, powerful image for your company can often be a nightmare – and it's even worse once you've found the perfect logo, motto or message and you're just not sure how to go about branding yourself. There are, of course, other ways of branding an exhibition stand or retail activation, but this is Tech Talk after all and today we take a peek at the latest and greatest technologies in digital signage – and what it means for today's stand builder.

## 1. LED Displays

We've heard it all before – LED lighting can cost a pretty penny but the sustainability and quality benefits in the long run have led the industry to adopt this technology with more vigour. When it comes to large format work and displays, LED is very cost effective, and their brightness allows them to work well for indoor and window displays as they're not limited by any specific aspect ratio. Their flexibility means they are ideal for multi-purpose use and highly customisable, not to mention their ability to draw the eye in ambient light conditions.

## 2. HD Everything

Both High Definition and projection technology have continued to develop rapidly. Now we are beginning to see them combine. Retailers and exhibitors alike can use HD projectors with specialist projection films to turn their displays into large format digital screens that display dynamic videos or stills. Polymer rear-projection film has properties allowing it to be transparent, or instantly changed into a substrate that displays HD projected content.

## 3. Video, Video, Video

We've seen how, as the digital world became a larger part of our physical world, that the need for new and engaging content has



One of the latest LED Poster Displays - the iMira © Sandy Wu

increased. In Africa alone there is a real need for original video content as more people consume content through their smartphones. According to research from the Interactive Advertising Bureau (IAB), South Africans recorded the second-highest year-on-year increase in video consumption worldwide in 2015. This opens up a new way in which to access and interact with younger professionals in the meetings, incentives, conference, and exhibition sectors.

## 4. Mobile Interactivity

One of the trends driving customer experience innovation in the 21<sup>st</sup> century is the increased use of multiple screens. The use of social walls, for instance, is a great example of how interactivity between the audience and both their mobile and the conference social screens has become the norm. This, combined with mobile interactivity with exhibition

stands through beacon and Bluetooth technology, is set to continue into 2017. According to *Digital Signage Today*, the use of this technology enables bi-directional communication between the digital signage and customer's mobile devices.

## 5. Greater Customisation

One of the biggest trends for 2017 is the rise of customisation. A recent report, *Digital Signage Future Trends*, says this will be a key factor in the industry as signage begins to act as 'digital engagement solutions'. "What we are now witnessing is the rapid increase in demand from organizations for digital signage solutions to perform as a complete digital engagement platform," Nick Fearnley, CEO of SignStix said in the report. "This means that, in the near future, we will see digital signage technology evolve to fill the role of a Platform-as-a-Service, rather than Service as a Service." 

In Africa alone there is a real need for original video content as more people consume content through their smartphones.



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# FIRST AAXO AWARDS A ROARING SUCCESS

The Association of African Exhibition Organisers successfully hosted their first ever ROAR Organiser and Exhibitor Awards on 26 January 2017.

The evening of 26 January 2017 saw the Association of African Exhibition Organisers (AAXO) successfully host the first ever ROAR Organiser and Exhibitor Awards. A record 330 guests attended the glitzy event, with exhibitors, organisers, suppliers, the media and industry champions joining the team of judges to celebrate the successes of the industry in 2016. The event further gave AAXO members the opportunity to network with award winners and industry greats while enjoying the traditional-themed evening at the Ticketpro Dome.

For the first time ever in South Africa, exhibitors were included in industry awards, with entries accepted in two sections: the first solely for exhibitors and the second for exhibition organisers. "Including exhibitors in these awards was a focus for AAXO. Previously, exhibitors were not even invited to industry awards, despite the fact that there would really be no stands or even exhibitions without them," Explains AAXO Chair Carol Weaving. "AAXO's focus has always been to champion the cause of our members, but also of the industry as a whole. The ROAR Organiser and Exhibitor Awards give us one opportunity to do so."

For the Best Exhibitor Awards, entries were accepted in five categories, including Trade Exhibition, Trade and Consumer

AAXO's focus has always been to champion the cause of our members, but also of the industry as a whole.



Best overall Exhibition © Eugene Nagel, ChilliPix

Exhibition, Consumer Exhibition, Confex and Table Top Exhibition. To ensure judging took place to the highest standard, AAXO required a unique, talented and highly experienced group of professionals from within the exhibitions, communication and marketing industry.

The organiser award section judges included respected industry experts like Dirk Elzinga, MD at Convention Industry Consultants, Talita Myburg, Business Unit Director at Grey Advertising, Clinton Souter, National Sales Manager for Franke, Chantal Riley, Marketing Manager for Clockwork Media and Anton Post, MD at Sanctuary Retreats.

Reed Exhibitions enjoyed great recognition for their exhibition Decorex Joburg, which was awarded the '2016 Exhibition of the Year Award'. "It is a complete privilege to win this award," explains Sian Cullingworth, Portfolio Manager for Reed Exhibitions. "We were up against amazing competition and winning this award not only gives us a lot of clout among our peers, but also solidifies our reputation and value proposition among our exhibitors; it proves that Decorex Joburg is here to stay."

## Notable ROAR Award Winners

- In the category 'Best Trade Exhibition: Under 6 000m<sup>2</sup>', **Food and Hospitality Africa** incorporating **Hostex** organised by **Specialised Exhibitions Montgomery**.
- For 'Best Trade Exhibition: 6 001 – 1 2000m<sup>2</sup>', the joint winners were **African Utility Week** organised by **Spintelligent** and **WTM Africa** organised by **Reed Exhibitions**.
- 'Best Consumer Exhibition 6 001 – 12 000m<sup>2</sup>' went to **MamaMagic**, **The Baby Expo**, **Joburg Winter** organised by **Exposure Marketing**.
- **100% Design South Africa** organised by **Reed Exhibitions** took the 'Best Trade and Consumer Exhibition under 6 000m<sup>2</sup>' award.
- The 'Best Table Top Exhibition' went to **Africa Showcase in North America** organised by **On Show Solutions**.
- A full list of winners and awards can be seen on AAXO's website, [www.aaxo.co.za](http://www.aaxo.co.za) 📍

# Experience Extraordinary

There's a place where meetings, conferences and corporate events are transformed from ordinary gatherings into extraordinary experiences. A destination, at the tip of the mighty African continent, where two oceans meet in the shadow of one of earth's seven natural wonders. Where creativity comes to life, the unforgettable is experienced, and the impressions created last a lifetime.

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Cape Town International Convention Centre

# AAXO ROAR AWARD WINNERS

Congratulations to all the deserving exhibitors and exhibition organisers who grace this prestigious, inaugural list of AAXO ROAR Award winners.

## ROAR Exhibitor Awards

### In the Trade Exhibition Category,

#### Distinctions in Exhibiting went to:

- Carison Rezidor Hotel Group built by Pivion at WTM Africa
- India Tourism built by Scan Display at WTM
- Nosa built by Sugo Projects at A-Osh
- Compex built by Compex at Markex
- Scan Display built by Scan Display at Markex
- BCE built by Expo Guys at Food and Hospitality Africa

### In the Consumer Exhibition Category,

#### Distinctions in Exhibiting went to:

- YuppieChef built by Hollywood Furniture at The Wedding Expo Joburg
- Lounge Around built by Lounge Around at The Wedding Expo Joburg
- Pampers by Procter & Gamble built by Cube Design Innovations at MamaMagic, The Baby Expo Durban
- Born Fabulous built by Efam at MamaMagic, The Baby Expo, Joburg Summer

### In the Trade and Consumer Exhibition

#### Category, Distinctions in Exhibiting went to:

- Belgotex Floors designed by Marot and Sanders and built by

Compex at Decorex Joburg

- Caeserstone built by Progroup at Decorex SA
- Franke built by Penny Patrick at Decorex Joburg
- Dokter and Misses built by Dokter and Misses at 100% Design

## ROAR Exhibition Organiser Awards

### In the category 'Best Trade Exhibition:

#### under 6 000 square metres:

- The winner was Food and Hospitality incorporating Hostex organised by Specialised Exhibitions Montgomery

### In the 'Best Trade Exhibitions:

#### 6 001 – 12 000 square metres:

- The joint winners were African Utility Week organised by Spintelligent and WTM Africa organised by Reed Exhibitions

### In the 'Best Trade Exhibition:

#### over 12 000 square metres:

- Electra Mining Africa organised by Specialised Exhibitions Montgomery took the award

### In the category "Best Consumer

#### Exhibition under 6 000 square metres:

- Tops at Spar Wine Show organised by The Wine Show received the award

### In the 'Best Consumer Exhibition

#### 6 001 -12 000 square metres:

- MamaMagic, The Baby Expo, Joburg Winter organised by Exposure Marketing

### In the 'Best Consumer Exhibition

#### over 12 000 square metres:

- SA Cheese Festival organised by Agri Expo and MamaMagic, The Baby Expo, Joburg Summer

### In the 'Best Trade and Consumer

#### Exhibition under 6 000 square metres:

- 100% Design South Africa organised by Reed Exhibitions

### In the 'Best Trade and Consumer Exhibition

#### 6 000 – 12 000 square metres:

- Decorex Durban organised by Reed Exhibitions

### In the 'Best Trade and Consumer

#### Exhibition over 12 000 square metres:

- Agritech Expo Zambia organised by Spintelligent

### In the 'Best Confex' category:

- African Real Estate & Infrastructure Summit organised by Spintelligent

### In the 'Best Table Top' category:

- Africa Showcase in North America organised by On Show Solutions

### The 'Distinctions in Greening' award went to:

- Meetings Africa organised by Synergy Business Events

### The 'Distinctions in Social Responsibility' award went to:

- Agritech Expo Zambia organised by Spintelligent

### The '2016 Exhibition of the Year' award went to:

- Decorex Joburg organised by Reed Exhibitions 



Winners © Eugene Nagel, ChilliPix

# NEW YEAR, NEW FACES AT SANDTON CONVENTION CENTRE

Sandton Convention Centre constantly strives to further develop their already extensive service suite and offering.

A team of exceptional individuals drives this strategy allowing this award-winning convention centre to consistently achieve the high standards which have now become the venue's benchmark. Recently there have been some dynamic new additions to the sales and marketing team at SCC.

**General Manager, Shaun Bird** joined the Sandton Convention Centre team in August 2016 bringing with him a wealth of experience in the management of convention facilities and hotels. Bird entered the hospitality industry in Durban in the early '90s as a graduate in Hotel Management and has worked in varied positions in hotels in South Africa and in London. He returned to South Africa and developed skills in the management of high-volume, high-quality businesses. His CV boasts managing the Gaborone International Convention Centre, Food & Beverage Manager at The Westcliff, and a foray into entrepreneurship in an engineering company, which gave him a greater understanding of business ownership.

The most recent addition to the SCC team in the role of **Sales and Marketing Manager, is Adriaan Liebetrau**. He is responsible for the entire Sandton node comprising Sandton Convention Centre, Intercontinental Sandton, Sandton Sun and Garden Court Sandton City. Having worked in the hospitality industry since secondary school then completing his studies at the University of Johannesburg, Adriaan has amassed a wealth of knowledge and experience which includes heading up the Conferencing and Events division of Travel with Flair and serving on the SAACI (Southern African Association for the Conference Industry) board as a director before joining the association as its CEO in May 2014. He also served as a director of the Tourism Business Council of South Africa until the end of January 2017 and currently serves on the Tourism Charter



From left: Romola Reddy (Sales Executive - Hotels), Daksha Vallabh (Sales Manager - Exhibitions), Michelle Bingham (Sales Manager - Corporate), Adriaan Liebetrau (Sales and Marketing Manager), Nasrin Hoosen (Sales Manager - International and Associations), Vino Pillay (Marketing Executive), Shaun Bird (General Manager), Lethabo Thlapane (Sales Manager - Government) and Elmo Scholtz (Reservations Manager).

B-BBEE Council. His fresh and honest monthly leadership articles published in monthly trade media are well read.

**Daksha Vallabh** joined the Sandton Convention Centre team as **Exhibition Sales Manager** in October 2016. She began her career as a radiographer then became a supervisor for Trade Information Systems. While there Vallabh was approached by Kagiso Exhibitions to run their registrations at exhibitions. She says she quickly fell in love with the excitement and vibe at exhibitions – and when she was offered a position at a leading exhibition company, she immediately accepted.

Her interest in the exhibition industry grew. She studied further and achieved a national diploma in Exhibitions, Events and Conference Management from Damelin in 2006 and a certificate in Project Management from Wits University in 2009.

SCC's new **Sales Manager** looking after the **International and Associations portfolio, Nasrin Hoosen**, is enthusiastic about her new role at SCC; working with internal and external stakeholders to develop international

business for the SCC, to the benefit of the greater metropolitan area. She works closely with local tourism associations and convention bureaus to bring international conferences to Sandton. Nasrin is an avid follower of industry trends and developments, loves international travel, and is thriving in the MICE industry. This go-getter is hooked by the never-ending challenge of selling space and says she is "always looking for better ways to prospect, engage people, overcome obstacles, and beat tough competitors. Every day is an adventure!"

For more information on Sandton Convention Centre, log on to [www.sandtonconventioncentre.co.za](http://www.sandtonconventioncentre.co.za), join the Facebook page on [www.facebook.com/SandtonConventionCentre](https://www.facebook.com/SandtonConventionCentre) or follow on Twitter at @SandtonEvents



Johannesburg | South Africa

# CONSTITUTION HILL

Constitution Hill is a living museum that tells the story of South Africa's journey to democracy. The site is a former prison and military fort that bears testament to South Africa's turbulent past and, today, is home to the country's Constitutional Court, which endorses the rights of all citizens.

