

Event



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+ MEETINGS AFRICA 2017: REVIEW

An Insider's Look at the Continent's Premier Business Event

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SAACI APPOINTS NEW CEO

The Southern African Association for the Conference Industry (SAACI) is pleased to announce the appointment of their new CEO, Rudi Van Der Vyver.

After the resignation of previous CEO, Adriaan Liebetrau, who accepted a wonderful opportunity with Tsogo Sun as Sales and Marketing Manager, Sandton; an extensive process was undertaken to appoint a suitable candidate.

Over 40 CVs from interested parties in application for the position were received. Careful criteria were used to shortlist candidates: a strong understanding of the business events, conference and meetings industry was a prerequisite, but financial acumen and previous marketing and brand experience were also carefully considered. Potential candidates were interviewed and shortlisted and were asked to submit a case study as part of the process.

"From the outset, Rudi presented a clear and stabilising plan for the association and after reviewing with our Board, an offer was made," says SAACI Chair, Wayne Johnson. "We are very pleased to have him on board and look forward to his contribution towards our association and members."

Van der Vyver holds a BCom (Hons) degree in marketing with the designation of Chartered Marketer CM(SA). He has held leadership positions during tenures within the financial services industry and has worked for large international corporates, including FNB and TransUnion (Credit Bureau).

He then moved into an executive management role within the business consulting space, where after he made the transition to hospitality and business events by joining Orion Hotels and Resorts' executive management team as head of national sales.

"I enjoy the hospitality and business-events industry immensely and look forward to continuing the great work



© SAACI Rudi van der Vyver

done by SAACI. We will only be getting stronger. Through creating a stable and growing platform for the association, we will strengthen and positively influence the business-events industry landscape across Southern Africa," says van der Vyver.

SAACI would once again like to thank Adriaan Liebetrau for his immense

dedication and hard work towards our association during his period as CEO. We are pleased to confirm that he will continue to be involved with SAACI in an advisory capacity, and has generously committed his time to complete and lead the 2017 Congress Programme and Organising Committees.

Through creating a stable and growing platform for the association, we will strengthen and positively influence the business-events industry landscape across Southern Africa.

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CTICC PHASE 2: AN ICON EVOLVES

Flanked by Table Bay Harbour on one side and the buzz of Cape Town city centre on the other, the CTICC's 31 148m² expansion project, CTICC East, is taking shape – a fusion of stone, steel and glass.

Orientation

Attentive visitors will notice that CTICC East's design is in keeping with its original counterpart to offer a seamless visual and event experience if you are running events across the CTICC complex. Conversely, a number of new design elements have been included to delight event managers.

The most striking feature of CTICC East when standing in the luxurious reception foyer, is its impressive 28m floor to ceiling height. Unlike the current building, CTICC East is built across six floors and will have four levels above ground and two subterranean levels. Exhibition halls will span across two floors with three halls per floor; the first mezzanine level will house meeting rooms and meeting suites; the second floor will have further meeting rooms and the second mezzanine level will house two terrace rooms. Subterranean levels will house parking bays, kitchens and service areas; and up-top a delightful rooftop garden.

A saw tooth roof offers the ability to deflect direct sunlight while admitting natural light deep into the building. Extensive glazing across the Western façade will bathe the centre's public spaces and reception with natural light.

Venue spaces

Over the years, the Roof Terrace venue has become one of the CTICC's most popular rooms, often used for cocktails and evening functions. Now, CTICC East will have two terrace rooms for such events. What's more, event managers will be able to host informal network sessions, sultry cocktail sessions and magical functions on CTICC East's 500m² rooftop garden. Overall, CTICC East has more exterior balconies than the original building and a coffee shop opening up to the pedestrian thoroughfare.

"These are exciting venues and new additions to the CTICC's inventory. These features invite the outdoors in and will allow you to feel the pulse and rhythm of the city. It will create an inviting and lively atmosphere around this part of the Foreshore," continues Ellingson.

CTICC East offers 10 000m² of multipurpose conference and exhibition space with halls numbered 5 to 10 running across the ground floor and second level. The exhibition halls on the upper floors will not only be carpeted, but Exhibition Hall 10 will have acoustic panelling and an external balcony that looks onto the harbour and Cape Town's pulsating traffic arteries.

Approximately 3 000 m² of formal and informal space is being constructed in

the new building. Corporate clients will be particularly interested in CTICC East's meeting rooms and suites. In keeping with the trend of naming meeting spaces and as an homage to the biodiversity of the Cape Floral Kingdom, the centre's meeting rooms will be named according to indigenous flowers. This design interpretation will also be applied on interior finishings in other parts of the centre.

Gathering support

Sales and marketing teams have been working hard to create awareness of the new venue. CTICC East has struck a chord with international associations having already secured events up until 2022.

"Winning these bids show the potential of CTICC East and, overall, the important role the CTICC plays in developing the knowledge economy, supporting African participation in global issues while at the same time ensuring direct economic benefit to the citizens of Cape Town and the Western Cape," says Ellingson.

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March 08 is International Women's Day – a day to celebrate women's achievements across the world. Did you know that women count for nearly half of all attendees at IMEX? How great is that? Well, we'd love to see that number rise...

Ladies with an attitude

At IMEX 2017 you'll hear the latest research into the changing roles of women in the global events industry. Among the expert speakers at this year's show will be senior female planners from AstraZeneca, Mac Cosmetics, Bank of America Merrill Lynch, Lego Group and Estée Lauder.

Be a part of this bubbling business experience and learn something valuable. Plus, you never know who you'll meet... in a workshop, at an exhibitor event or, let's face it, queuing for a loo!

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KABUKI PRODUCTIONS: PUSHING THE ENVELOPE

Fidge Roos, Owner of Kabuki Productions, explains why his company is a technological success, as well as what trends are shaping the event and conference film production world.



© Kabuki

As someone who is always looking for new ways in which to work in the event market, Fidge naturally found a niche in multicam support and edited conference packages – and Kabuki Productions was born. He explains how he came upon this concept, how he films events, and what current trends are impacting the sector.

Your company does a range of things from live event filming and support to content and video production. Which of these would you say is most sought after?

Kabuki Productions started in 2010 after an interesting and productive year during the 2010 World Cup. I had 13 years' experience with one of the leading events agencies in the country. After reaching a glass ceiling in my career, I felt it was time to start something on my own. We identified a gap in the market that wasn't saturated yet – multicam live support and edited conference packages. These packages comprise live cameras with vision mixing, and then edited versions of the conference, ranging from highlights videos to a full run through of the entire show.

We have always tried to keep the relationship with our clients as our main focus, rather than chasing the quick bucks – return business keeps you alive! The return business is also what has kept the company evolving. It has been our clients' confidence in us which has allowed us to grow into a balanced production house that not only offers the above in-house, but also full video production for television, speaker support as well as design and animation, everything from conceptualisation and scripting, to producing the final product.

Briefly take us through the steps of filming a live event.

For most events, filming live is a relatively simple process. We use Panasonic HD ENG cameras for their versatility and excellent handling under many different circumstances, paired with a Panasonic live mixing desk. The back-end recording is dealt with by an AJA recorder and Blackmagic as backup. It is important for the crew to have detailed stage plans, so that we can ensure that cameras are placed out of the delegates' way, but still have a clear view of the stage.

Depending on the complexity of the show, rehearsals with the camera crew may be necessary. A show needs to be looked at through the eyes of the omnipresent audience member. This helps with camera placement and switching visuals during the performance. It needs to feel seamless and natural. Editing happens live, and thus the vision mixer must predict what the next action will be or how he can get from one thing to the next by using what is available to him.

What are the challenges you face in creating a beautiful final product?

The biggest challenge we have with clients is getting a comprehensive brief. The success of any production hinges on getting a clear idea of client requirements in time. A good brief will ensure that all elements are covered, and that there are no surprises during the production process.

What trends have you noticed in audio visuals for the events industry?

