

Event

SAACI
CONGRESS
MANGAUNG

Africa's Leading Business-Events Industry Magazine

+ SAACI CONGRESS 2016

With Knowledge, It's Possible

+ THE STATE OF CONFERENCING

Expert Opinions on Conferencing in SA

+ EXCELLENCE IN STAND DESIGN

Innovation and Creativity in a Visual Feast



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SAACI CONGRESS 2016

Industry leaders and stakeholders descend on Mangaung for the 30th edition of this prestigious event.



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THE STATE OF CONFERENCING

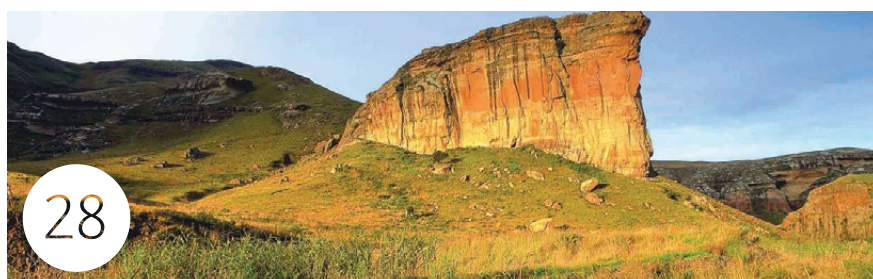
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MINUTES
WITH...

CRAIG NEWMAN



Craig Newman,
CEO Johannesburg Expo Centre

1. Who is your mentor and what has he/she taught you?

"I think my mentor has to be my fellow shareholder and business partner, Raymond Burke. He has over 40 years' experience in the South African exhibitions industry but over and above that, he epitomises what an entrepreneur should be. He has everything in his armour with regard to being a successful entrepreneur and he has taught me the importance of calculated risk."

2. Have you travelled on a set life path, or have you experienced many changes on your journey to where you are now?

"My personal character has brought me on a very winding journey to where I am now. When I set out in life, I began as a musician. Today, I find myself in business so it's been a winding journey but it has also been an incredible one."


3. What drives you onward to further success?

"Many years ago, a very successful businessman asked me- how much is enough? So I continuously ask myself the same question and the right answer is always, 'just a little bit more'. That's what drives me forward. I always want to take that step for just a little bit more, and this doesn't only refer to financials but also to knowledge and experience. I always want just a little bit more."

4. Do you have a personal characteristic that frustrates you?

"My impatience. I tend to be very impatient and I want immediate results, so I sometimes need to remind myself that nothing is immediate and that things take time."

5. If you could have dinner with three people (living or dead), who would they be, and why?

"I would love to have dinner with Elvis Presley. He was one of the people who created a renaissance in music with his complete crossover of genres, besides the fact that he was very talented. Music is one of my greatest passions so that would be a highlight for me. From a business point of view, I would like to have dinner with Richard Branson. This is purely because I see him as a leading entrepreneur and I think the dinner table conversation would be great. Then, from a current point of view, believe it or not, I would love to have dinner with Julius Malema. I'd like to get to know him as a person because I find him and his approach as a politician very intriguing. So I'd like to get to know him as an individual." 

CONSCIOUS CONFERENCING AT SPIER



At Spier, we constantly strive to find innovative ways for our business to succeed in balance with our environment and society. We call our approach to events Conscious Conferencing.

By hosting your event at Spier, you'll be helping us to uplift our communities, support local businesses, contribute to staff wellness and benefit our environment – all the while treating your delegates to a great experience.

Spier has 12 different meeting venues varying in capacity. From the conference centre to the historic Manor House, we can cater for large and small conferences, business meetings, workshops, seminars and exhibitions. Spier's Conscious Conference package includes environmental and social components, supporting our sustainable business

ethos. Conference on a historic wine farm, just 40 minutes from Cape Town.

We serve wholesome and delicious food, fresh from the farm, that pairs perfectly with our award-winning wines. Much of the produce we use is grown at Spier; the rest is sourced from nearby farmers. We believe the natural flavour of food should speak for itself, so we serve dishes that are seasonal, uncomplicated and creative.