There is perhaps no other site of incarceration in South Africa that imprisoned the sheer number of world-renowned men and women as those held within the walls of Constitution Hill's Old Fort, Women's Jail and Number Four. Nelson Mandela. Mahatma Gandhi. Joe Slovo. Albertina Sisulu. Winnie Madikizela-Mandela. Fatima Meer. They all served time here. But the precinct also confined tens of thousands of ordinary people during its 100-year history: men and women of all races, creeds, ages and political agendas; children too; the everyman and the elite. In this way, the history of every South African lives here.

Constitution Hill is a human-rights precinct and a world-class heritage tourist attraction incorporating cultural, historical, artistic, educational and recreational spaces that celebrate South Africa's ability to negotiate a peaceful, miraculous democracy out of bloody oppression.

It is located between the Braamfontein and Hillbrow precincts in Johannesburg and retains important national and international heritage buildings.

Constitution Hill is a place of perspective. It enables us to memorialise the past, imagine the future, and understand our place in the present. It is not just a heritage site – or a museum in which heritage is housed – but a vantage point that grants a view across time and space.

Constitution Hill has a history dating to 1893, when the doors to the Old Fort first opened as a prison for white men and later, briefly, as a military fort. In the early 20<sup>th</sup>-century, additional sections were added to the site, including a section for black male prisoners, known as Number Four, a Women's Jail and an Awaiting Trial Block. After South Africa became a democracy in 1994, the precinct was



© Leeroy Jason Photography

renamed Constitution Hill and a historic decision was taken to locate the Constitutional Court on the premises.

Johannesburg's Constitution Hill remembers the horrors of the past, and yet embraces the promises of the future, marrying them with the reality of the present. It is home to the Constitutional Court, the birthplace of our democracy and protector of our human rights.

With its four lookout towers, the Old Fort was once a place of fear and hopelessness. Built by the Transvaal government in 1899 as a bulwark to protect the city against the advancing British during the Anglo-Boer War, it was converted in 1904 into a jail that for most of the century would house a variety of prisoners of all races.

The precinct also offers competitively priced unique conferencing facilities accommodating up to 120 pax. These are set in the backdrop of the well preserved prison buildings. Conferences functions and meetings can be held here with full catering facilities. The site

also incorporates an on-site restaurant for those significant gatherings of a more personal or group nature.

## Best time to visit

Constitution Hill is open from Monday to Sunday from 9am – 5pm.

## Events

- 26 March 2017  
We, the People Walk
- 1 April 2017  
*Weights and Measures* exhibition
- 4 May 2017  
*Ubulungiswa/Justice* exhibition
- 1 June 2017  
Basha Uhuru Freedom Fest

## Contact

Constitution Hill Visitor Centre  
Tel: +27 (0)11 381 3100  
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Wild Dog Walking Safari, Laikipia © Ker & Downey Africa

# TOP INCENTIVE TRAVEL TIPS

Africa's leading destination management companies share the latest trends in incentive travel, and offer tips for planning a trip to the continent. Kim Crowie reports.

One of the most memorable ways of showing an employee appreciation, fostering loyalty and encouraging self-motivation, is through incentive travel. This side of the business-events industry is alive and healthy. Although in previous years the sector has fluctuated, international leaders have reported 2016 to be well-balanced by comparison.

Today's incentive packages are more bespoke than ever, especially as customisation and personalisation become popular with corporates. Travellers are consistently looking for new and unique destinations and experiences, says Nicholas Wright, Marketing Manager at Ker and Downey Africa, a luxury DMC that has pioneered African travel since 1946. "Top companies are after unique and

different experiences for their employees in an attempt to increase the stature of the company and inspire top talent to want to work for them," he explains. "The result of this is the trend toward experiential, remote and unique destinations and experiences. In Africa specifically, this is resulting in a move away from purely coastline incentive trips and into more adventurous experiences such as bush walks with the Maasai in Kenya, or mokoro boat safaris in the Okavango Delta. We definitely see this trend continuing beyond 2017; the pressure on companies to continue raising the bar and increasing their attractiveness to potential employees is only going to increase over the next decade."

One of the results of having such bespoke packages is the fact that today's conference guests are extending and

tailoring pre- and post-tours, often in smaller subgroups so as to explore places that are of real interest to them personally.

Millennials, too, have shaped the way in which we travel. According to Kevin M. Hinton, CIS and CEO for the Society of Incentive Travel Excellence (SITE), Millennials are not looking for the tried and tested, but rather they enjoy the unknown, and want to be challenged. "It is important for planners to uncover Millennials' distinctive passion points, and engage them in a way that speaks to their personal drivers," he told Terri Hardin of Incentive What Motivates recently.

Another continuing trend is CSR incentive programmes. According to Robin Mcleod, Group Marketing Manager at Dragonfly Africa, one of the continent's leading DMCs, "Corporate Social Responsibility has and will

continue to be an important trend for MICE events. Corporate clients want to give back to the local communities, thereby leaving a legacy in the places they visit." He adds that travel programmes today are shorter, but much more impactful.

Teambuilding is becoming more of a focus as companies look to use incentive trips to build positive relations between employees, teams or departments. Some of Dragonfly Africa's most popular have been safari-based, while East Africa is on the rise, according to Wright. "Kenya as a safari industry is growing rapidly and with fewer crowds than some of the more popular game reserves like those in South Africa, providing groups with more flexibility and exclusivity."

Adventure experiences, too, are attracting corporates, while a Tanzania safari and Zanzibar beach-break combos are rapidly gaining traction. "Cape Town and safari (South Africa, Zimbabwe or Botswana) continues to be our most popular combination and the quintessential African group experience," Mcleod concludes. 📍

Teambuilding is becoming more of a focus as companies look to use incentive trips to build positive relations between employees, teams or departments.

### Hot Travel Tips

We asked what tips these top DMCs would give clients planning a trip to Africa. Here's their response:

#### 1. Be different

Global companies are under greater pressure than ever to stand out, especially with the bar for employee wellness being set so high. Showing employees their worth should be part of your greater talent attraction and retention strategy. Don't look for the run of the mill trips, work with operators that can create something no one else could put together.

#### 2. Plan in advance

If a client wants to book a safari trip, this needs some planning. More exclusive lodges have limited capacity so making a reservation well in advance is imperative – particularly for large groups.

#### 3. Create a well-balanced trip

Incentive trips are unique in that they usually come after a period of intense work for your employees. This means they will need time to relax and recharge, while still allowing them to be challenged, team build and create lasting memories. Speak to a destination specialist about customising an incentive to suit your employees' needs.

#### 4. Don't believe

##### everything you hear

Although the cliché horror stories of the 'dark continent' are behind us, that doesn't mean Africa has an untarnished image. Not everything the international press says is true or properly understood, and most countries offer safe and secure destinations with diverse opportunities for incredible incentive programmes.

#### 5. Reflect your company culture

DMCs encourage companies think about how incentive trips can be a reflection of the company culture, and then to weave that culture into all decisions made about the trip. An integrated culture thread can assist staff in gaining a greater understanding and appreciation for what the brand stands for, and as a result, impacting their work on a greater level.

#### 6. Think local

Consider incorporating elements of the culture you're visiting into your incentive themes. This can be in the form of local, handmade gifts, home-grown musicians to spice up your welcome or farewell event, or even some unique cuisines.



Crystal Events and Incentives are all about creating unique experiences, from international conferences to corporate incentive programmes. With more than 25 years in travel and corporate hospitality, Team Crystal endeavours to fully explore

each client's requirements and ensure the proposal meets both client budget and personal taste. The team is creative and makes every effort to come up with new and innovative programmes. We look forward to hearing from you!



# MEETINGS AFRICA FLIES THE SUSTAINABILITY FLAG HIGH

At the 2017 edition of Meetings Africa, the South Africa National Convention Bureau's premier business event, we will see a strong focus on sustainability.



Opening Ceremony 2016 © Reg Caldecott

**A**s the new year begins, it is once again time for the premier business-events trade show on the continent, Meetings Africa.

This year, the event takes place from 27 February to 1 March and will place the spotlight on sustainability and innovation. Meetings Africa gives exhibitors in the business-events industry a platform to showcase their products and services to hundreds of buyers and event planners – not to mention countless opportunities to network with key decision makers.

“The theme is a critical component of the work that our industry does, which of course, is way beyond tourism. While Meetings Africa has previously shown its commitment to sustainability by introducing

the use of low-cost energy, eco-friendly material, recycled paper and being carbon-footprint conscious, the goal this year is to expand the overall conversation and see sustainability as a business value and a means of transforming lives,” says Sisa Ntshona, Chief Executive Officer at South African Tourism.

For the last four years Meetings Africa has championed greening, and has won the Best Green Exhibition Award from the Exhibition and Events Association of Southern Africa (EXSA). 2016 also saw an 11% increase in international and regional hosted buyers, 274 exhibitors and 16 countries represented. Building on last year's success, the show will once again bring the best of local and international

industry minds to the Sandton Convention Centre. We can look forward to BONDday, the prestigious Opening Ceremony of the exhibition, and a number of high-profile speakers.

## **BONDday**

Business Opportunities Networking Day, better known as BONDday, will feature a combination of local, regional and global speakers with knowledge on an array of topics affecting the business-events industry. The day is designed to equip the industry, provide educational sessions and impart new trends that will further their business. The IMEX-MPI-MCI Future Leaders Forum will take place once again, with top tourism students competing for

the International University challenge. The Event Greening Forum will hold its Annual General Meeting, while Exhibitor Training will also take place in conjunction with the Southern African Association for the Conference Industry (SAACI). The ICCA Africa Chapter Meeting will also take place in the late afternoon, bringing the day to a close.

### Exhibition Day 1

Tuesday, 28 February, will see the annual live SABC broadcast of the Minister of Tourism, Mr Derek Hanekom, officially opening the exhibition floor for trading. Thereafter delegates can join the Meet-Up Session, a speed marketing event for corporates and exhibitors. Pre-scheduled appointments will, of course now take place for the next two days as hosted buyers and exhibitors interact with visitors. Minister Hanekom's official walkabout on the exhibition floor is not to be missed, while later in the day a panel discussion on key business events matters in Africa will take place. Delegates can look forward to meeting and greeting their fellow deal-makers at the official Welcome Function.

### Exhibition Day 2

As Meetings Africa winds to a close, delegates will be working through the last of their pre-scheduled appointments today. From 9am to 3pm another Meet-Up Session will take place, where corporate buyers can interact with exhibitors and a speaker platform. Before the day ends, the annual Green Stand Awards will take place, recognising the top exhibition stands at this year's event. 📍

### Top Greening Tips

Green is so much more than a friendly colour. This year Meetings Africa will be ramping up on its green initiatives, making this one of the most sustainable business events in the country. Here's a look at how delegates, hosted buyers and exhibitors can get involved:

- Offset your carbon footprint by purchasing a tree for only R120 (excl. VAT). After the event, trees will be planted in a local community in partnership with Food & Trees for Africa.
- Choose energy-efficient technology for your stand – LED lighting or energy efficient plasma screens.
- Car pool to reduce your carbon footprint if you're travelling from out of town. Make use of the Gautrain and shuttle services, too.
- If you choose to have rolled carpeting at your stand, this can be donated to a charity after the show.

- Avoid having printed hand-outs at your stand – share information electronically instead.
- If you're planning on giving gifts at your stand, opt for something locally produced that will support the South African economy.
- Choose and eco-friendly design and materials for your stand; and for shell-schemes, try some eco-friendly accessories or graphics printed on fabric for reuse in the future.
- Select indigenous and locally grown plants to beautify your stand. These include Yellowwood, Natal Mahogany, Mother-in-Law's Tongue and Chlorophytum.
- Opt for filtered tap water rather than bottled water. A R10 surcharge will be charged on all bottled water, the proceeds of which will be donated to the event's carbon-offset programme.
- Use the recycle bins at the show and encourage other to do so, too.

Meetings Africa gives exhibitors in the business-events industry a platform to showcase their products and services to hundreds of buyers and event planners – not to mention countless opportunities to network with key decision makers.

This exclusive property offers you an idyllic experience of Namakwaland. We pride ourselves on bringing you the best of both comfort and nature.



| Professional boardroom | Large Glass and Aluminum Marquee | Off-Site Marquee | Bar | On and Off-Site Catering | Luxurious Modern Rooms | Beautiful Landscape | Pool and Deck | Event management | Weddings | Corporate Functions and Conferencing |



Opening Ceremony 2016 © Reg Caldecott



Morning Live 2016 © Reg Caldecott

# THE BENEFITS OF ATTENDING MEETINGS AFRICA

If you're on the fence about whether Meetings Africa is the right trade show for you, we have all the answers. Here are some of the benefits of attending Africa's premier business event in 2017.

**W**e all know Meetings Africa is one of the most important dates on the continent's business-events calendar, but this year is shaping up to be bigger and better than ever. We bring you some of the benefits of attending the 2017 edition of Africa's business tourism lekgotla.

## What's on the Cards for Buyers

Hosted buyers are divided into three categories: International Hosted Buyers, African Association Buyers and Local Corporate Buyers. International buyers are a select group from the global business-events industry. They go through a strict selection and qualifying process before being approved. International Hosted Buyers can look forward to complimentary flights, transfers and four and five-star accommodation, access to VIP lounges and lunches at the show, and are invited on a pre or post-tour to explore SA. African Association Buyers can enjoy much of the same, and are invited to participate in Association Day, with a line-up of thought-provoking speakers and

facilitators. Both buyer types will be part of the pre-scheduled online matchmaking appointment schedule to maximise time and value. Corporate Buyers benefit from a dedicated corporate programme, which forms part of the Meetings Africa Meet-Up Sessions.