LED has been a breath of fresh air over the last while and we have been able to make custom content for clients that float and move or just break up to become part of a bigger set.

We are getting more and more requests for satellite sites for delegates to log into and participate due to so many of our clients having international offices or overseas stakeholders.

VR has started to infiltrate the production arena and will definitely start to play a larger role in the events industry. More and more people are enquiring about the technology and its capabilities. This is a technology that I believe will change the landscape of our industry dramatically in the next few years. Being immersed in content, and being able to control and experience on your own terms is a huge leap from passively viewing a show. 🎧

kabuki

Kabuki Productions is a group of young, talented and enthusiastic individuals who produce high-end yet affordable digital content and technical direction for a wide variety of applications.



Specialising in **video production**, **animation**, **corporate event content** and **live event filming and support**, we manage a project from the **creative concept** to a **finished visual communication**.

Our **technical experience** bridges the gap between content and staging by **working closely** with technical companies to ensure a **smooth transition** from **post-production** to **final event**.

Our event capabilities include **state-of-the-art camera units**, **multi-channel mixing desks**, and **professional crew**, which capture live events and create videos during, and after the show, both on or off-site to further **communicate** our clients' **strategy**.

www.kabuki.co.za

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South Africa's Minister of Tourism Derek Hanekom at the Meetings Africa Opening Ceremony © Reg Caldecott

TOURISM MINISTER ANNOUNCES BIDDING FUND

South Africa's Minister of Tourism Derek Hanekom announces the approval of a Bidding Fund at Meetings Africa 2017.

Meetings Africa 2017 opened with some rousing announcements from Minister of Tourism Derek Hanekom on 28 February 2017 at the Sandton Convention Centre in Johannesburg.

As the premier trade show on the continent, Meetings Africa has pushed boundaries this year with the introduction of several new developments and a renewed focus on sustainability. Speaking to exhibitors, hosted buyers, MECs and media, South Africa's Minister of Tourism, Derek

Hanekom, broke down the importance of the business-events industry's contribution to Africa's economy during the Opening Ceremony on 28 February 2017.

Travel and tourism now contributes around 3.3% to Africa's GDP and last year saw 58 million international tourist arrivals – an increase of 8% over 2015. Sub-Saharan Africa alone saw an 11% increase, with a gradual recovery in North Africa. According to the United Nations World Tourism Organisation, arrivals are set to grow by between 5 and 6% in 2017.

The new Bidding Fund will help us to attract these high-value business tourists, so it's a giant step forward for our business-events industry, and for tourism.

This allocation indicates our government's confidence in the great potential of our sector to grow, to support more jobs, and small businesses, and to continue making such a meaningful contribution to our economy through our diverse value chain...we already have a vibrant, established local travel industry. Leisure tourism and the business-events industry hold massive potential to play an even more meaningful role in the economic transformation of our country and our continent.

The business events sector is pivotal in bringing both tourism and opportunities to the continent. Minister Hanekom stressed the importance of relationship building and collaboration in this area, saying, "We are committed to working together with our colleagues in our sister countries to capture a greater share of international conferences and events...all of Africa will benefit from stronger regional relationships on the rest of the continent."

He went on to condemn the recent acts of xenophobia in Tshwane and Johannesburg, saying that tourism plays a big part in eradicating prejudice and bringing people together. "We will always welcome people from all over the world in our country."

At the end of his opening address, Minister Hanekom brought some good news to the table. In last week's Budget Speech, Finance Minister Pravin Gordhan announced that **the Department of Tourism would be allocating an additional R494-million to promote tourism over the next three years.**

"This allocation indicates our government's confidence in the great potential of our sector to grow, to support

more jobs, and small businesses, and to continue making such a meaningful contribution to our economy through our diverse value chain...we already have a vibrant, established local travel industry. Leisure tourism and the business-events industry hold massive potential to play an even more meaningful role in the economic transformation of our country and our continent."

As part of this additional allocation, **the National Treasury has approved a Bidding Fund** to help attract more business events to South Africa. "This ground-breaking fund will enable us to bid aggressively for international association conferences, meetings, incentives and exhibitions," Minister Hanekom said. **"Treasury has allocated R20-million for the next financial year (2017/18) and R90-million for the following three years for the Bidding Fund. This is fantastic news! The fund will be a catalyst that propels our business-events industry to a higher league."**

The Department of Tourism hopes that this fund will enhance the country's chances of winning the rights to host business events, and enable the

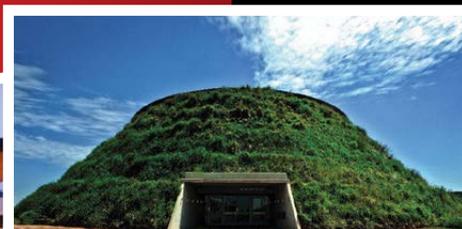
National Convention Bureau to support bidding processes. "We have already identified African regional meetings and conferences as potential quick wins, and the Bidding Fund will give us the muscle to attract them."

The Bidding Fund will focus on business events that are aligned with priority economic sectors that the government has identified for development, including manufacturing, mining and metals, business process outsourcing, creative industries, life sciences, and information and communication technology. It will also help boost delegate numbers at conferences and meetings that have already been secured.

"Our research shows that delegates want to experience South Africa's attractions before and after the events they attend here. So we want to entice them to come here earlier, stay longer and bring more people with them the experience our abundant tourism offerings," Minister Hanekom said. "The new Bidding Fund will help us to attract these high-value business tourists, so it's a giant step forward for our business events industry, and for tourism." 

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KYALAMI GRAND PRIX CIRCUIT AND INTERNATIONAL CONVENTION CENTRE

Kyalami Grand Prix Circuit is proud to announce that this iconic venue will host three action packed Motorsport events, as well as various Lifestyle events in 2017.



Motorsport Action Returns to Kyalami on the 21st and 22nd April
© Tony Alves



South African Bike Festival will be hosted at Kyalami from the 26th to 28th May 2017

The first race event will be on the 21st and 22nd of April. The Motorsport Festival will incorporate the Extreme Festival and will feature premier national and regional 4-wheeled categories on the day. The Motorsport Festival returns for another round on the 4th and 5th of November. To end the year Kyalami will host the return of historic motorsport with the Classic Car and Historic Racing Festival taking place on the 1st and 2nd of December.

As well as enjoying racing action at the Circuit, fans can look forward to a variety of lifestyle events at Kyalami this year.

The South Africa Bike Festival powered by Discovery Channel makes a welcome return from the 26th to the 28th of May. Back by popular demand from industry members and visitors alike, the festival returns to electrify fans with motorcycling mayhem and will once again offer three days of fun-fuelled thundering two-wheeled,

rip-roaring live action for the whole family. Visitors can look forward to the debut of SA's top 1 000cc superbike riders as they battle it out in two rounds of the SuperGP Champions Trophy series, taking place on the Saturday and Sunday of the festival.

The journey that began with the successful staging of the 2016 SA Festival of Motoring continues in 2017 under the banner of the SA Motoring Experience powered by the SA Festival of Motoring. The Festival will take place from the 1st to the 3rd of September and will provide for on-track experiences with increased test drive opportunities on the iconic circuit. The NAAMSA approved national motor show will incorporate the Johannesburg Boat and Water Show, adding to the variety of exhibitors.

The DStv Delicious International Food & Music Festival returns to Kyalami from the 30th of September to the 1st of

October delighting music and food lovers alike. Festival organisers are promising visitors mouth-watering finds in food, street-chefs and delectable trends, as well as a world-class music line-up. This prestigious festival fusing flavoursome fashion foods with eclectic entertainment is the biggest of its kind in South Africa and continues to grow with the Kyalami Grand Prix Circuit as its new home.

With world-class facilities, Kyalami Grand Prix Circuit continues to be the preferred destination for premier events, conferences and exhibitions. For more information on the exciting venue as well as upcoming events visit www.kyalamigrandprixcircuit.com



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EFFECTIVELY MARKETING YOUR EVENT

There are myriad strategies for event marketing, but not all have the same success rates – nor are they all suited to engaging your target audience. Kim Crowie asks local experts how to create a marketing plan to rule them all.