## Why Exhibitors Should Attend

Meetings Africa provides an ideal business platform to present products, services and brands to senior decision makers, buyers and influencers. Exhibitors have countless opportunities to meet local and international professionals from the meetings, events and business-travel industries. Over 350 qualified hosted buyers are in attendance, face-to-face meetings can be scheduled, and targeted business matchmaking is available. Hosted buyers are from the USA, France, India, China and the UAE, much of Western Europe including but not limited to the UK, Poland and Germany, and a number of African countries including Nigeria, Morocco, Kenya, Uganda and Tanzania.

## Educational Programme Deluxe

Meetings Africa will have dedicated exhibitor educational sessions with international leaders on the roster. After a brief introduction to the show by Amanda Kotze-Nhlapo, the programme will move on to look at the global incentive industry. A panel discussion around the subject will take place, with panel members Kevin M. Hinton, SITE Global CEO, Daryl Keyword, SITE Global Board Member, and Tes Proos, SITE Southern Africa President. From there, the programme will turn to the global exhibitions industry with a presentation and discussion with Sonia Thomas, Director of Operations at UFI, together with EXSA and AAXO representatives. Another panel on the African association market will follow, with Greg Talley, CEO at Talley Management Setices, Gary Grimmer, CEO of Gaining Edge, and Nina Freysen-Pretorius, President of ICCA on the schedule. The Meet-Up Sessions will see some world-class speakers, such as Bruce Whitfield, share their knowledge with Corporate Hosted Buyers. 🗣️



Opening Ceremony 2016 © Reg Caldecott

### What's New

There are loads to see and do at Meetings Africa 2017, with a number of new items on the programme. Here's a peek at what you can expect.

#### New #MeetingsAfrica17 App

Everything you need to know about this all-important trade show will be available through a new application for exhibitors and visitors. The app is sponsored by Lumi Technologies, and can be downloaded for free to smartphones, tablets or laptops. Visitors can plan in advance which exhibitors they wish to see and devise a route around the show. They can search through an attendee list, check out a Joburg events guide and a programme guide for the trade show, and can

access information about speakers, exhibitors and visitors. Users can also share their experience via the app on a dedicated Facebook page.

#### Educating Association Leaders

For the second year, AfSAE – the African Society of Association Executives – will host its annual conference in tandem with Meetings Africa. The partnership has delivered a unique opportunity for non-profit leaders across all sectors to network and do business with suppliers and solution partners from across the African continent. The conference will cover global trends for NPOs, bidding for international or regional events, and non-profit technology, finance and fundraising. Renowned political analyst and futurist Daniel Silke will deliver the keynote.

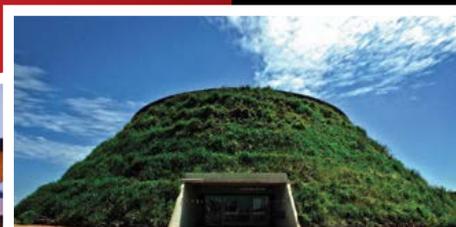
### Meetings Africa 2016 in Numbers

- 271 exhibitors at last year's Meetings Africa event, 13 of which were new
- 207 international and African hosted buyers attended, as well as 137 media
- 55 IMEX-MPI-MCI Future Leaders Forum participants
- 1 308 Visitors and Corporates
- 2 912 total in-app actions on the Meetings Africa App
- 15 African destinations were exhibited, including 58 African products and 8 African Tourism Boards
- 75 participants at the European Cities Marketing Academy with 6 global facilitators
- 15 943 scheduled meetings between 844 profiles in the matchmaking programme
- 537 participants actively used the matchmaking programme to schedule their meetings
- 73% of qualified hosted buyers had never been to South Africa
- 78 trees planted as part of Meetings Africa's social investment – a 290% increase on 2015.
- 32% decrease in energy consumption
- 5 717 mentions on social media
- R7 720 036 advert value equivalent in social media interaction and engagement

## EXPERIENCE

THE STORY OF HUMANKIND

Come face to face with your ancestors and experience your human heritage at Maropeng, the world-renowned tourist attraction. Situated only 45 minutes away from Johannesburg and Pretoria, and 10kms from Sterkfontein Caves, Maropeng is one of South Africa's must-see destinations.



## EXPLORE

DRAMATIC DISCOVERIES

Explore the Sterkfontein Caves where groundbreaking discoveries, that changed the way we view humanity, have been made.



WWW.MAROPENG.CO.ZA





# AMANDA KOTZE-NHLAPO ON THE SIGNIFICANCE OF AFRICAN BUSINESS EVENTS

Chief Convention Bureau Officer at the South Africa National Convention Bureau, Amanda Kotze-Nhlapo, believes the business-events industry is a significant driver of opportunities for Africa.



© Chief Convention Bureau Officer at the South Africa National Convention Bureau, Amanda Kotze-Nhlapo,

**B**usiness events are one of the driving growth factors on the African continent. This is evident in the business air arrivals that are expected to grow by 5% for South Africa and 6% for Kenya for the period of 2015 to 2019, according to a recent World Travel Market Global Trends Report. In

2015 alone, South Africa hosted 140 international association meetings and conferences that attracted just under 80 000 delegates to the country. These events generated a combined 542 conference days and just over R1-billion in economic impact for the country. With this in mind, the benefits and impact of

meetings, incentives, conferences and exhibitions can clearly create an array of opportunities for a nation's economy.

Amanda Kotze-Nhlapo, Chief Convention Bureau Officer of the South Africa National Convention Bureau, says the country has secured 66 international association conferences and meetings for the next five years, starting in 2017. "We estimate that these events will contribute about R1.4-billion in economic impact, will attract 108 134 association professionals and will generate 311 event days that will benefit all the suppliers in the business-events value chain. In addition, we have 45 bids that are still pending, again planned to take place in the years up to 2022. These events have the potential to attract 112 000 delegates, over 216 days, and can potentially contribute R1.5-billion to our economy."

A few years ago, the SANCB embarked on a five-year study to measure a baseline for the local business-events industry. Two years of data have been collected; estimating that the total direct spend for business events was R38.5-billion in 2014 and R42.4-billion in 2015. In 2015, the international business-events industry supported some 280 555 direct and annual job equivalents in South Africa. "This great performance shows that South Africa is a dynamic and stable

economy, and we are confident that the work we do at the SANCB will contribute towards maintaining and growing this solid economy.

Kotze-Nhlapo believes Meetings Africa offers unique opportunities in this sector for the region. "South Africa has everything it takes to become a major player in the global market for meetings, incentives, conferences, exhibitions and events. Most importantly, there is no time better than the present to work as a unified collective to take advantage of business-events trends and subsequently promote our regional destinations locally and internationally as value-for-money locations, given the industry's significant contribution to our country's economy."

"Taking into consideration its magnitude, Meetings Africa 2017 is an ideal platform for Africa to showcase its respective business tourism capabilities. The event provides a platform for exhibitors to showcase their offerings to African associations, and international and local corporate planners. Therefore,

this is the right opportunity to meet face-to-face with the most influential buyers in the world, and to be part of Africa's growth."

Top African exhibitors already see Meetings Africa as an appealing event that promises to yield many business opportunities, and its sustainability theme in 2017, it will ensure the empowerment of local citizens whilst helping protect and conserve the fragile ecosystems on which the continent's tourism depends. Meetings

Africa will not only heighten the impact of business events on the local economy, but will draw attention to the positive influence of hosting large international meetings, in turn leading to more business, trade and capital investment. "Foreign arrivals continue to reflect the consistent growth of South Africa's tourism industry. Successively, foreign arrivals are very important to our industry," says Kotze-Nhlapo. 

There is no time better than the present to work as a unified collective to take advantage of business events trends and subsequently promote our regional destinations locally and internationally as value-for-money termini, given the industry's significant contribution to our country's economy.

# AFRICAN SOCIETY OF ASSOCIATION EXECUTIVES

Take advantage of an incredible day of learning and networking

The Meetings Africa events, the trade show, and Association Days, now in conjunction with the 2nd Annual Education Conference of the African Society of Association Executives (AfSAE), offers the most unique opportunity on the African continent for non-profit leaders to network and learn from their peers and topic experts and to meet and do business with supplier and solution partners. There is no other event like this that provides that opportunity over four days of intensive networking and learning.

For the 2017 AfSAE Education Conference, the planning committee took feedback and suggestions from the 2016 participants to

build a programme that meets their stated needs: more time together to meet each other and talk, more time for Q&A, and more time for individual problem solving with group input.

In addition, we will offer a perspective of current global trends in not-for-profit management with a specific African overlay – do those trends have resonance in African organisations? If not, what are the African trends?

Three workshops have been organised around the topics of not-for-profit technology, finance and fundraising, and bidding for international/regional events. These allow a deeper dive into the opportunities and challenges in these areas. Each will be

facilitated by a topic expert and have African association perspective speakers.

And finally - our Keynote this year is recognised for his political analysis, foresight and passion. Daniel Silke will address the African and global political and economic trends and the opportunities and challenges these present for African civil society and not-for-profit organisations.

More information can be found at [www.afsae.org](http://www.afsae.org)



AFRICAN SOCIETY OF ASSOCIATION EXECUTIVES

# EDUCATING AFRICAN ASSOCIATIONS

One of the major topics at this year's Meetings Africa is the education of association secretariats and how to plan effective association meetings on the continent. Here's what the experts have to say.



Official Opening AFSAE Office © Reg Caldecott

**T**he African Society of Association Executives (AfSAE) has partnered with Meetings Africa for the second annual Education Conference. The event will take place in tandem with the trade show from 27 February to 1 March 2017 at the Sandton Convention Centre in Gauteng.

This gathering delivers unique opportunities for non-profit leaders to network and do business with event suppliers and solution partners in Africa. The conference will look at global trends in the non-profit sector, and three workshops will focus on non-profit technology, finance and fundraising – as well as bidding for international and regional events. Each workshop will be facilitated by topic experts. The keynote address will be delivered by Daniel Silke, one of South Africa's most renowned political analysts and futurists. He will outline the African and global trends and look at the opportunities and challenges for African civil society and non-profit organisations.

## Tips for Hosting an Association Congress

- 76% of attendees choose to participate in a Congress because of the networking opportunities, according to a Congress 2017 report. Ensure these opportunities abound at your event.
- 54% of attendees believe it is important that their association co-host more joint events so as to have more opportunities for cross-disciplinary collaboration and co-creation (Congress 2017 Report). Consider partnerships and collaborations for a unique confex programme.
- Ensure your conference programming has regular and consistent hours or timeslots. Host special events and receptions in the evening after 5:30pm.
- Allow time for your delegates to travel; allocate 15 minutes for them between each session.
- Ensure you have at least two tea breaks, and add extra time to your breaks to allow for more networking opportunities.
- Avoid scheduling conference sessions over lunch time. Allow your delegates to have a 1.5 hour break to breathe.
- Consider a venue that is either in close proximity to a range of accommodations, or one that offers accommodation. This can be a great benefit for conference goers.
- Consider less programming – or at the very least, less programming in the evenings with some suggested activities. This allows people to catch up on work as most cannot afford to be away from their 'desks' for more than a few hours. It also allows delegates to interact and engage more efficiently in your conference sessions.
- Mix up your session styles – fewer associations are following conventional cookie-cutter agendas, so be creative and do what you know your association members will enjoy.
- Technology is a critical to the attendee experience and reliable WiFi is a must! Event apps are also popular, but expensive, so research your audience and tech options before jumping in. Consider using real time voting apps, question submissions and more during sessions. Hire the younger generation, who are generally more tech savvy, to head up this part of your programme.
- More association meetings are becoming family friendly. Consider creating an experience that can turn the conference into a vacation where delegates can maintain a balance of work and family life.
- If hybrid events – an in-person meeting with a virtual component – will help engage delegates who can't attend, consider this as an option. Virtual meetings can be used to get people hooked on a conference, amplifying their interest in attending live.

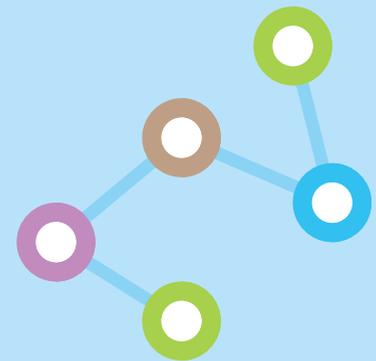


### 1. Know your target market

- Identify your market and their needs
- Look at who attended previous conferences
- See who attended your most popular association functions throughout the year
- Consider the industry you operate in to generate new marketing leads

### 2. Your content should reflect your market

- If your study reveals a particular subject of interest, consider including it
- Appoint a Conference Programme Committee to research the most topical issues
- Go to your industry for conference ideas
- Address real life challenges in your programme
- Create a Call for Topics to your association members or a Call for Papers
- Consider your association initiatives – can you include a stream or workshop on these?
- Introduce sessions specifically designed for those in senior or management positions



### 3. Start the event promotion process

- Your marketing campaign should be thoroughly strategised
- Initial event promotion should begin before your conference programme is ready
- Generate initial interest ahead of schedule so delegates can allocate funds and prepare their companies



### 6. Put your marketing plan into action

- Choose advertising channels carefully; take cost of production and ad space into account
- Partner with like-minded media and organisations to push the event further
- Use your e-newsletter or member updates – but keep it interesting and newsworthy
- Giveaways can be effective if selecting an item people will use regularly
- Email marketing is effective; use your conference's branding and keep it short and consistent



### 5. Create a conference website

- Your website is a powerful marketing tool so be sure to plan web development well ahead of schedule
- The site should contain all information concerning your event and organisation
- Content presentation is important to the success of your website. Ensure info is easy to print, readily, available and regularly updated
- Content should be complete, accurate and enticing
- It needn't be elaborate, but should be attractive enough to motivate prospective delegates to read it



### 4. Have an unforgettable brand

- Create a consistent image or brand – this is usually your conference logo
- Your logo should be visually appealing and contains key elements: dates, location, theme, etc.
- For recurring conferences, put together a design brief which can be updated annually



# MEETINGS AFRICA

*Advancing Africa Together*



## WORLD-CLASS EVENTS WITH AFRICAN HOSPITALITY

Discover the best of African hospitality and events venues at Meetings Africa 2017. With convention centres fitted with cutting-edge technology, hotels where excellence comes standard, and experiences that will give you a taste of African culture – Meetings Africa will show you why you should have your next event in South Africa.