The Wedding Expo. © Photo by Maggie Sottero

Marketing plays an integral role in a business event's success. Not only does it attract exhibitors, buyers and visitors, but it also informs its audience of its value, new trends and cycles the industry is going through. A strong, well-thought-out strategy is essential for any marketer, and this is woven into the fabric of an event's planning process. In fact, marketing an event begins as a branding exercise. "Choosing the right venue, the right entertainment, valuable content and having the right partners will ensure a successful event," says Projeni Pather, Managing Director at Exposure Marketing. "Ensure that all of these elements match your overall brand strategy. Your event is not just an event; you are creating a brand that needs to resonate with your audience for years to come."

According to Dianne Bussell, Head of Marketing at Hypenica Event Marketing, comprehensive research should be the second item on your list. "This research

should include market trends, industry developments, political factors and regulations, past event analysis, competitor events, upcoming holidays, religious festivals and climate considerations," she says. Understanding the target audience, as well as what makes your event different to others on the market is also important. From there, clearly measurable financial and non-financial goals need to be set, and a schedule outline and timeline needs to be created before launching a marketing plan.

Projeni adds that if your initial plan doesn't work, Plan B should already be in place. "Knowing how you are going to downscale your event for a smaller audience but still have an impact is important as it will determine your comeback in the year after," she says, adding that if you need to cancel an event, do it early enough and be transparent with the partners who have already bought into your concept.

Navigating the Digital Realm

It's become widely accepted that the digital world plays an ever-increasing role in marketing strategies. For instance, invitations are sent via email, RVSPs are done through links and software. Sites are smartphone-responsive and even planning is done using apps, reminders and electronic information updates. According to Leatitia van Straten of Specialised Exhibitions Montgomery, one should "use digital platforms to get your audience together where they can make use of all their senses, network, have fun, learn and experience face to face. Social platforms are there to assist in outbound marketing, delivering instant messages to large but targeted audiences at the click of a button. However, they are also handy at managing inbound enquiries and leads, or managing your show's reputation."

Janet Gericke, Organiser of The Wedding Expo, advises that if the resources to manage a social community are not available, activity should be limited to where the majority of your audience is. "Just because it exists doesn't mean you have to be on it, but you must be where your audience is." She says flexibility is important as there are no absolutes in this space. "Things change so quickly, that part of playing in the digital world means researching, reading and keeping up to date with how things work."

"Companies can get very creative in utilising every part of the event planning, preparation, and exhibiting process as digital marketing gold that engages with their customers online before they've even stepped foot into the exhibition," Tharien Padayachee, Group Marketing Manager Reed Exhibitions, adds.

Venues as Event Marketers

Venues can be a huge help in spreading the word. Many – especially larger venues – have a dedicated marketing team working in this sector as an event’s success weighs heavily on a venue’s ability to deliver on the event organiser’s plans. “You need effective communication leading up to the event. This involves a targeted marketing campaign that reaches the intended audience and lets them know exactly what the event involves, the time and place and where they can get tickets,” explains Tracy Malebana, Marketing and Communications Executive at Expo Centre. “The other important element is your location. Is the venue accessible? Will it serve the needs of the event and its audience?” She adds that the most important element is having a team of reliable and professional suppliers and service providers. “These are the people who form the backbone of the event.”

Association Bodies as Marketing Support

Industry bodies and associations can be a huge help in obtaining marketing support for an event. This can be done in a variety of ways, including partnering with the organisation, collaborating with them on certain elements of the programme, or using them as a way to reach your audience. According to Carol Weaving, Chairperson at the Association of African Exhibition Organisers (AAXO), detailed planning, research and measurability are the main elements needed in a good marketing plan. “AAXO is dedicated to promoting our members’ exhibitions locally and globally with specific focus

on ensuring greater participation by both the private and public sector,” Weaving says. This holistic approach increases the sellable space of members’ shows and benefits venues and suppliers in the process. Some of the ways in which local associations assist event marketers is through promoting them in the media, online, and globally through the dti or convention bureaux.

Case Study: Food & Hospitality Africa

Strategically combining two events of similar audience and calibre is a trend that continues to flourish. Food and Hospitality Africa has done a great job of working with Hostex, and won the AAXO Award for Best Trade Exhibition in its size category of 1 - 6000m². Nick Sarnadas, Event Director at Food and Hospitality Africa, explains that maintaining a level of work ethic and attention to detail is one of the standards across all their shows, with each team member being integral to their success.

Report Findings

Because the event was well planned, this has become its biggest marketing tool for attracting return visitors. “From a strategic perspective,” says Nick, “we take very seriously the message of the show, the underlying theme, history and personality of the show and how best to communicate this across various channels and media successfully.”

The Main Marketing Mix

The role of delivering value to exhibitors is critical in the execution of the event, and

this naturally becomes a focus in your marketing message. An understanding of all moving parts is key, and keeping track of major marketing ‘crucibles’ should be the spine of your plan. “Every detail linked to those crucibles forms the vertebrae, the nervous system, etc.; ...Every aspect of the show has an objective and a very clear plan on how to achieve those objectives.”

Marketing Through Lumi’s Event App

At Meetings Africa this year, Lumi Insights was once again official technology partner. A global leader in real-time audience engagement technology, Lumi Show offers delegates an original way in which to interact through their event app. New features included allowing exhibitors to upload their brochures to the app, with visitors to their stand able to unlock these documents with a unique pin. “We are also able to bring together like-minded people based on their answers to a set of questions in the app. This will allow for a shortlist of individuals with the same interests – or across the same sectors – that can then network together for extra exposure,” says Danie Greyling, MD at Lumi. Other features include searchable attendee lists, instant polling, surveys and attendee-to-attendee messaging, while Lumi Say was used for café-style matchmaking sessions between suppliers and potential clients. 📍

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MEETINGS AFRICA 2017 OPENING CEREMONY

Tourism Minister Derek Hanekom officially opened Meetings Africa with the traditional ringing of the bell.



All images © Reg Caldecott

Meetings Africa is an important event in South Africa's tourism calendar. It is driven by our determination to raise the volumes for business and leisure tourism on our continent. It is a key lever for the economic success of all our countries, and for the wellbeing of all our people. Every product and service here represents opportunity: opportunities to do more business, opportunities to create linkages to an extended value chain – food and wine, creative and cultural industries, and real opportunities for tourism to make a greater impact on our country and our continent. Africa is on the rise. Africa is innovating. Africa is at the forefront of scientific endeavour.

MINISTER'S WALKABOUT



Tourism is a significant economic sector around the world, and it now comprises 30% of all global service exports. About 1.2 billion international tourists travelled the world in 2016, and this trend is likely to continue in the years to come. If we work together and package our unique African offer more effectively, we could get a very significant share of these travellers to visit our shores. It is here at Meetings Africa where Africa's potential and capabilities, and the full might and diversity of our continent, are put on display. This is where partnerships and business collaborations are cemented.

– Derek Hanekom, Minister of Tourism



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MEETINGS AFRICA 2017 WELCOME FUNCTION

The welcome function was a great opportunity to mingle with industry leaders in the business-events industry, international buyers and some of the finest product exhibitors on the continent.



GREEN STAND AWARDS

Judging the awards were industry expert Grace Stead, sustainability strategist and owner of Steadfast Greening, Neo Mohlatlole, Director Business Development at Seven Colours Communications, and Neil Nagooroo, South African Tourism's GM: Strategic Events and Exhibitions



Green Stand Awards

- Large stand category winner: WESGRO
- Large stand category runner-up: Century City Conference Centre
- Medium stand category winner: CSIR ICC
- Medium stand category runner-up: Sierra Hotel group
- Small stand category winner: Tourvest
- Small stand category runner-up: Cedarwoods of Sandton

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MEETINGS AFRICA 2017

SCENES FROM THE FLOOR

The show floor at Meetings Africa was completely sold out, and provided a buzzing hub for business.