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

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



South Africa

NATIONAL CONVENTION BUREAU

Brought to you by *South African Tourism*

## Meetings Africa 2017: Events Programme

| DATE  | EVENT   | TIME SLOT     | VENUE   | ATTENDEES   |
|---|---|---------------|---|---|
| 23 February 2017                                      | <b>Meetings Africa Golf Day</b><br>Meetings Africa 2017 Networking Opportunity  | 07:00 – 15:00 | Killarney Country Club                            | Open to registration to all Meetings Africa participants – INFO/RSVP Lorin Bowen – lorin@meetingsafrica.co.za |
| <b>BONDay (Business Opportunities Networking Day)</b> |   |               |   |   |
| 27 February 2017                                      | <b>Association Day</b><br>In conjunction with the ICCA Africa Chapter   | 09:00 – 17:00 | SCC- Bill Gallagher Room (Level 2)                | By Invitation Only  |
|   | <b>IMEX-MPI-MCI Future Leaders Forum</b><br>Top tourism students representing tertiary institutions from the Tourism Educators South Africa competing for the International University challenge at Meetings Africa 2017. | 09:00 – 17:00 | SCC – Boardroom 6/7 (Level 2)                     | By Invitation Only  |
|   | <b>Event Greening Forum</b><br>Annual General Meeting   | 09:00 – 10:00 | SCC – Ballroom 2/3 (Level 2)                      | Open for registration to EGF members. RSVP Lynn McLeod – lynn@eventgreening.co.za                             |
|   | <b>Exhibitor Educational</b><br>Exhibitor educational session in conjunction with SAACI, SITE, EXSA and ICCA Africa Chapter   | 11:00 – 15:00 | SCC- Ballroom 2/3 (Level 2)                       | Open to registration to all Meetings Africa exhibitors – RSVP Lorin Bowen – lorin@meetingsafrica.co.za        |
|   | <b>ICCA Africa Chapter Meeting and Cocktail</b>   | 17h30 – 19h00 | SCC- Boardroom 5 (Level 2)                        | Open to ICCA Africa Chapter members. RSVP: Esmare Steinhofel – Esmare.S@iccapworld.org                        |
| 28 February 2017                                      | <b>Morning Live</b><br>Live outside broadcast of SABC's Morning Live Breakfast Show   | 06:00 – 09:00 | SCC – Exhibition Hall 1 (Level 0)                 | N/A   |
|   | <b>The Meet-Up Session</b><br>Speed marketing session   | 09:00 – 13:30 | SCC – Bill Gallagher (Level 2)                    | Corporates: Tshepo Maseko – tshepo@southafrica.net<br>Exhibitors: Lorin Bowen – lorin@meetingsafrica.co.za    |
|   | <b>Opening Ceremony</b><br>Official opening ceremony of Meetings Africa 2017  | 09:00 – 09:45 | SCC – Exhibition Hall 1 Restaurant Area (Level 0) | Open to all attendees   |
|   | <b>Minister's Walk-About</b><br>The Minister of Tourism does his official walk-about of the Meetings Africa exhibition floor  | 10:40 – 11:30 | SCC – Exhibition Hall 1 (Level 0)                 | N/A   |
|   | <b>Business Talk</b><br>A panel discussion on key business events matters on the African continent  | 14:00 – 15:00 | SCC – Exhibition Hall 1 Foyer (Level 0)           | Open to all attendees   |
|   | <b>Meetings Africa Official Welcome Function</b>  | 17:00 – 18:30 | SCC – Exhibition 2 (Level -2)                     | Open to all attendees (T's & C's apply)   |
| 1 March 2017  | <b>The Meet-Up Sessions</b><br>Corporate Buyer interaction with exhibitors and a speaker platform   | 10:00 – 16:00 | SCC – Exhibition Hall 1 (Level 0)                 | Online registration   |
|   | <b>Green Stand Awards</b><br>Awards Ceremony for the top green stands at Meetings Africa 2017   | 15:00 – 16:00 | SCC – Exhibition Hall 1 – SANCB Stand (Level 0)   | Open to all attendees   |

Disclaimer: The Event Programme is subject to change



# STATE OF TOURISM IN THE WESTERN CAPE

The Western Cape has taken its place as a global big-hitter amongst tourists, with arrivals and infrastructure spend reaching record levels.

**A**lan Winde, Minister of Economic Opportunities, and Wesgro, the official tourism, trade and investment promotion agency for Cape Town and the Western Cape, revealed key facts on the state of the Western Cape's tourism sector.

Minister Winde said: "We've entered a very exciting period for our tourism sector. At a range of key attractions across the region, nine of out ten reported record visitor numbers for the 2016 peak season, and we've seen positive numbers from national and city reports. These increases speak to the emergence of the Western Cape as one of the world's leading tourism destinations, on the back of a new, focused approach to growing tourism, and a surge in private sector investment in hospitality infrastructure.

"In the Western Cape, we have prioritised tourism through our Project Khulisa growth strategy. It is our goal to add up to 100 000 additional jobs to the tourism sector. Improving air access is one of our foremost Project Khulisa initiatives. Since July last year, we have secured an additional 500 000 direct two-way airline seats to our province.

Cape Town International Airport (CTIA) is a vital partner in reaching these increases. Earlier this month, we were pleased to announce that for the first time they achieved 10 million passengers in a calendar year. They also remain Africa's most award-winning airports, and it is ranked as one of the most punctual airports in the world. Over the next three years, CTIA will commit R3.6-billion to the realignment of the runway, and significant investment into the expansion of its international and domestic terminals.

"The brand of Cape Town is growing tremendously, we can see that from the numbers. Historically, repeat visitors explore other regions, outside of Cape Town, and these regions need to prepare themselves for the second wave of growth. To respond to these trends, we need to build our tourist asset base by increasing investment into new attractions. As government we are building three new attractions, namely the Cape Cycle network, the Madiba Legacy route and we have repackaged our food and wine offering across the province. We're also rolling out our province-wide skills drive to ensure we offer quality service. Our job is to help every region to realise its full tourism potential."

## The most notable wins for Western Cape tourism include:

- Visa rules relaxed; Investor Centre launch set for the second half of 2017
- Wesgro supported 35 events which attracted 100 000 visitors
- Foreign tourist numbers grew at 29.8% year-on-year in December
- Major attractions achieved growth of 19.8% between 2013 and 2016
- Over the next three years, Cape Town International Airport will invest R33-million into its new Domestic Arrivals terminal and R996-million for its International Terminal expansion
- In March, the Silo hotel will open at the V&A Waterfront
- Last year, Marriott International, in partnership with Amdec, announced a R2-billion investment to develop three new properties here
- Tsogo Sun is currently adding 500 rooms to accommodation in Cape Town central through the opening of a R680-million hotel
- The Carlson Rezidor Hotel Group has also invested significantly into our province. The group has launched the Radisson Red at the V&A Waterfront's Silo District, and the Radisson Blu Hotel and Residence at the old Triangle House Building

## Major Attractions



# 9/10

Major attractions experienced growth over the festive season.

# FOR YOUR MEETINGS & EVENTS IN MAURITIUS



## THE WESTIN

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RESORT & SPA  
MAURITIUS

Located 20 min and 30 min away from Port Louis and Ebene respectively, The Westin Turtle Bay Resort and Spa's mission is to take care of everything down to the smallest detail to make sure you leave wonderfully rested, well-nourished and nurtured. Step into our world, let it become yours, and treat yourself to tranquility.

190 rooms and suites, selection of 5 restaurants and 2 bars, 24 hour Westin Workout fitness center, The Westin Executive Club, 2 swimming pools, Heavenly Spa by Westin®, 1 ballroom and 2 breakaway rooms, 1000m<sup>2</sup> of outdoor event space, watersports club and Westin Family®.



## Le MERIDIEN ILE MAURICE

Le Méridien Ile Maurice is strategically located on the North West coast of Mauritius, 20 min and 30 min away from Port Louis and Ebene respectively. With a 1,000 meters of white sandy beach, and spectacular views on the warm turquoise waters of the Indian Ocean.

Indulge your senses with a myriad of colours and aromatic flavours from our choice of 4 restaurants and 4 bars. 295 rooms and suites, the Explore Spa, 24 hour fitness center, 2 swimming pools, a 550m<sup>2</sup> Ballroom, Business Center with 5 breakaway rooms, water-sports club and other facilities.



## ST. REGIS MAURITIUS

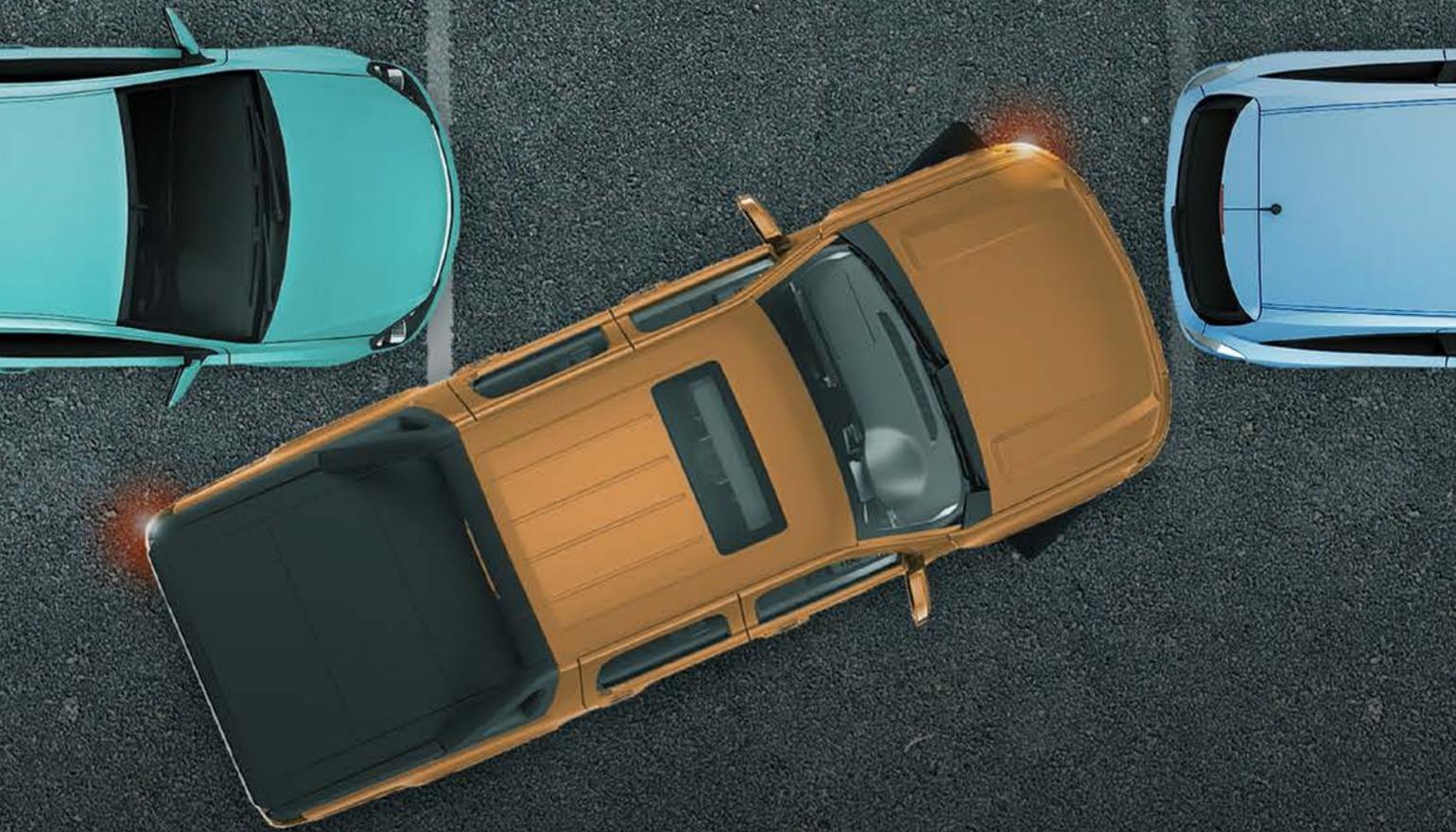
There is no address like The St. Regis Mauritius Resort. Reclining on white sands and a turquoise lagoon, the resort is located on the south-west tip of the island on Le Morne Peninsula, a UNESCO World Heritage site. Located only 1 hour away from the airport by Luxury transport.

The legendary St. Regis Butler Service, Iridium Spa, 172 guest rooms and suites, 5 distinctive dining venues and 2 bars, 24 hour In Room Dining, 2 Swimming pools, Fitness Club, 3 meeting space & event rooms, Watersports Club with diving facilities & ION Club for kitesurfing, La Palme d'Or Private Cinema and much more facilities.



To learn more, please e-mail: [Josique.Couronne@starwoodhotels.com](mailto:Josique.Couronne@starwoodhotels.com) or on +230 204 3333

# BIGGER ISN'T ALWAYS BETTER

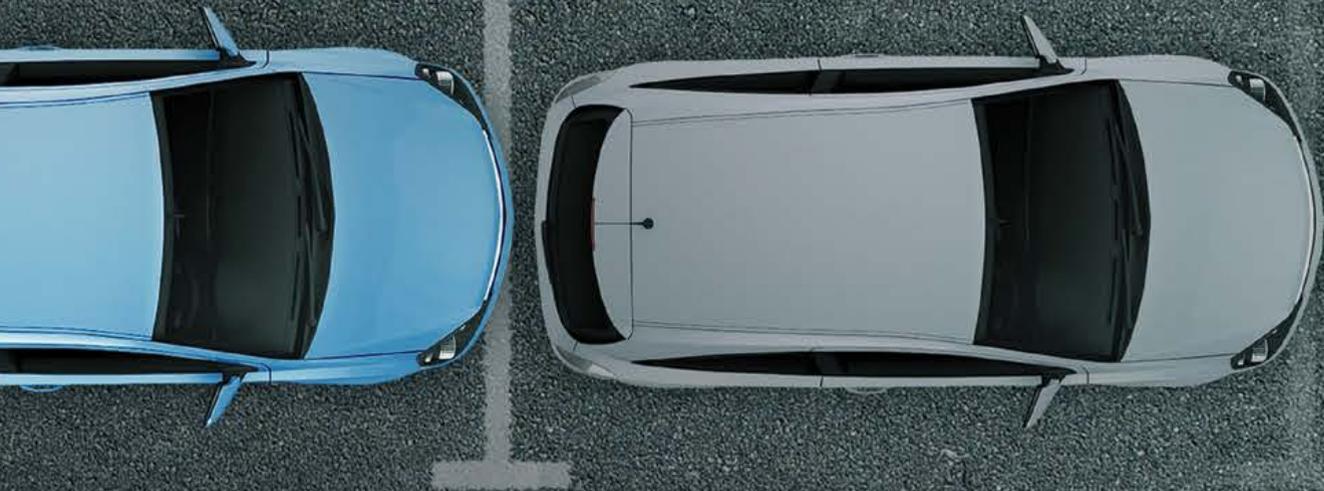


## Our space is the perfect fit!

Century City Conference Centre Cape Town offers a total capacity of 1900 people across twenty venues, and offers a range of spaces to host several event needs. We can accommodate smaller events with as little as 10 people or up to 1200 people in a single setting. Whatever your requirement, we've got the space and flexibility to ensure a perfect fit for your brand.



CENTURY CITY  
CONFERENCE CENTRE  
AND HOTEL



CENTURY CITY  
CONFERENCE CENTRE



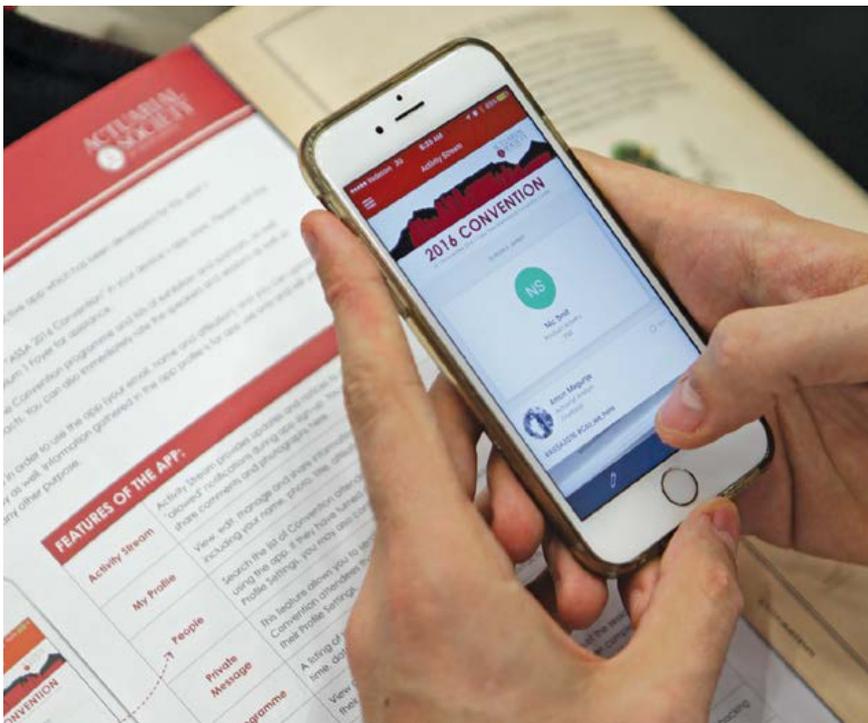
CENTURY CITY  
HOTEL



CENTURY CITY  
SQUARE



# ASSOCIATION CONFERENCE SUCCESS STORY: AFRICAN AGENDA



© African Agenda

**Name of Conference:** The 2016 Convention of the Actuarial Society of South Africa  
**Date:** 23-24 November 2016  
**Number of Delegates:** 1 529  
**Number of Days:** 2  
**Client:** Actuarial Society of South Africa

## About the event:

The 43<sup>rd</sup> annual convention of the Actuarial Society of South Africa was held in Cape Town at the CTICC in November 2016. The Convention is held in the fourth quarter each year and alternates between Johannesburg and Cape Town. It is an educational and networking event for members of the Actuarial Society and is its flagship event, attracting more than 1 000 delegates since 2011 and

now presenting more than 30 sessions. African Agenda has been working with the Actuarial Society since 2005 and has been contributing to the success of the annual convention since 2007.

## Event highlights:

- Closing plenary address by Sizwe Nxasana (formerly of the First Rand Group) on funding for higher education.
- Fintech Spotlight sessions on new apps and programmes that mitigate risk, facilitate loans, leverage social capital or just make life easier.
- African Congress, a pre-convention event, co-costed by the International Actuarial Association and the Actuarial Society of South Africa.

## Special requests:

- Create an attractive association hub in the exhibition area to highlight the member services and outreach activities of the Actuarial Society.
- Develop a cocktail and dinner event to satisfy a multi-faceted membership, with varied food and drink offerings, inconspicuous but high-quality entertainment, and a balanced provision of formal and informal seating.
- Elevate the standing of the Green Exhibitor Award, initiated by African Agenda for the Actuarial Society in 2014, with more specific judging criteria, a new panel of judges and a higher-profile award presentation.
- Live stream a moderated session on transformation and facilitate the discussion among in-person and live-streaming participants using sli.do.
- Feedback from delegates: 81% of delegates rated the Convention quality overall as "Good" or "Excellent". 78% of delegates expressed that the quality of the papers and presentations met or exceeded their expectations.

## Outcomes/Addition to Knowledge Economy:

Actuaries are involved in the calculation and mitigation of risk. They contribute to the financial services sector as well as social protection and are often employed by banks, insurers and government agencies. They are highly-qualified professionals and must meet rigorous standards as well as ongoing professional development demands.

The 2016 Convention attracted more than 1 500 delegates from 23 countries. Those in attendance included mainly South African qualified actuaries and students but there was notable participation by



© African Agenda

representatives of other related professional organisations; stakeholders from the public sector including Treasury and Finance; African actuaries from affiliated actuarial bodies around the continent; and members of the International Actuarial Association from around the world.

The Convention satisfies members' continuing professional development requirements for their specific practice areas as well as general requirements in ethics and professionalism. The Actuarial Society is moving toward outcomes-based continuing professional development in line with global trends, so the Convention has begun to provide more opportunities for the development of members' non-actuarial skills. Sessions on wider fields have been added to the programme, including data analytics, emerging technologies, climate

change and actuaries in non-traditional roles. Professional matters, ethics and management were also covered within the selection of parallel sessions.

The two-day programme comprised more than 30 sessions, in plenary, parallel and TED-style format. A Call for Papers was issued and invited speakers were identified. The research solicited in the 2016 Call for Papers resulted in 34 presentations and 11 peer-reviewed full papers, published in a hard-copy 400-page papers book. There were also professionalism symposia, fintech spotlight sessions and two external plenary speakers. All abstracts were available on a website and an app, and audio recordings of sessions were made.

To continuously improve its contribution to the knowledge economy,

the Convention Organising Committee has instituted an internal review process for presentations as well as a requirement that all first-time presenters undertake presentation training (also offered to experienced presenters).

While the Actuarial Society continually analyses and improves its educational offering, it relies on African Agenda to execute its vision of an engaging and professionally-stimulating Convention. Today the professional conference organiser is more than merely the logistical co-ordinator of an event: the role has evolved into an integral consultative contributor to the long-term development of a professional event and the engagement of a professional body with its members. In this regard, African Agenda has extensive institutional knowledge of the Actuarial Society and the Convention itself and a long and positive working relationship with the Convention role players and stakeholders. 🌐

While the Actuarial Society continually analyses and improves its educational offering, it relies on African Agenda to execute its vision of an engaging and professionally-stimulating Convention.



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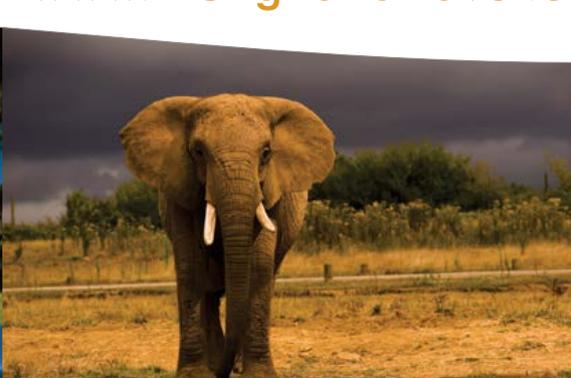
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# AFRICA'S ICCA RANKINGS

ICCA's eagerly awaited annual country and city rankings by number of meetings are published in May each year. To be included, association meetings must be held on a regular basis, have at least 50 delegates, and rotate between at least three countries. With a track record of over 50 years of consistently collecting information on international association meetings, these rankings are one of the few benchmarks in the international meetings market for identifying and comparing the relative position of destinations, which is why these rankings attract a huge amount of attention of the meetings industry every year.

ICCA points out though that its statistics on international association meetings are often just a small segment of the total amount of international meetings taking place in a city or country, and urges its members to collect their own information on meetings hosted in their destination. 

| Rank   | Country      | # Meetings |
|--------|--------------|------------|
| 1.     | South Africa | 108        |
| 2.     | Morocco      | 36         |
| 3.     | Egypt        | 22         |
| 4.     | Kenya        | 19         |
| 5.     | Tunisia      | 17         |
| 6.     | Tanzania     | 16         |
| 7.     | Ghana        | 13         |
| 7.     | Rwanda       | 13         |
| 9.     | Ethiopia     | 12         |
| 10.    | Nigeria      | 9          |
| 11.    | Mozambique   | 8          |
| 12.    | Zimbabwe     | 7          |
| 13.    | Mauritius    | 6          |
| 13.    | Senegal      | 6          |
| 15.    | Benin        | 5          |
| 15.    | Ivory Coast  | 5          |
|        | Others       | 36         |
| Totals |              | 338        |

| Rank   | City              | # Meetings |
|--------|-------------------|------------|
| 1.     | Cape Town         | 48         |
| 2.     | Johannesburg      | 17         |
| 2.     | Marrakech         | 17         |
| 2.     | Nairobi           | 17         |
| 5.     | Cairo             | 13         |
| 5.     | Durban            | 13         |
| 5.     | Kigali            | 13         |
| 8.     | Accra             | 10         |
| 8.     | Addis Ababa       | 10         |
| 10.    | Tshwane, Pretoria | 9          |
| 11.    | Dar-Es-Salaam     | 8          |
| 11.    | Maputo            | 8          |
| 11.    | Rabat             | 8          |
| 11.    | Tunis             | 8          |
| 15.    | Dakar             | 6          |
| 17.    | Abidjan           | 5          |
| 17.    | Casablanca        | 5          |
|        | Others            | 118        |
| Totals |                   | 338        |

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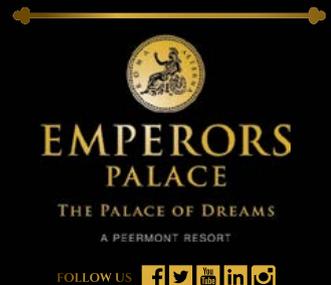


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# REMARKABLE TSHWANE MAKES FOR REMARKABLE CONFERENCES

South Africa spends a lot of time staring into space, staring into deep space. In fact, it is from the little known (outside of the scientific community that is) Hartebeesthoek Radio Astronomy Observatory on the western border of Tshwane that data is captured that impacts on the work of NASA.

HartRAO falls under the National Research Foundation, one of seven national research bodies based in the City of Tshwane.

As South Africa's leading research centre, Tshwane combines many unique characteristics that make it a global meetings and events destination of choice.

It is a city that has a dynamic approach to innovation and technology, with the aptly named Innovation Hub near the Council for Scientific and Industrial Research. It is also home to several tertiary institutions such as the University of Pretoria, the Tshwane University of Technology and the University of South Africa, better known as Unisa.

With its large student population comes a forward-looking and creative mind set. The City of Tshwane has a young and vibrant atmosphere, with a cosmopolitan lifestyle to match.

## Great places to visit

There are first-class restaurants and bars aplenty, ranging from family-friendly spaces to trendy pubs and dazzling nightclubs ready to test the dawn's early light.

Of course, there are the must-see attractions:

- the iconic Union Buildings which houses the seat of the Presidency
- the impressive tall bronze statue of Nelson Mandela just below the Union Buildings
- the home of reflection and reconciliation that is Freedom Park
- the Palace of Justice in Church Square, the venue of many trials against South Africa's freedom fighters

- the Voortrekker Monument, the most visited attraction in Gauteng.