BUSINESS TALK WITH JAMES LATHAM AND PANEL

James Latham of Fred Productions mediated the Business Talk at Meetings Africa this year. Previously known as the Media Face Off, it explored some of the most pertinent issues of the business event industry and tourism sector as a whole.



James Latham (Fred Productions), Jeffers Miruka (AfsAE), Greg Talley (Talley Management) and Ben Asoro (ICCA Africa Chapter) © Reg Caldecott



Sisa Ntshona, SAT CEO © Reg Caldecott

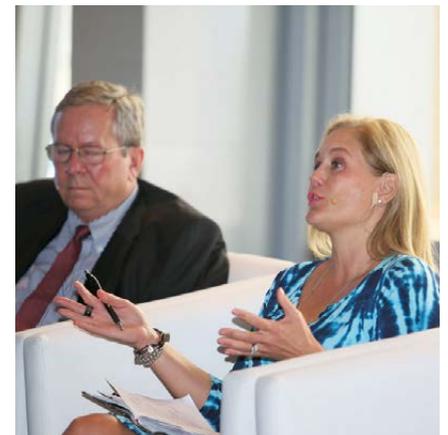
Speaking to a rapt audience, James Latham of specialist industry agency Fred Productions mediated a panel discussion called Business Talk at Meetings Africa on 28 February 2017. According to Latham, as an attractive emerging market that is being eyed by developed economies, Africa can become a force to be reckoned with when it comes to hosting business and professional events – provided the necessary industry bridges are built between the continent and the rest of the world.

“Africa is hugely important to the sustainability of the global economy, but the bridgeheads have to be in place to connect them. Associations are a vehicle to forge connections with emerging markets. Then you will have bridgeheads that connect African knowledge-based communities in, for example, immunology with their counterparts around the world. The sharing of knowledge and the professional development as outcomes are extremely important.”

The panel weighed in on his insights as he shared information from event professionals around the world who have seen the effects of this kind of knowledge sharing, as well

as those who have found new ways to attract and position themselves to bid more favourably for international business events. The panels were SA Tourism CEO Sisa Ntshona, who used his background in banking and business acumen to reason, ICCA President Nina Freysen-Pretorius and ICCA Africa Chapter President Ben Asoro who brought the perspective of an international industry body to the table, and Greg Talley and Gary Grimmer, both industry stalwarts who spoke at length on the opportunities and challenges of working in the African industry.

Latham is part of the team steering The Iceberg, a global industry campaign spearheaded by the Joint Meetings Industry Council (JMIC) which is aimed at promoting the value of meetings and business events to governments and professional communities around the world. Case studies conducted by the Joint Meetings Industry Council will be published over the next two years by the University of Technology in Sydney, Australia. “It will show the direct economic impacts and the indirect outcomes of business events. The industry is galvanising to story-tell beyond tourism, so that we elevate our industry as an agent of growth



Gary Grimmer, CEO of Gaining Edge, with Nina Freysen-Pretorius, ICCA President © Reg Caldecott

rather than a supplier of tourism.”

Most of the work to demonstrate the tourism value resulting from the business and professional events industry has already been done, Latham explained. “But measuring the value of our industry purely by the value of visitor spend slightly undermines its true value. This lies in the intangibles: the outcomes of business events in healthcare, trade and industry, innovation and education, which are the reasons why those events actually take place.”



SEEN AT BONDAY 2017

Business Opportunities Networking Day was an incredible day of educational for African associations representatives; tourism students participating in the IMEX-MPI-MCI Future Leaders Forum and exhibitors in conjunction with SAACI, SITE, EXSA, AAXO and ICCA Africa.

The real reward of our industry is when people meet people.

– Daryl Keyword, SITE Global Board and CEO of Walthers DMC



It doesn't matter where you've been in the world – what did you do while you were there?

– Geoff Saner, Founder of Creative Incentives





Our value proposition is strong, and it's up to us to work together to promote a unified message. We're a great destination with great value.

– Dorcas Dlamini, Group Sales Director, Protea Hotels Group

Clustering makes sense because you want inclusive growth with emerging enterprises SMMs are the bedrock of the economy.

– Sisa Ntshona, SA Tourism CEO



The future is knowledge and creativity, not manufacturing, so we need to be educating our workforce.

– Gary Grimmer, CEO of Gaining Edge





© Kabuki

AUDIO VISUALS: PUTTING THE 'SHOW' IN TRADE SHOW

Kim Crowie explores the intricate and technical world of audio visuals in the business events realm.

At its core, every event's objective is to create a lasting, memorable experience for attendees. Audio visuals play a vital role in this, and as such should not be short-changed or ignored. However, it being such a technical field of expertise, the average show relies heavily on trustworthy technology partners and suppliers to bring it to life.

"Excellent AV draws the visitor in, speaks to one or more of the five senses and elicits a positive or neutral response," explains Carol Weaving, Chairperson of the Association of Africa Exhibition Organisers (AAXO). "It also does not isolate the visitor but aids relationship building. For

example, Grip AI is being used to match event attendees with the same professional interests – similar to a dating app."

Grip is an award-winning matchmaking app for events that uses advanced algorithms to identify the right people to meet on an easy-to-use swiping interface much like Tinder. It can be used by event organisers as a real-time B2B matchmaker for attendees, as well as for gain insights and reports, and drive better ROI.

Another company marrying applications and audio visuals in a seamless fashion is Lumi. Their event app – which was used during Meetings Africa 2017 – has a host of capabilities including sharing rich content, creating audience polls in

real time, doing interactive Q&A sessions, networking and linking posts to social accounts. In addition, the apps also allow proximity beacons to enhance engagement, particularly on the exhibition floor.

AV in Business Events

Chris De Lancey, Sales and Marketing Director of Multi-Media, says that running the AV on a business event comes with its own unique set of challenges, particularly when there are many international speakers. "A lot of the content gets given to the team at the last minute and generally, there are a variety of formats that all need to be ingested. Cultural differences and expectations play a part in this, too." >



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ExecuJet FBO Facility Launch © AV Alliance



The Voice © Multi-Media

Multi-Media is a leader in the industry with 25 years of experience under their belts and a whopping 850-odd events they took part in during 2016 alone. These range from business seminars and product launches to roadshows, conferences and even *The Voice South Africa*.

"As with all events, we always push the envelope to exceed our clients expectations in the collaboration between the technical design, the physical parameters we have to work in, and the overall look-and-feel of the experience," explains Ian Cawood, Director at AV Alliance, a company that has worked on a number of high-profile events including the World Economic Forum of Africa and Gartner Africa.

Up and Coming Trends

Cawood says there is a growing pressure on production and entertainment budgets – but this is often exciting as they are always looking to find creative and innovative event solutions. "AV Alliance is one of the first companies in South Africa to invest in laser-projection technology. We were the first company in the country to invest in High Definition technology, and we are enjoying leading the way into this new, innovative, and very exciting projection

platform." RGB laser projection is ideal for giant screens, staging, and projection mapping and it produces the brightest images, purest colours and the best 3D visual experiences. Laser phosphor projection can be used in corporate spaces and educational institutions where long life, minimal maintenance and low cost of operation are paramount.

Another trend, according to De Lancey, is the uptake of video content in the sector. "It is becoming easier to produce, with modern cell phones capable of taking pictures and videos that are of a perfectly acceptable quality – depending on the application. Additionally, hi-speed fibre is making an impact in that hi-res content is easy to download and adds in to conference messaging in an instant. The net result is that the AV team needs to be alert to new content being added at almost any time, and have the systems and resources available to be able to add it in instantly." He says the use of social media and instant displays is set to become an even bigger part of the AV landscape as delegates like to see their posts or comments recognised.

"LED technology is great space saver," he adds, "when considering how many people need to fit into a room, it offers great

benefits over traditional projection in that they are much brighter, and we are able to create multi-purpose sets that not only look fantastic, but can drive content as well."

Kabuki Productions is a company that specialises in video content at events, particularly in the corporate sector. Their clients range from design agencies and banks to insurers, publishing houses and aviation. Owner Fidge Roos agrees that LED is a "breath of fresh air" as they are able to make custom content that floats or moves for clients.

He adds that Virtual Reality has also started to infiltrate the AV arena and "will definitely start to play a definitely start to play a larger role in the eventing industry." He says being immersed in content, and being able to control and experience on your own terms is a huge leap from passively viewing a show. "The race is on, and the production and technical staging companies need to be at the forefront of this new technology to survive in an industry with diminishing budgets, and a flooded pool of new, young, hungry people that already have the capability to think outside of the box just because of when they were born and the technology that they have grown up with." 



Messi Launch © AV Alliance



Messi Launch © AV Alliance

AV IN BUSINESS EVENTS

As AV professionals, our purpose is to make the event organisers, job easier, and part of that responsibility, is to offer advice on best practices. Our goal, therefore, is to help you achieve yours.

AV means many things to many people, but that the landscape is one of constant change, is a given. Audio Visual (AV) implies exactly that. That which we can see and hear, and that a conference room filled with 1 000 guests all needing to see and hear what's going is at its best, the most basic of requirements.

As the world gets more connected, and the speed at which we communicate gets more demanding, so too do the expectations on the Audio Visual industry as a whole. In order to engage our audiences better, we need bigger, better, bolder and brighter.

The use of social media at events is now almost a given to properly engage with the audience. Suddenly, everyone armed with a cell phone and a Wi-Fi connection becomes a producer of content, and a room full of voracious data users changes the landscape in terms of what Wi-Fi the venues need to supply. Event organisers need an alternate supplier on speed dial if the venue is not up to speed!

Presenters, in an effort to get above the noise and clutter, are producing presentations with huge amounts of content and high-definition video.

What's the bottom line here?

Firstly, the displays available for this are many and varied. The industry is moving quickly to a place where LED screens are becoming the norm.

They're modular, making it possible to do various sizes. They're brighter, which means blacking out the conference room is no longer a requirement. They're a lot sexier, in that you can configure many sizes and shapes in one space, driving content to a variety of spaces with the room.



As the world gets more connected, and the speed at which we communicate gets more demanding, so too do the expectations increase on the Audio Visual Industry as a whole. In order to engage our audiences better, we need bigger better bolder and brighter.

Digital sets are currently making their mark, and as the costs for this technology come down, more and more event organisers are seeing the value in LED screens.

Lastly, the guys on your AV team had better be on top of their game. Not only understanding what it's all about, but also providing the correct advice, service and technology.

At Multi-Media, we have been doing exactly this for over 25 years, with

no signs of slowing down. We have invested heavily, not only in terms of technology, but ensuring we have the right people, with the right attitude to ensure you that your needs are seen to, and your event raises above the clutter!



10 EXTRAORDINARY REASONS TO ATTEND WTM AFRICA 2017

WTM Africa is a vibrant, culturally diverse, must attend business-to-business travel and tourism event, with a diverse range of destinations and industry sectors to African and International travel professionals.

Join travel professionals from 77 countries and regions over three days in Cape Town, South Africa. WTM Africa is an international event providing a platform to showcase your products to serious buyers.

We know that you don't need too many reasons to spend a week in glorious Cape Town, but just in case WTM Africa have put together their 10 reasons why you absolutely need to attend this extraordinary three-day show in Cape Town from 19 - 21 April 2017:



1. WTM Africa 2017 focuses on both inbound and outbound travel within Africa, offering attendees a comprehensive exhibition that brings together both aspects of the travel industry.
2. WTM Africa 2017 takes place in Cape Town in April. Through research conducted with stakeholders within the travel sector, this is the best time in the annual buying cycle for both buyers searching for new and exciting products to offer their clients.
3. Through our Buyer Insights Programme, we are able to assist exhibitors in both presenting and positioning their products to international and local buyers.
4. A host of international speakers from across the globe will focus on pertinent topics and travel trends affecting the modern travel industry
5. New to WTM Africa in 2017! The Outbound Conference Theatre will invite travel agents to learn more

6. about the international destinations that are right on our doorstep through interactive workshops.
6. Speed Networking is now extended to sessions of 90 minutes each. There will be additional Speed Networking Sessions for the Outbound market and Press too.
7. Attendees can enjoy a world-class diary system with the functionality to request meetings with fellow exhibitors and the ability to block out times in the diary.
8. To enhance the travel trade's knowledge of all things digital, E-Tourism Frontiers' Damian Cook will be hosting a conference on all things digital during WTM Africa 2017.
9. Local and international digital influencers will be on hand to help you learn more about how to further your marketing objectives through online platforms and partnerships.

10. The world-renowned WTM Buyers' Club will once again form a core part of WTM Africa 2017. Buyers' Club members have purchasing power and are primarily tour operators, travel agents, wholesalers and private travel arrangers with a reputation for generating business.

Travel professionals in both the outbound and inbound tourism sectors are encouraged to join us at WTM Africa in Cape Town next year. To make sure you don't miss out, register to attend on www.wtmafrica.com today!



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.

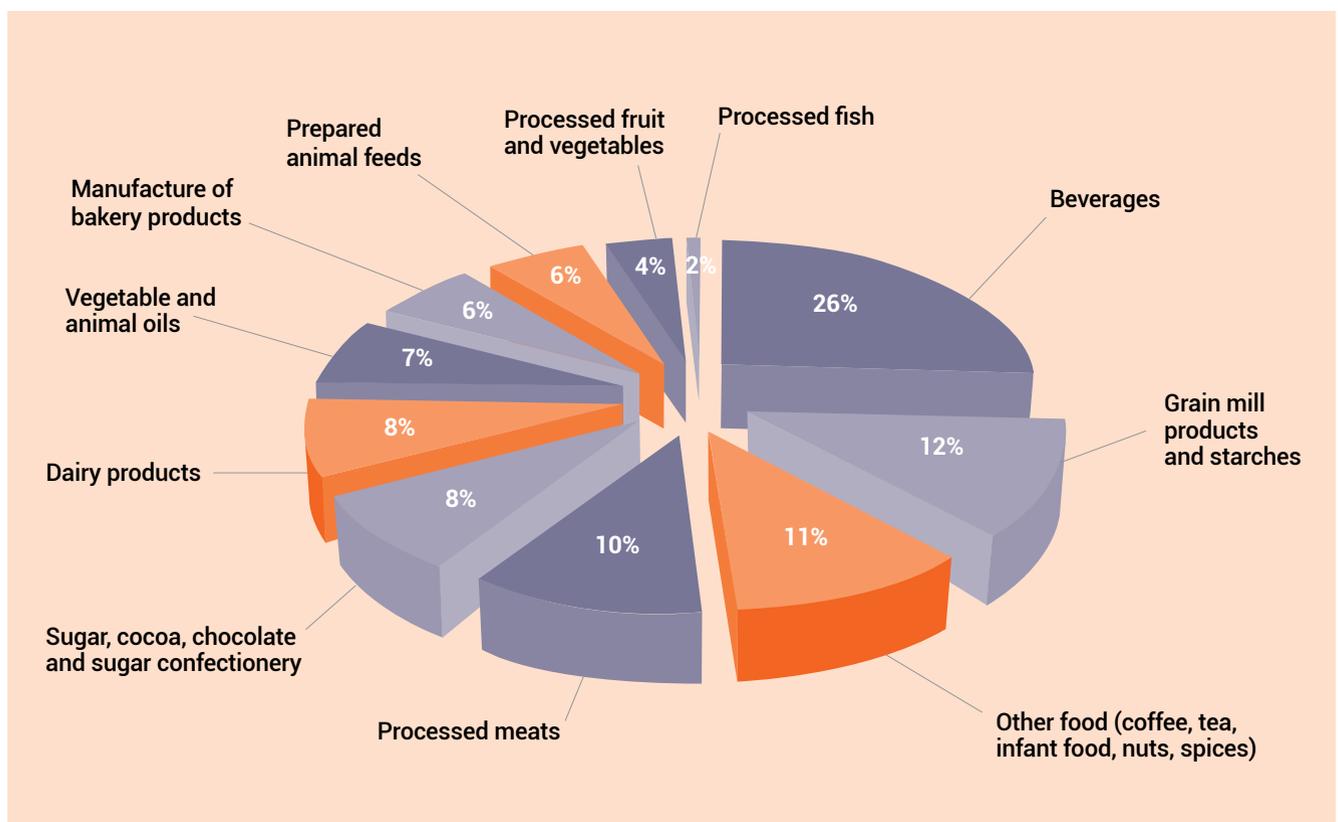


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AGRICULTURE CONFERENCES IN THE WESTERN CAPE

A business case for agriculture and agri-processing conferences and events.