## A proven track-record

The City of Tshwane has a proven track-record as a premier conference and event destination with several international and national trade missions under its belt; it has played host to a myriad conferences, exhibitions and meetings, and has welcomed major international sporting events.

Tshwane's strategic location is a boon; easily accessible from OR Tambo International Airport via the Gautrain or with flights from Cape Town directly into Tshwane's own airport at Wonderboom.

With its concentration of academic, medical, scientific and technological institutes, Tshwane is rightly regarded as the knowledge capital of South Africa. An estimated 85% of all research and development in South Africa is conducted within the walls of the Council for Scientific and Industrial Research, the Human Sciences Research Council, the National Research Foundation, the University of Pretoria, the University of South Africa and the Tshwane University of Technology.

As the country's capital city, Tshwane is the seat of government and houses all the national government departments but its influence is not confined to administrative functions; it is an economic hub of note. Key sectors include general services, financial services, manufacturing, agro-processing and tourism.

Conference organisers and participants are spoilt for choice, with access to world-class international and boutique hotels and state of the art venues. In total, more than 7 000 rooms and 400 conference facilities are available, catering for large and small events.

City of Tshwane will be hosting international associations congresses in 2017: International Congress of the International Federation of Agricultural

Journalists, 5<sup>th</sup> International Veterinary Simulation in Teaching, Design Education Forum of Southern Africa and 72<sup>nd</sup> International Conference of Studiorum Novi Testamenti Societas. In 2018, the City of Tshwane will host the biggest choir competition, The World Choir Games 2018, which attracts over 20 000 delegates.

## Convention Bureau here to help

Business travel and events are central to building Tshwane's local economy and sit at the heart of everything that the Tshwane Convention and Visitors' Bureau (TCVB) does. And the professional efforts of the TCVB are paying off: the City of Tshwane is now ranked in the top 10 cities in Africa for hosting international meetings and conferences. Rankings are adjudicated and allocated by the International Congress and Convention Association (ICCA).

Organisers in the MICE industry can count on the TCVB for strategic support: they are guaranteed assistance with bids, site inspections and destination information.

In addition, the TCVB is able to facilitate meetings with local suppliers, negotiate accommodation rates, help with venue sourcing and obtaining high-end incentives.

The City of Tshwane lives by its motto of "igniting excellence", and the TCVB can do just that for any conference or event.

Take a moment to explore the City of Tshwane via YouTube: [bit.ly/2a0KDEK](http://bit.ly/2a0KDEK)

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# A CHAT WITH SHAUN BIRD

The *Event* chats with Shaun Bird, Sandton Convention Centre's new General Manager to find out how he's been settling in, and what strategic plans he has up his sleeve for the next few months.

**A**ppointed to the position of General Manager at Sandton Convention Centre in August last year, Shaun Bird brings a wealth of experience in the management of convention facilities. He is the former Complex Operations Manager at the Grand Palm Hotel, Casino and Convention Resort in Botswana, and has worked in hospitality across the world – including the Holiday Inn Kingscross, Le Meridien Waldorf and many others. The *Event* chats with Mr Bird about his plans for bringing business events to the SCC in the next twelve months and beyond.

## What have you been doing since you were appointed late last year, and how are you settling in?

I started in the middle of August and since then I've done a lot of travelling. Nasrin Hoosen – our International Sales Manager – and I spent approximately three out of the last five months travelling to different destinations to represent the company at industry events and trade shows, meet clients, etc. We had meetings set up in Washington and Las Vegas,

then we were off to the ICCA Congress in Asia. I did some client business and then back to South Africa for about three days, and up to Barcelona for ibtm world.

It's been very exciting in that I'm getting a feel for the sales side of the business.

## Have you drummed up any new business in visiting all these trade shows recently?

We have! A lot of these trade show bookings tend to take place two, three and sometimes five years out. So we've been very successful in pulling business in for 2018. 2018 is looking rosy; and we have a number of bids out for 2019 at the moment. We have made bids for about 30 events in conjunction with the SANCB, Gauteng Convention and Events Bureau, etc., who would all partner with us to host these international events.

We picked up an event from Singapore recently, a sustainability development conference which will likely happen in September if it is confirmed soon as we are almost fully booked for September. It's not a massive conference, but it has quite an impact in the sense that it's very

high level and it will bring many stakeholders in the sustainable development forum.

## How many association conferences and events do you host at SCC on average?

It depends. There is obviously the local association business which is fairly strong, I would say they'd probably make up about 10% of our business. What we have found is they are good for revenue because the relative spend in terms of the amount of space that they take up is quite extensive – especially with the international associations.

You also book many hotels for events like this so the hotels around us benefit from the rooms, and generally internationals tend to stay for anywhere up to a week. Also, if you maximise your venue space for that period of time, there inevitably will be discussion groups and forums so they tend to take up most of the venue from your plenaries right through to your breakaway venues.

## What is your strategic plan for growing SCC going forward?

One of my tasks, and one of the reasons I've been brought in, is to try and facilitate improvement in what we offer in terms of hotel accommodation. We've never put that much of a focus on accommodation, and the spill-over from our events means secured bookings for all the hotels around us. So one of my key drivers this year is to get the integration right and be able to offer clients the best deal in order to keep their business within our portfolio.

Then, on the convention centre side, there are three main drivers and these are things that are set in stone: relationship building with our current and future client base, flexibility, and driving home the value we offer. We've considered to

One of my tasks, and one of the reasons I've been brought in, is to try and facilitate improvement in the hotel room side of things. We've never put that much of a focus on accommodation, and the spill-over from our events mean secured bookings for all the hotels around us.

be on the higher end of the scale but when you break it down and look into the value you get. Sandton Convention Centre is more than competitive.

Flexibility, in that we're not going to tell you how to run your event – although we have advised clients in the past – but we do want to think outside the box and take note of your suggestions to make it work for you. If we need to change our thinking, we are more happy to do so. We strive to build relationships so clients feel confident enough to have those kinds of conversations with us.

We're cutting down on the bureaucracy in terms of how a request is processed; we're removing the middle men in our own organisation, to streamline the quote process. Dealing with fewer people to get what you need, builds up the relationship naturally. In the same way, once we have a relationship with a client, we can offer them their preferred products and services because we understand what they want.

**Sustainability is a huge topic at Meetings Africa this year. What is SCC doing to remain sustainable?**

Sustainability by nature is not always a low cost activity, but we've taken the approach that every little bit counts. Tsogo Sun as a whole has an extremely well-established sustainability programme in every aspect. We've looked at the programme and identified how we can implement aspects of it at Sandton Convention Centre. For example, wherever we've installed outdoor lighting, we have added motion sensors. In our car park there's a motion sensor so as you drive in, and the lights will start coming on as you drive through. We've also redone our gardens and planted more succulents and cacti because they use considerably less water. We've engaged a new company with a horticulturalist who advises us on these matters.

We also look at return on investment because these are projects that need to be able to pay for themselves. That's not the only criteria, but you have to tie business into sustainability to be able to take it seriously. No company is going to take sustainability seriously unless they see it sliding down to the bottom line. That means attracting new companies to do business with, and it also means saving costs. At the end of the day, we



Shaun Bird, Sandton Convention Centre's new General Manager

take it quite seriously at grassroots level in terms of the company structure.

For Meetings Africa, there is a greening committee that will meet with us before the trade show, but it changes year on year depending on the focus. We as the hosts go out of our way to support those goals when we are able to. For example, in order to sustain small business, we're allowing them to bring in a little craft beer stand at the cocktail party. Normally we would sell our own beer and not allow anyone to trade on our premises, but we want to support development of small businesses.

**How lucrative is it running a high profile venue on the continent? What trends have you noticed for venues in particular?**

Well, the MICE industry is opening up, but no one is really running around building a R500-million convention centre too often. What they are doing is building smaller venues. Whether that market is saturated or not, I don't know, but in terms of the big players like us, there is really just Cape Town,

Durban, Gallagher, Nasrec and us – and to a certain extent on the leisure side, Sun City. We play in that market. That applies right through Africa and the reason for this is the infrastructure. I know Kenya, Tanzania and Rwanda all have convention centres. Size-wise they are nowhere near ours, but they will tap into the smaller association market base. Africa is showing a lot of enthusiasm at the moment.

Most of the East African block at the moment is really showing a lot of promise in terms of development and market potential in that they are looking to generate Africa-wide business, by default South Africa will pick up some of that. I don't think we in South Africa will ever be oversubscribed in our venues. I think as business grows; so will our market. I don't know of convention centres that have gone out of business in recent years, so I have to make the assumption that business is good.

For updates on the latest events at Sandton Convention Centre, visit [www.tsogosun.com/sandton-convention-centre-scc](http://www.tsogosun.com/sandton-convention-centre-scc). 



# 15 TRADE SHOW BOOTH SUCCESS TIPS

By James C. Gibson, Marketing and Sales Manager at Metro Exhibits.

## Getting a positive ROI from a trade show booth is tough.

What specific strategies are behind successful trade show booths? We searched around for the most experienced industry professionals and put together a list of our top trade show tips and strategies.

### Here are our top 15:

#### #1 First Impressions are Everything- No, Really.

Studies show that your first impression has a high correlation with the actual long-term status of your relationship. There's not much time for you spare on your initial presentation either. Not all companies have a big budget, but one thing that should never be left to chance is your trade show exhibit's design. Make your exhibit stand out.

#### #2 Monkey See, Monkey Do

You're a tourist looking for the best hot dog in Times Square and you see one stand has a longer line than the others. Which one do you go to? Social proof generates trust.

#### #3 Extend Your Reach

This plays off of the Monkey See, Monkey Do tip. Promotional giveaways that are easily visible are a way to extend your booth's reach.

#### #4 Pre-Show Booth Meetings

Utilise your trade show display by marketing yourself pre-show. This is where most of the magic happens...

#### #5 Tricks of the Trade

Most trade shows have exhibitors with the same target audience as you. Why not trade leads and contact information? This is one of the best trade show

booth tips in terms of ROI. You'll instantly double your sales opportunities.

#### #6 Let them Interact

If you can make your product or service interactive, people will stay and a crowd will form.

Not all brands are easy to display. Find a way to allow your booth traffic to interact with your products or services. Not only will you generate interest, but they will get a better understanding of your value proposition.

Touch screens are a great way to display any type business offering as long as it's interactive.

#### #7 Create an Experience

If you can't display your business offering in an interactive way, consider creating an experience.

#### #8 May the Best Man Win

Have your best sales people on the floor and make it a fun competition. Make sure all trade show staff is well trained before the conference. Have them all aware of the company's strategy going in and how to utilise the resources provided.

#### #9 Get Your Best Clients to the Show

It's a lot easier to get someone who has bought before to buy again than it is to get someone to buy for the first time. If your best clients are not already going to the show, buy them a ticket.

#### #10 Measure ROI

The only way to know if something works is to test it. The only way to know if the test worked is to measure it.

#### #11 Stop Selling - Start Gelling

What's the best way to generate interest? Show interest in others

first. Don't have your staff sell your product unless they are interested in it. The way you gain interest is by being interested in others first.

#### #12 Be Hospitable

Give people a warm welcome with things everyone can agree on. Having coffee/ tea, an abundance of comfortable seating, and fresh baked cookies always works.

#### #13 Start Early

Phil Zamloot, President of Metro Exhibits finds that those who start the process of preparing for a trade show early have the most success.

"Things like reserving space, designing your trade show booth, building your booth, details about how it will be shipped and installed, etc. When it all adds up, it can take a lot of time. Those who get it done early tend to have a better experience at the show."

#### #14 Learn Before you Lead

Because of the large investment that's needed to attend trade shows, novice exhibitors tend to focus 100% of their time on themselves. Before you can become a trade show leader, you need to learn from those who are. The best of the best are all around you. Take some time to explore other trade show booths and learn how they are marketing their products and services.

#### #15 Follow up Fast

Follow up with leads soon after the show. The longer you wait the longer they have to forget who you are and what you said. People have many interactions at trade shows. As much as you want to believe yours were different, it's tough to remember everyone's name and product after the show.

# SERVICE BY DESIGN

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Cityscape, Johannesburg, Gauteng, South Africa © South African Tourism

# JOHANNESBURG

Fondly known as the City of Gold, Johannesburg is renowned across the world as the commercial powerhouse of Africa.

Johannesburg is an international business hub with a range of nicknames including Joburg, Jozi and eGoli – the City of Gold. It is the largest city in South Africa, and one of the 50 largest urban developments globally. Originally established in 1886 following the discovery of gold in the region, it is a modern El Dorado; and in the 21<sup>st</sup> century has positioned itself as the gateway to the business events industry in Africa.

As the most visited city on the continent, Joburg commands the tourism market with 3.6 million international overnight visitors. According to the 2016 Mastercard Global Destination Cities Index, international travellers' estimated spend in Johannesburg was around the US\$1.73 billion mark.

The City of Gold naturally has a strong business events and corporate

meetings market. The annual Meetings Africa show – an event hosted by the South Africa National Convention Bureau – takes place in Johannesburg each year, while a number of other exhibitions such as the Rand Show, Markex, and the upcoming UFI Congress will be held in the city, too.

## Key Venues

In addition to the following three main venues, Johannesburg also offers a range of unique conference and meeting venues within the city limits and in close

proximity; for small, medium, and large events of world-class proportions.

### Johannesburg Expo Centre

The award-winning Johannesburg Expo Centre (JEC) is SA's largest purpose-built exhibition, conference convention and events venue – and one of the city's best known landmarks. Its conference rooms span 4 000m<sup>2</sup>, and the venue offers 150 000m<sup>2</sup> of space in total, over 20 000 parking bays, and is 30 minutes from all major airports. [www.expocentre.co.za](http://www.expocentre.co.za)

| Johannesburg Expo Centre |                |
|--------------------------|----------------|
| Meeting Space            | Capacity       |
| Main Arena               | 20 000 theatre |
| Hall 5                   | 5 600 theatre  |
| Hall 6                   | 94 00 theatre  |
| Hall 9                   | 5 000 theatre  |

It is the largest city in South Africa, and one of the 50 largest urban developments globally. Originally established in 1886 following the discovery of gold in the region, it is a modern El Dorado.

### Climate

Johannesburg's climate is usually fairly mild thanks to its elevation. It has an average daytime temperature of 25 degrees Celsius in January, dropping to around 16 degrees Celsius in June.

### Currency

| South African Rand (ZAR) | US Dollar (USD) | Euro (EUR) | Chinese Yuan (CYN) |
|--------------------------|-----------------|------------|--------------------|
| 50.00                    | 3.70            | 3.44       | 25.36              |

### Access

As an international business and travel hub, Johannesburg has a number of access points and as many local and regional flights connecting one with the rest of South Africa and the wider continent. OR Tambo International Airport is Africa's biggest and busiest airport, while Lanseria International is a key player in Gauteng air travel. Flights to Johannesburg include:

- Air China
- Air France
- Air Mauritius
- Arik Air
- Brasil
- British Airways
- Cathay Pacific
- Delta
- EgyptAir
- EL AL Israel Airlines
- Emirates
- Ethiopian Airlines
- Etihad Airways
- Iberia
- Kenya Airways
- KLM
- LATAM Airlines
- Lufthansa
- Qantas
- Qatar Airways
- Saudia
- Singapore Airlines
- South African Airways
- SwissAir
- TAAG Angola Airlines
- Turkish Airlines
- United
- Virgin Atlantic

#### Sandton Convention Centre

Tsogo Sun's Sandton Convention Centre is a leading event venue located in the heart of Sandton – a sophisticated business district in central Joburg. It has a total of 22 000m<sup>2</sup>

of flexible space, and can comfortably cater for up to 4 500 cocktail guests. It is the annual host of the prestigious Meetings Africa trade show. [www.tsogosun.com/sandton-convention-centre-scc](http://www.tsogosun.com/sandton-convention-centre-scc)

| Sandton Convention Centre |                                 |
|---------------------------|---------------------------------|
| Meeting Space             | Capacity                        |
| The Pavilion              | 4 500 theatre                   |
| Exhibition 1              | 5 430m <sup>2</sup> floor space |
| Exhibition 2              | 5 050m <sup>2</sup> floor space |
| The Ballroom              | 1 500 theatre                   |

#### Gallagher Convention Centre

As a premier, multi-purpose conference and exhibition destination, Gallagher is conveniently situated between Johannesburg and Pretoria

in the business hub of Gauteng. Its 30-hectare property offers 26 meeting spaces to choose from, with a maximum capacity of 5 000 pax theatre-style. [www.gallagher.co.za](http://www.gallagher.co.za)

| Gallagher Convention Centre |               |
|-----------------------------|---------------|
| Meeting Space               | Capacity      |
| Hall 1                      | 2 500 theatre |
| Hall 2                      | 4 500 theatre |
| Hall 3                      | 4 500 theatre |
| Hall 5                      | 5 000 theatre |

#### Incentive Travel Products

Thanks to its ideal location in Gauteng, Johannesburg is an eclectic incentive-travel hub with something for everyone. It is a world-class shopping destination, and offers a host of arts and culture

activities, five-star restaurants and exquisite tours around the city. Just a short drive away is the Pilanesberg National Park for wildlife sightings, while visits to the Johannesburg Zoo, Gold Reef City, and Soweto are popular.

### @ Contacts

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# ANGOLA

A country with one of the fastest-growing economies in the world, Angola offers much for business investors and conference-goers alike.



© EPIC SANA Luanda Hotel

Although for the better part of the 20th century Angola was a troubled nation rife with civil war, in recent years it has become a global economic player. Thanks to its vast mineral and petroleum reserves, its economy is among the fastest growing in the world and it is also part of the Southern African Development Community. Angolan culture reflects centuries of colonial rule, with the most visible being the predominance of the Portuguese language combined with diverse indigenous influences.

Angola's capital Luanda went through a boom with heavy international investments recently, although the nation's growth forecast is not too high thanks to a steep decline in oil prices. Despite this, the country has been investing in renewable energy; with up to seven hydroelectric projects planned for the Kwanza River. This and other economic investments have given rise to an ever-growing conferencing and events industry in the region. The 6th International Conference on the

Great Lakes Region was held in Luanda mid-2016, while other conferences such as FILDA (International Fair of Luanda) and the Africa Oil and Gas Local Content Conference and Exhibition are set for 2017.

Also of note is Carlson Rezidor's announcement at the Africa Hotel Investment Conference in November. The hospitality mogul has signed five new Park Inn by Radisson hotels in Angola's major cities of Luanda, Cabinda, Benguela, Lubango and Namibe. "We are proud to partner with Instituto de Fomento Turístico de Angola, to enter a new African country, and bring a portfolio of five world-class Park Inn by Radisson hotels to Angola," said Elie Younes, Carlson Rezidor Hotel Group's Executive Vice President and

Chief Development Officer. "We are confident that this partnership will unlock value for all stakeholders. Our timely openings will make meaningful economic contributions and create local employment opportunities."

## Key Venues

### Centro De Conferências de Belas

The Belas Conference Centre in Luanda offers discerning business-event planners a sophisticated, 3 000-seater meeting space, with two additional venues for smaller functions. It has state-of-the-art amenities and with its amphitheatre-style design, it lends itself to political, economic and academic events. For more information, visit [www.ccb.co.ao](http://www.ccb.co.ao).

| Centro De Conferências de Belas |   |
|---------------------------------|---|
| Meeting Space                   | Capacity                                      |
| Grand Auditorium                | 3 000 theatre. Includes press room for 50 pax |
| Conference Hall                 | 300 classroom                                 |
| Banquet Hall                    | 359 banquet                                   |

**EPIC SANA Luanda Hotel**

The conference centre at EPIC SANA Luanda Hotel offers a state-of-the-art meeting venue with a total of 2 500m<sup>2</sup> of indoor and outdoor space. Located on

two separate floors and connected by a grand staircase, the main ballrooms offer flexible configurations, and can host up to 750 theatre-style. For more information, visit [www.luanda.epic.sanahotels.com](http://www.luanda.epic.sanahotels.com).

| EPIC SANA Luanda Hotel |                              |
|------------------------|------------------------------|
| Meeting Space          | Capacity                     |
| Angola                 | 750 theatre, 650 exhibition  |
| Angola Foyer           | 300 cocktail, 250 exhibition |
| Brazil                 | 320 theatre and exhibition   |
| Brazil Foyer           | 440 cocktail, 300 exhibition |
| Brazil + Foyer         | 700 cocktail, 600 exhibition |

**Incentive Travel Products**

As a growing tourism destination, Angola offers a number of incentive travel options. Luanda is an attractive business hub with five-star hotels, wellness spas, and leisurely getaways. Among the unique experiences Angola offers are the waterfall at Cachoeiras and the magnificent Kalandula Falls, Serra de Leba pass in Huila

and kilometre after kilometre of unspoilt beaches – not to mention the Kissama National Park. For the more adventurous, there is big game fishing, water sports in Mussulo Bay, and surf opportunities in the warm waters of Cabo Ledo and Sangano. Luanda also offers a vibrant nightlife, with exquisite restaurants showcasing the country's Portuguese heritage.



© EPIC SANA Luanda Hotel



© Lonely Planet

**Climate**

As a tropical region, Angola experiences distinct alternating rainy and dry seasons. The best time to visit is during the winter months from May to October.

**Access**

Angola can be accessed through a number of airports, the main hub being Angola International Airport, also known as Aeroporto Internacional Quatro de Fevereiro, situated in Luanda. Carriers flying to Angola include:

- British Airways
- Emirates
- TAP Portugal
- Ethiopian Airlines
- KLM
- Brussels Airlines
- Royal Air Maroc
- Lufthansa
- South African Airways
- Kenya Airways
- Air France
- TAAG Angola Airlines

**Currency**

| Angola Kwanza (AOA) | South African Rand (ZAR) | US Dollar (USD) | Euro (EUR) | Chinese Yuan (CYN) |
|---------------------|--------------------------|-----------------|------------|--------------------|
| 1 000               | 81.21                    | 6.03            | 5.62       | 41.50              |

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Luanda is an attractive business hub with five-star hotels, wellness spas, and leisurely getaways.



# EAST AFRICAN HOTELIERS APPOINTED

Nairobi's Kempinski Hotel and Carlson Rezidor appoint new heads for their East African properties.



The Villa Rosa Kempinski in Nairobi © County Online

The first hotel – under the Radisson Blu brand – opened in late 2015 in Nairobi, followed by the Radisson Blu Kigali. In both cities they've added a Park Inn, with Kigali already operating and Nairobi set to open early 2017.

## Villa Rosa Kempinski Appoints New GM

The Villa Rosa Kempinski in Nairobi, Kenya, has announced the appointment of hospitality guru Kees Heuveling as the new General Manager. He replaces Manish Nambiar who moved to the Kempinski Hotel Gold Coast in Accra, Ghana.

Heuveling has over 30 years' experience working with some of the finest hotel brands spanning three continents – Europe, Asia and Africa. A Dutch national, he is fluent in English, German and French, he's worked in 13 countries, and his immediate former position was as GM of the luxurious Kempinski Hotel Cathedral Square in Lithuania. He has worked with the brand for ten years in various positions

including top management and brings a decade of experience working with Intercontinental Group of Hotels.

Heuveling, who describes himself as a lover of modern art, hiking, sailing, reading and music, said of his appointment: "I am delighted to be in Kenya and in charge of Kempinski flagship in East Africa and one-of-a-kind tented camp in Masai Mara."

## Carlson Rezidor: New Property and GM Announcement

With a new Kampala property added to the Carlson Rezidor holdings, the global hotel group has taken the next step to strengthen their regional management team with the appointment of a Regional Director for East Africa. The first hotel – under the Radisson

Blu brand – opened in late 2015 in Nairobi, followed by the Radisson Blu Kigali. In both cities they've added a Park Inn, with Kigali already operating and Nairobi set to open early 2017. This brings Carlson Rezidor brands to five, with more in the pipeline.

Ian Rydin will oversee the East African region for the company, and will also be General manager for Radisson Blu Nairobi, where he will be based. He arrives from the brand's Brussels office where he served as Senior Director Future Openings for two years and after managing the Radisson Blu hotels at Manchester Airport, Dubai Downtown and Istanbul. Another key member of the Carlson Rezidor team is Ms. Vicky Muyanga, Regional Director of Sales and Marketing, who is also based in Nairobi. 📍

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6 – 9  
CAPE TOWN, SOUTH AFRICA