A look at the Western Cape Agriculture Sector

The Western Cape's recent increase of agricultural exports has strengthened the province's position as a global leader in agriculture and agri-processing, therefore it is a natural progression for the experts in the many agricultural fields to convene in the Western Cape for conferences, meetings and related events. The secondary benefits of hosting the conference in the Western Cape are immense. From accompanying person's programmes, to extended stays, to incentive opportunities

and on-site activations; the potential for additional revenue streams are huge.

In a recent statement by the Western Cape Government: "The agricultural sector plays a vital role in the economic activity of the collective economic growth of SA. In fact, agriculture is a pillar of the Western Cape economy. It is the 4th largest province in South Africa in terms of land area and is pivotal in ensuring the maintenance of SA's food security status."

The Western Cape is ideally suited for

large-scale conferences due to its purpose-built conference and convention centres, abundant hotels and excellent transport links. Add to this the close proximity of dozens of agriculture associations and research centres, and the international symposia hosted in the Western Cape makes perfect business sense.

Growing the sector

Johan Ehlers is the CEO of Agri-Expo, the professional promotion and marketing organisation for the agricultural sector.

He states that: "With many agricultural events and conferences in the Western Cape, most of them are aimed at the primary industry. There is a need for more events and financial support that will get the focus on the consumer - to create an awareness and better understanding of agriculture, agri-processing, food security and food waste."

Agri-Expo, as an Agricultural Society, addresses this problem with events such as the South African Cheese Festival, now in its 16th year. The event focuses primarily on agri-processing within the dairy industry and wine industry. In order to create market accessibility for small alternative crop farmers, Agri Expo has added an entity: "Cape Made: Taste the Alternatives" to the Festival. This resulted in immediate exposure for products from small scale farmers to over 30 000 members of the public and buyers from retail companies. It also assists with entrepreneurial skills development.

The Agri-Expo Livestock is an event where farmers show their breed animals, compete against other breeds and adding to the value chain of these products. These events aim to create awareness and a better understanding of agriculture. "Although these events are national and internationally focused, Agri-Expo is committed to host them in the Western Cape to promote the image of agriculture in the Western Cape," says Johan.

African Agri Investment Indaba

The African Agri Investment Indaba (AAIL), the gateway to the entire agriculture value chain, was held in Cape Town in October 2016. 617 attendees, 343 companies, 54 sponsors and exhibitors attended this event, which saw more than 200 meetings take place.

Upon conclusion of the event, Nigel Gwynne-Evans, Chief Director: African Industrial Development, said, "The AAIL is without question addressing the



Western Cape Minister of Economic Opportunities Alan Winde speaks at the African Agri Investment Indaba.

most pressing priority for the continent's immediate future development. The focus on industrialisation has taken centre stage across the region with the agri-food sector being the most immediate priority towards this goal. The AAIL looks set to catalyse this development and provide the networking space to connect all players interested in being involved."

Upcoming Agriculture Conferences in the Western Cape: World Aquaculture 2017

World Aquaculture 2017 will be held in Cape Town and include countries around the world. World Aquaculture 2017 is the place to learn about the latest aquaculture technologies presented by

exhibitors from around the world. Aquaculture is rapidly growing in Africa and increasingly being integrated into the continent's food systems; therefore 2017 is the perfect time for the world aquaculture community to focus on Africa.

International World Seed Congress 2020

The annual International World Seed Congress is the ISF's flagship event and brings together the principal architects and decision makers of the global seed industry. In 2020, the Congress will be hosted in Cape Town (ISF represents the seed industry at international and inter-governmental organisations).

There is a need for more events and financial support that will get the focus on the consumer - to create an awareness and better understanding of agriculture, agri-processing, food security and food waste.

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THE ICEBERG: BUSINESS EVENTS BEYOND TOURISM

What is the Iceberg? Quite simply, it is the fact that the focus of our value proposition as an industry has been shifting from one based on delegate and organiser spending to the value of what these events actually achieve for organisers, participants and host communities. As simple as it sounds, this in fact has huge implications, because it places us at the very centre of both the global economy and the underlying scientific, professional, academic, business and social advancements that drive it.

As an industry, we are all about facilitating the kinds of exchanges that are essential to knowledge transfer, innovation, collaboration and advancement that make the wheels of the world go around – and that today are proving to be even more important in the face of other forms of information delivery that require validation through face to face encounters.

The new collective view of the industry – and certainly those who actually develop and carry out these events – is that such outcomes are their real purpose and value, however attractive the related spending impacts may be. However, they are also the most challenging to quantify or monetise because they are often long-term and based on things like the benefits of knowledge transfer and relationship-building that are hard to attribute to a single factor.

The fact that something may be difficult to precisely quantify doesn't mean it should be ignored – yet that is precisely what we've been doing for decades by focusing on delegate and organiser spending and essentially ignoring what is actually being accomplished. Today's challenge is shifting the spotlight onto those broader outcomes while still acknowledging the major financial benefits generated by the events we support.

We cannot possibly quantify the range of benefits arising from every event that takes place around the world but equally obviously don't need to. Instead, we can provide in-depth analyses of representative events that illustrate these, and use them to demonstrate



Katie Reynolds-Da Silva

the broader principles. The events that are documented in this manner will serve both to illustrate those elusive values and as examples of how others can perform similar value measurements in their own events.

At the same time, they will get a great deal of attention, which will bring appropriate credit to those who organised and delivered them.

The outputs and legacies to be identified and quantified in these studies will potentially cover a wide spectrum, from the value of networks and business transactions arising from an event to medical advancements like improved disease awareness, research and treatment practices. Also to be explored are the benefits that hosting events can deliver to the host community, including profiling a particular country or city in connection with key elements of their economic or social agenda or attracting new talent to key sectors.

And with the Iceberg, we have an industry-supported vehicle that is powerfully equipped to tell the story effectively – both as a source of information and resources to members engaged in advocacy and as a communications force with media networks that can open up new audiences.

We have all been hearing about good examples for many years – now is the time to get these on the table and capture these



James Latham © Reg Caldecott

examples in ways that will enable us to demonstrate the broader values to the rest of the world. This is something that will benefit everyone in and around the industry for years to come – a way of securing our collective future by demonstrating to those whose support we need just how valuable our work really is, not just to this industry but in fact to global advancement on so many fronts.

- Courtesy of Joachim Koenig, President - the Joint Meetings Industry Council 

The Iceberg initiative is the brainchild of James Latham of Fred Productions. Contact admin@the-iceberg.org

The *Event* magazine, Africa's most widely-read business-events publication, is the exclusive African partner of the Iceberg initiative. To learn more, or to contribute to these valuable and far-reaching case studies, contact **Katie Reynolds-Da Silva katie@filmeventmedia.co.za +27 21 674 0646**

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The Caledon © Tsogo Sun

OVERBERG

The Overberg region, located in the Western Cape, incorporates the Whale Coast and offers a range of small conferencing venues for the discerning planner.