### IBTM ARABIA

7 – 9  
ABU DHABI, UAE

### ICT 2017

7 – 9  
LEUVEN, BELGIUM

### ESMO SUMMIT AFRICA 2017

10 – 12  
CAPE TOWN, SOUTH AFRICA

### AFRICABUILD LAGOS

14 – 16  
LAGOS, NIGERIA

### SIGN AFRICA EXPO

15  
EAST LONDON, SOUTH AFRICA

### MY BUSINESS EXPO JOBURG

15 – 16  
JOHANNESBURG, SOUTH AFRICA

### NSBC SUMMIT

15 – 16  
JOHANNESBURG, SOUTH AFRICA

### AFRICA MARKETING WEEK

15 – 16  
CAPE TOWN, SOUTH AFRICA

### SATTE 2017

15 – 17  
NEW DELHI, INDIA

### INTERNATIONAL CONFERENCE ON CLIMATE CHANGE

16 – 17  
COLOMBO, SRI LANKA

### 4TS INTERNATIONAL CONFERENCE

16 – 18  
DUBAI, UAE

### CAPE TOWN ART FAIR

17 – 19  
CAPE TOWN, SOUTH AFRICA

### SOLUTION FOR AFRICA CONFERENCE AND EXHIBITION

21 – 22  
JOHANNESBURG, SOUTH AFRICA

### AFRICA ENERGY INDABA

21 – 22  
JOHANNESBURG, SOUTH AFRICA

### SOLAIRE EXPO MAROC

21 – 23  
CASABLANCA, MOROCCO

### WAIPEC

21 – 23  
LAGOS, NIGERIA

### AIR CARGO AFRICA

21 – 23  
JOHANNESBURG, SOUTH AFRICA

### ECOMMERCE MONEYAFRICA CONFEX

22 – 23  
CAPE TOWN, SOUTH AFRICA

### AVIATION AFRICA

22 – 23  
KIGALI, RWANDA

### ACE OF MICE EXHIBITION

22 – 24  
ISTANBUL, TURKEY

### JOHANNESBURG HOMEMAKERS EXPO

23 – 26  
JOHANNESBURG, SOUTH AFRICA

### ULTRA SOUTH AFRICA

24 – 25  
CAPE TOWN AND JOHANNESBURG, SOUTH AFRICA

### MEETINGS AFRICA

27 – 1 MARCH  
JOHANNESBURG, SOUTH AFRICA

### AID AND INTERNATIONAL DEVELOPMENT FORUM AFRICA SUMMIT

28 – 1 MARCH  
NAIROBI, KENYA

### WORKING WORLD EXHIBITION

28 – 2 MARCH  
PORT ELIZABETH, SOUTH AFRICA

### INTERNATIONAL PAPILLOMAVIRUS CONFERENCE

28 – 4 MARCH  
CAPE TOWN, SOUTH AFRICA

## MARCH

### DESIGN INDABA CONFERENCE

1 – 3  
CAPE TOWN, SOUTH AFRICA

### THE BLOCKCHAIN AFRICA CONFERENCE

1 – 3  
JOHANNESBURG, SOUTH AFRICA

### AFRICA HEALTH AGENDA INTERNATIONAL CONFERENCE

5 – 6  
NAIROBI, KENYA

### CAREER INDABA

5 – 6  
JOHANNESBURG, SOUTH AFRICA

### CIES 2017

5 – 9  
ATLANTA, USA

### SAMSIG AFRICA CONGRESS

5 – 12  
SERENA SERENGETI, TANZANIA

### AFRICA NEW ENERGY

7 – 8  
CAPE TOWN, SOUTH AFRICA

### RETAIL WORLD AFRICA

7 – 8  
JOHANNESBURG, SOUTH AFRICA

### PROPAK EAST AFRICA

7 – 9  
NAIROBI, KENYA

### ICIN CONFERENCE

7 – 9  
PARIS, FRANCE

### OPEN EDUCATION GLOBAL CONFERENCE

8 – 10  
CAPE TOWN, SOUTH AFRICA



**ITB BERLIN**

8 – 12  
BERLIN, GERMANY

**MALL INDABA**

13 – 14  
JOHANNESBURG, SOUTH AFRICA

**SIGN AFRICA EXPO**

15 – 16  
CAPE TOWN, SOUTH AFRICA

**IAB BOOKMARKS 2017**

16  
JOHANNESBURG, SOUTH AFRICA

**INTERNATIONAL YOUTH LEADERSHIP CONFERENCE DUBAI**

18 – 23  
DUBAI, UAE

**CSAE CONFERENCE**

19 – 21  
OXFORD, UNITED KINGDOM

**ROYAL COLLEGE OF OBSTETRICIANS AND GYNAECOLOGISTS WORLD CONGRESS**

20 – 22  
CAPE TOWN, SOUTH AFRICA

**CABSAT**

21 – 23  
DUBAI, UAE

**IT&CM CHINA**

21 – 23  
SHANGHAI, PEOPLE'S  
REPUBLIC OF CHINA

**CTW CHINA**

21 – 23  
SHANGHAI, PEOPLE'S  
REPUBLIC OF CHINA

**ICLMC 2017**

25 – 27  
KYOTO, JAPAN

**INTERNATIONAL CONFERENCE ON BUSINESS INCUBATION**

25 – 29  
SEATTLE, USA

**SACPM 2017**

27 – 31  
JOHANNESBURG, SOUTH AFRICA

**POWER AND ELECTRICITY WORLD AFRICA**

28 – 9  
JOHANNESBURG, SOUTH AFRICA

**THE SOLAR SHOW AFRICA**

28 – 29  
JOHANNESBURG, SOUTH AFRICA

**THE WATER SHOW AFRICA**

28 – 29  
JOHANNESBURG, SOUTH AFRICA

**SALES SUMMIT**

16 – 29  
JOHANNESBURG & CAPE TOWN,  
SOUTH AFRICA

APRIL

**SIGN AFRICA EXPO**

7  
POLOKWANE, SOUTH AFRICA

**SIGN AFRICA EXPO**

19 – 20  
DURBAN, SOUTH AFRICA

**WORLD TRAVEL MARKET AFRICA**

19 – 21  
CAPE TOWN, SOUTH AFRICA

**INTERNATIONAL LUXURY TRAVEL MARKET AFRICA**

21 – 23  
CAPE TOWN, SOUTH AFRICA

**SA INTERNATIONAL CONFERENCE ON EDUCATIONAL TECHNOLOGIES**

24 – 26  
PRETORIA, SOUTH AFRICA

**WEB SUMMIT**

25 – 26  
CAPE TOWN & JOHANNESBURG,  
SOUTH AFRICA

**A'SAMBENI AFRICA BUSINESS TOURISM EXPO**

25 – 29  
BULAWAYO, ZIMBABWE

**ZIMBABWE INTERNATIONAL TRADE FAIR**

25 – 29  
BULAWAYO, ZIMBABWE



## FOUR NEW MEMBERS JOIN TBCSA

The Tourism Business Council of South Africa now includes an international hotel brand, one of the country's biggest tourist attractions, a new association and one of Southern Africa's largest tour operators.

TBCSA Chief Executive Officer, Ms. Mmatšatši Ramawela, confirmed the new additions: "We have the pleasure of welcoming back Tourvest Holdings to the TBCSA family, as well as our new members, the V&A Waterfront, Urban-Econ Tourism, the Preferred Hotel Group, and the Association of African Exhibition Organisers (AAXO)."

The Council looks forward to cementing strong relationships with each new member organisation and is confident that each addition to the TBCSA umbrella will contribute significantly to the vision of being the trusted and informed voice of business in the travel and tourism industry.



Adriaan Liebetrau

Outgoing Chief Executive Officer at SAACI

## LIEBETRAU'S LEGACY

In 2017 SAACI celebrates its 31<sup>st</sup> congress and 30th anniversary, as we get ready for a historic year, outgoing CEO Adriaan Liebetrau reflects on the past 12 months big successes.

The 2016 Meetings Africa was a great success with SAACI again hosting bonday along EXSA, SITE and EGF with seven international speakers and in partnership with IBTM Africa hosted a first of its kind conference as part of Africa Travel.

The 30th congress in Mangaung was a huge success as SAACI enjoyed well over R2-million in marketing exposure.

In partnership with CPUT, we hosted our first Business Events Future Focus Conference with just under a 100 university students participating! We fondly remember the interaction and participation of the delegates and Cape members pulling out all the stops to help make this a huge success.

We expanded collaboration partnerships with British Airways, Price Forbes and South African Airways and added Avis, Greenpop and ICAS to the mix. hosted roadshows in Mangaung, Mbombela, Polokwane, Mahikeng and Kimberly to educate locals on what SAACI does.

We collected books for the Nelson

Mandela Foundation that were donated to Lebode Village and the village made 800 key rings for congress delegate boosting. Together with Greenpop we were able to plant 54 trees in the Platbos Reforestation Project.

SAACI Academy had over 500 courses completed, 361 member companies signed up and R707 705,26 of private training. Internally the head office team identified 196 projects and have successfully completed 146 of these, that's 75%!





**Carol Weaving**  
Chairperson of AAXO

### AAXO'S FUTURE FOCUS

Following the immense success of AAXO's ROAR Organiser and Exhibitor Awards that took place in January 2017, AAXO will harness the momentum it has gained in 2016 to continue to be a trailblazer for the African Exhibitions and Events industry.

2017 will see AAXO more focused than ever on championing credibility and quality in the industry. That's why we launched straight into the first-ever ROAR Awards.

In line with our mandate of being a powerful industry champion, AAXO consistently seeks out new opportunities for professionals to network, learn and grow together. The AAXO ROAR Organiser and Exhibitor Awards were designed to do exactly this, all while uniting the industry and providing a platform to showcase hard work and offer recognition.

What made these awards even more ground-breaking is the fact that it was the first time in history that exhibitors also had the opportunity to participate.

The rest of 2017 will see AAXO work to grow the industry, both in South Africa and in Africa as a whole. Now that the research that AAXO commissioned on the Exhibition and Events industry has been released, we will work towards highlighting the value and economic impact of the industry with the aim of boosting its prominence as a marketing channel.

At the same time AAXO will continue to add value to our members (and the industry at large) in new and impactful ways – all while continuing to host our popular training days throughout the year.

For more information on AAXO, visit [www.aaxo.co.za](http://www.aaxo.co.za) or contact Annamari Erwee on 011 549 8300 or at [admin@aaxo.co.za](mailto:admin@aaxo.co.za).

All membership inquiries, including a full list of membership benefits and information on how to join can be directed to [members@aaxo.co.za](mailto:members@aaxo.co.za).



**Phumulani Hlatshwayo**  
EXSA General Manager

### FRESH START FOR EXSA

The Exhibition and Events Association of Southern Africa, had a year of changes during 2016, appointing a new Chairman, Neil Nagooroo, a new General Manager, Phumulani Hlatshwayo, and relaunching its brand with a fresh new look including a new EXSA logo and four strategic pillars. With an increased membership and the launch of the EXSA academy – "EXSA continues to grow from strength to strength and in 2017 will undertake going back to its roots and building a stronger community, giving a platform to new voices and members, as well as improving the importance of the exhibition and events industry. In other words – CONNECT, ENGAGE, LEARN and GROW," says Hlatshwayo.

2017 is set to be another eventful year for EXSA and its members starting off with the United Industry Awards taking place 26 January at the Ticketpro dome, the EXSA AGM taking place 1 March and the EXSA conference 9-11 July in Gauteng. Look out for the announcement of the venue, along with an exciting programme and sponsorship opportunities.

For a full list of calendar events download the 2017 EXSA calendar from the EXSA website: [www.exsa.co.za](http://www.exsa.co.za). We look forward to an exceptional year ahead growing with our members.





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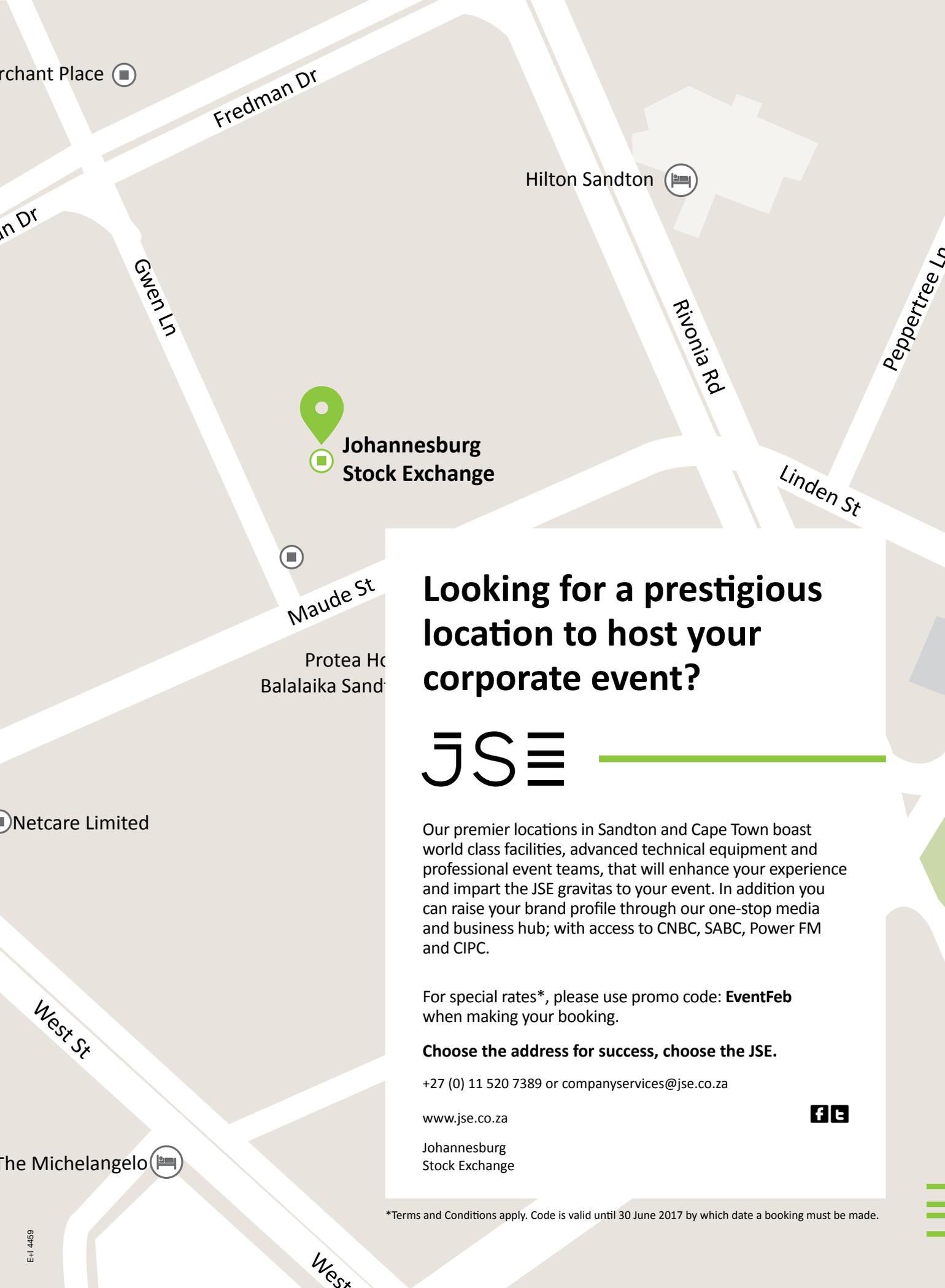
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Le Franschhoek Hotel & Spa, situated in the Cape Winelands, offers luxurious hotel accommodation and a truly unique winelands hotel experience. This luxury Hotel features 79 en-suite, elegantly finished rooms and suites, and two lavish villas. Each boasts breath-taking views over either the towering Franschhoek Mountains, or manicured gardens. Le Franschhoek Hotel is elegantly portrayed in their fine dining eatery. Offering diners an opportunity to indulge in a scrumptious à la Carte menu, this Franschhoek restaurant is complimented by warm service, and picturesque placement.

In addition, it is an ideal destination for a team building, corporate function or even a fairy tale wedding, boasting 5 world class conference venues, seating from 20 to 120 delegates.



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