Nestled in the picturesque Western Cape and an easy drive from the City of Cape Town, the Overberg Region offers much in the way of beauty, tranquillity and countryside charm. It has a number of small to medium-sized conference venues in its 26 towns, and is ideal for team building getaways or corporate hospitality events.

The Overberg Region has a District Municipality that governs the area and hosts the regional Tourism Office in the Western Cape. It is divided into four local municipalities with four local Tourism Offices in the major towns of Caledon, Hermanus, Bredasdorp and Swellendam. It borders on the City of Cape Town to the west, the Cape Winelands to the north, and the Eden District to the east.

Natural reserves include the De Hoop Nature Reserve, Agulhas National Park, Fernkloof, and Marionth Nature

Reserve. The UNESCO inscribed site, Kogelberg Biosphere Reserve, which can be accessed from Betty's Bay, is the smallest plant kingdom in the world but packs some serious punch with 1 880 plant species. The Overberg is also steeped in local history, boasting the third-oldest town in South Africa, Swellendam, which is home to over 50 national monuments. Its proximity to the Cape Winelands ensures it offers connoisseurs something to explore along the Elgin, Hermanus and Bot River routes.

Key Venues

Arabella Country Estate

A luxury venue of note, Arabella Hotel and Spa forms part of the gorgeous Country Estate and is 3-minutes' drive from the world-renowned whale watching haven of Hermanus. A location of panoramic proportions, the Championship Arabella Golf Course is one of the top ten in South Africa, while its meeting spaces can accommodate up to 360 delegates at one time.

www.arabellacountryestate.co.za

Arabella Country Estate		
Meeting Place	Specifications	Plenary
Kogelberg Conference Centre	453m ²	360 theatre, 256 banquet, 216 classroom, 400 cocktail
Kogelberg Room	225m ²	162 theatre, 124 banquet, 106 classroom, 200 cocktail
Palmiet and Rooisand	228m ²	162 theatre, 128 banquet, 106 classroom, 200 cocktail
Rooisand and Kogelberg	338m ²	234 theatre, 192 banquet, 162 classroom, 300 cocktail



Arabella Hotel © Arabella Country Estate



The Caledon © Tsogo Sun

The Caledon

The Caledon Casino, Hotel and Spa is a venue with spectacular views of the Klein Swartberg Mountains. A pleasant, hour's drive from Cape Town, it offers a range of gaming experiences, casino

entertainment options and a la carte dining. Its conference centre can accommodate between 10 and 180 delegates and is equipped with the latest in audiovisuals and technology. www.tsogosun.com/the-caledon-casino

The Caledon	
Meeting Place	Plenary
Swartberg I and II (combined)	180 theatre, 150 classroom, 50 U-shaped
Swartberg I and II (separate)	55 theatre, 45 classroom, 25 U-shaped
The Millstone	180 theatre, 90 classroom, 45 U-shaped
The Earle of Caledon	70 theatre, 50 classroom, 30 U-shaped

Incentive Travel Products

Some of the most beautiful scenery can be found in the Overberg region. Located south of the Cape Winelands and south-west of the Klein Karoo, it is home to the largest population of blue crane – South Africa's national bird. Cape Agulhas, the southernmost tip of the continent, can be found here, and whale-watching

abounds in towns like Hermanus where humpback whales and southern right whales can be spotted. The Hermanus Whale Festival takes place annually in early October and is the only eco-marine festival in SA. Other incentive attractions of note include the Elgin and Hermanus wine routes, and history lovers will enjoy Swellendam, the third oldest town in SA. 📍

Climate

Thanks to its location near the southern coast of South Africa, the Overberg region has a temperate, Mediterranean climate with a high monthly rainfall average of 75mm. Whale watching is best between May and December, while the warmer months from November to May are ideal for vacationing.

Access

There are no major airports regionally, but Cape Town International Airport is closest and services the Overberg. For local travel between towns, car rental is easily done through reputable agencies. Airlines to Cape Town include:

- British Airways
- Thomas Cook Airlines
- Emirates
- Lufthansa
- South African Airways
- Turkish Airlines
- Ethiopian Airlines
- KLM
- Air France
- Swiss Air
- Kenya Airways
- Qatar Airways
- Singapore Airlines
- TAAG Angola Airlines

Currency

South African Rand (ZAR)	US Dollar (USD)	Euro (EUR)	Chinese Yuan
50	3.84	3.61	26.49

Contacts

Cape Town and Western Cape Convention Bureau

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 Email: conventionbureau@wesgro.co.za
 Web: www.wesgro.co.za/conventions

Cape Overberg Tourism

Tel: +27 (0) 28 425 1157
 Email: tourism@odm.org.za
 Web: www.ddm.org.za



MOROCCO

A North African hub for business events, Morocco offers much in the way of meetings, incentives and tourist destinations for the discerning conference planner.

A beautiful, Mediterranean country with a vibrant tourism industry, Morocco has fast become a key nation for conferences and exhibitions in North Africa. Its repertoire in recent years as a stable, friendly destination has been strengthened through economic and diplomatic ties with the European Union and the United States, while most of its major cities offer a selection of meeting venues for corporates, exhibitions and high-level conferences.

According to Yassir Zenagui, Minister of Tourism and Handicraft, tourism is the second-largest contributor to the national GDP and the first for foreign currency reserves. "This has been mainly driven by an important investment dynamic in the tourism sector, averaging 45% of total investment agreements signed over the past decade," he told delegates at the Hotel Investment Conference Africa a few years ago.

These days, Morocco has set itself apart as a premier destination, hosting the United Nations Climate Change Conference of the Parties (CoP22) in November 2016. The event saw over 40 heads of state and 30 heads of government attend, as well as almost 50 000 delegates and members of civil society converge on Bab Ighli in Marrakech to participate.

Morocco has also seen a number of new hotels and meeting venues open in the last few months including the Four



© Lonely Planet

Seasons in Casablanca, the Mandarin Oriental and Movenpick in Marrakech, and the Hyatt Place Taghazout Bay in Agadir.

Key Venues

Palmeraie Conference Centre Marrakech

The exquisite Centre International de Conférences de la Palmeraie (CICP), located in Marrakech, is a new-generation palace

where old world aesthetics meet state-of-the-art, conferencing professionalism. Its convention area offers 4 000m² of floor space, can hold between 50 and 1 500 delegates in its flexible configurations, offers over 10 boardrooms for smaller meetings, and a number of gallery spaces for exhibitions. For more info, visit www.palmeraiemarrakech.com.

Morocco has also seen a number of new hotels and meeting venues open in the last few months.

Palmeraie Conference Centre Marrakech

Meeting Place	Specifications	Plenary
Atlas	1 500m ²	1 500 theatre, 1 200 banquet, 1 500 cocktail
Toubkal / Tichka / Siroua	504m ² 5.76m ceiling height	500 theatre, 400 banquet, 300 classroom
Borj Meeting Rooms 1 – 8	22 – 32.7m ²	25 theatre, 10 – 20 classroom, 15 U-shape
Oliveraie / Roseraie	201.4m ² 3.3m ceiling height	220 theatre, 300 cocktail
Orangeriaie / Palmeraie	194.2m ² 3.4m ceiling height	220 theatre, 300 cocktail, 120 classroom
Orion Space (marquee)	1 800m ² 3.80m height	1 500 banquet, 1800 cocktail



© Palmeraie Resorts



Corum Rabat Convention and Exhibition Centre Mohammed VI © L'Amphitrite Palace

Corum Rabat Convention and Exhibition Centre Mohammed VI

The beautiful, stylish and modern Corum Rabat Convention and Exhibition Centre Mohammed VI is operated in conjunction with L'Amphitrite Palace, ideally located in Skhirat between Morocco's two business hubs:

Casablanca and Rabat. The venue offers 1 350m² of floor space in its main Auditorium, and can accommodate up to 1 500 delegates. The luxury hotel also lends itself to smaller meetings, with intrinsically Moroccan design touches that captivate the eye. For more info, visit www.lamphitrite-palace.com.

Palmeraie Conference Centre Marrakech		
Meeting Place	Specifications	Plenary
Ballroom (Paris, Madrid and London meeting rooms combined)	700m ²	850 theatre, 1 000 cocktail, 250 classroom
New York Auditorium	Fixed seating	528 theatre
10 Breakout Rooms (ground and first floor)	280m ² (total) 40-55m ² (individual)	30-35 theatre 16-18 classroom
Exhibition/Reception Hall	1 350m ²	16-20 stands of 9m ²
Esplanade	1 500m ²	1 500 theatre, 1 400 banquet, 2 000 cocktail

Incentive Travel Products

A country with a multitude of tourism opportunities, Morocco offers internationals some unforgettable incentives. Bringing Arabian inspiration and heritage together with a splash of Spanish, French and African culture, visits through the labyrinthine medina streets, colourful souks and pristine botanical

gardens are a must. Camel treks through the Sahara Desert are also popular, with some DMCs offering adventure experiences along the same path of the annual Paris-Dakar Rally. Meet the indigenous Berber people, rock the Kasbahs – quite literally – or opt for a beach vacation in Taghazout, one of the best surf spots in the world. 🌐

Access

Morocco has a number of popular airports servicing tourists in the European region. The most well-known are Casablanca's Mohammed V Airport and the Marrakech Menara Airport in the South. Airlines flying to Morocco include:

- Aeroflot
- Air Arabia Maroc
- Air France
- Alitalia
- Austrian Airlines
- British Airways
- Brussels Airlines
- EasyJet
- EgyptAir
- Iberia
- KLM
- Lufthansa
- Luxair
- Norwegian Air International
- Royal Air Maroc
- Ryanair
- Swiss
- TAP Portugal
- Thomson Airways
- Turkish Airlines
- Vueling Airlines

Climate

Morocco has a pleasant, subtropical climate, cooled by breezes from the Atlantic and Mediterranean. Temperatures in the interior are more extreme, with fairly cold winters and hot summers.

Currency

Moroccan Dirham (MAD)	South African Rand (ZAR)	US Dollar (USD)	Euro (EUR)	Chinese Yuan
50.00	67.13	5	4.65	34.31

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Web: www.visitmorocco.com

Ministry of Tourism
Tel: +212 5375 77800
Web: www.tourisme.gov.ma



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Carol
Weaving

Chairperson
of AAXO

AAXO'S INAUGURAL AWARDS A SUCCESS

2017 launched on a high note for the Association of African Exhibition Organisers (AAXO), with the inaugural ROAR Organiser and Exhibitor Awards being a tremendous success. The entries in each category, especially the exhibitors who were invited and celebrated for the first time, were of the highest standard displaying world-class methods and quality, coupled with uniquely South African tenacity.

Our calendar for 2017 is already packed with opportunities for members and industry partners to network, gain knowledge and grow. Events such as the Exhibitor and Organiser Training on 18 May 2017; and the Exhibition of Exhibitions on 15-16 November 2017 to name a few.

We forge ahead to gain recognition for the industry. After all, the AAXO-commissioned Grant Thornton report on the economic impact of the exhibition industry in South

Africa shows that the industry makes an impressive contribution (we'll be releasing the full report shortly):

- Estimated total income from direct, indirect and induced income over the period surveyed totalled R75-billion. Direct spend alone accounted for R24.4-billion of the total spend.
- Jobs created over the period of the study totalled just under 153 000 and salaries paid of approximately R13.5-billion.

We are excited to see these numbers grow, especially as we explore opportunities in Africa.

For more information on AAXO, visit www.aaxo.co.za or contact Annamari Erwee on 011 549 8300 or at 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.



Phumulani
Hlatshwayo

EXSA
General Manager

EXSA LAUNCHES AEA AT MEETINGS AFRICA

The Exhibition and Events Association for Southern Africa launched the African Event Alliance (AEA) at Meetings Africa 2017 as a way to forge vital networks across the African continent and to set industry standards. The AEA will also offer courses, workshops and online qualifications.

The role of the AEA is to:

- Create event industry standards throughout Africa.
- Standardise the qualifications for event coordinators, managers and directors throughout Africa, using Emerit qualifications/designations accredited by Tourism HR Canada.
- Encourage and guide the formation of regional business events organisations and associations.

"As the Exhibition and Events Association of Southern Africa, it is our responsibility to constantly come up with ways to better serve our industry. This initiative will benefit the continent through tangible reciprocal business relationships that will result from this collaboration," says EXSA GM Phumulani Hlatshwayo. Membership of the AEA will be free for 2017 to African associations, events and exhibition companies. For more information, email info@exsaacademy.co.za.



SATSA MEMBER APPOINTED AS WFTGA HEAD

The World Federation of Tourist Guides Associations (WFTGA) recently appointed Aluscha Ritchie from SATSA's Western Cape Chapter as its new President. The appointment was made at the 17th biennial WFTGA Convention in Tehran, Iran. Ritchie has been a Wine Specialist for the last six years, owns and manages a tourism business, and also serves as the Chair for the Cape Tourist Guides Association, and as a Director on the Cape Town Tourism Board.

"We are very proud of this global leadership achievement," said Tourism Minister Hanekom on the appointment. "This presents another opportunity for us to elevate the status of the guiding profession and to acknowledge the important role that our tourist guides play in providing superb visitor experiences."

"I look forward to representing all tourist guides on an international platform," said Ms Ritchie. "This will be a great opportunity to learn and to promote a sector which is very rarely recognised as a profession, although it is an integral component of the tourism value chain."

The WFTGA is an Affiliate Member of the United National World Tourism Organisation. The President of WFTGA serves for a two-year term and is supported by an Executive Board made up of delegates from Australia, Iran, USA, Canada and UK.



Rudi Van Der Vyver
Chief Executive Officer at SAACI

SAACI APPOINTS NEW CEO

The Southern African Association for the Conference Industry (SAACI) is pleased to announce the appointment of their new CEO, Rudi Van Der Vyver.

After the resignation of previous CEO, Adriaan Liebetrau, who accepted a wonderful opportunity with Tsogo Sun as Sales and Marketing Manager, Sandton; an extensive process was undertaken to appoint a suitable candidate.

"I enjoy the hospitality and business-events industry immensely and look forward to continuing the great work done by SAACI. We will only be getting stronger. Through creating a stable and growing platform for the association, we will strengthen and positively influence the business events industry landscape across Southern Africa," says van der Vyver.

See page 2 for the full story.



TBCSA TAKES STOCK OF SONA

The Tourism Business Council of South Africa believes that travel and tourism stand to benefit from a more dynamic, competitive and inclusive economy as envisaged in the 2017 State of the Nation Address (SONA). "This will require a greater level of collaboration between all the social partners to boost economic growth beyond the projected 1.3%, more effort to bolster trade investment and a real commitment to address major regulatory and structural issues," the TBCSA said recently in a statement.

Other relevant highlights at SONA include mention of the Invest SA initiative and plans for offices in key provincial nodes like Gauteng, Western Cape and KZN; the development of the Black Industrialists Programme, earmarked to engage the DTI and Department of Tourism to encourage inclusion in travel and tourism; investment on critical and capital maintenance programmes to modernise harbours for fishing communities; creating policies that will lower the cost of data, and provide access to fast and affordable data; and fighting against crime and prioritise tourist safety and security.

"SONA 2017 included a number of notable highlights for the industry – amongst them the important issue of inclusivity," said TBCSA CEO Mmatšatši Ramawela. "Fortunately, the industry has laid a foundation through the inclusive growth work stream that is part of the National Tourism Minister's Economic Boosting Initiative. We look forward to continue working with the Tourism BEE Council, the National Department of Tourism and the Department of Trade and Industry to further unpack the President's pronouncement on this matter at an industry level".





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Courtesy of Cape Town
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