Our beef comes from grass-fed cattle reared on Spier's pastures, along with delicious eggs laid by happy hens that scratch around freely in the fields. Both the chickens and cattle are raised without the use of antibiotics or hormones.

Village-style buildings, lush green lawns and spacious rooms situated next to the calming Eerste River are the defining characteristics of the 4 star Spier Hotel. Our 153 rooms are clustered around six courtyards, with each courtyard boasting its own swimming pool. The design is reminiscent of the Bo-Kaap or Mediterranean villages where pedestrians have right of way.

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Tree-preneurs:

Tree-preneurs is a project that gives more than 70 people living in some of the Cape's poorest areas the opportunity to change their lives.

Tree-preneurs range in age from five to 93, and are taught how to care for indigenous trees and plants. They are given seedlings to nurture, and once the seedlings have reached 15cm, they can exchange them for vouchers for food, clothing, agricultural goods, tools, and bicycles – even school and university fees. (Spier provides the land and means to

keep this project running and then Spier guarantees to buy all the plants back)

Ripples of change:

The items exchanged with growers in return for trees – whether bikes for those without transport, or educational support for those struggling to pay school fees – unlock opportunities, provide support and spark inspiration. The project nourishes environmental consciousness in the communities where growers live; it also empowers others to make a positive difference.

1692
Spier

Fast Facts:

- Spier recycles 98% of waste, and 100% of water
- The family legacy has kept the agriculture farming elements over time, providing Spier's on-site restaurants with free range Angus Beef, chicken and eggs, along with vegetables and herbs from the biodiversity farm.



SAACI CONGRESS 2016

The 2016 edition of the industry association's annual Congress will feature a distinguished line-up of guests and speakers.



The 30th edition of the SAACI Congress will be hosted in Mangaung (Bloemfontein) from 5 – 7 June 2016. It's an historic homecoming of sorts, as the idea for the Association was birthed here in 1985.

The theme is "with knowledge, it's possible". It boasts an impressive line-up of speakers and panellists and will be opened by Derek Hanekom for the third time in his role as Minister of Tourism. One keynote speaker is the much-lauded

Jonathan Jansen, most known as being the dynamic Vice Chancellor and Rector of the University of the Free State. He is also a renowned author and decorated academic. Another keynote speaker is author and radio presenter Victor Kgomoewana.

The current Chief Executive Officer, Adriaan Liebetrau, overseeing his third Congress, said that his journey has been nothing short of amazing. "The programme content and our speaker appointments took precedence this year, a 10 month process!

It boasts an impressive line-up of speakers and panellists and will be opened by Derek Hanekom for the third time in his role as Minister of Tourism.

We have four exceptional keynote speakers and our hot topics and solution sessions will not disappoint! I am excited to hear the feedback from the new master classes and what our members learned during these sessions and to read the outcomes from the solutions sessions as this will guide SAACI in the next six months."

The hot topic section covers relevant issues. **Koo Govender** will present a topic on digital media and making one's event go viral. She has led award-winning teams, been actively involved in the broadcasting and media industry for more than twenty years and is currently the CEO at Dentsu Aegis Network South Africa. Paul Hugo of Scan Display Solutions, involved with design of exhibition stands, exhibition planning and layout, will explore the changes in the expo industry. Other topics will be facilitated by Thebe Ikalafeng, one of Africa's foremost brand authorities. Corne Koch of Wesgro will elaborate on how the process of bidding for a congress actually works.

Solution sessions will be spearheaded by **Nina-Freyesen-Pretorius** amongst others, her contribution on silver bullets in the business industry is buoyed by in-depth industry knowledge and experience, a long relationship with this Association, as well as serving on the management team for ICCA. Other solution session panellists include Shariefia Allie-Nieftagdien, Kershnee Govender and Gift Lithuli.

The out-of-the-ordinary workshops are aptly described and include sessions devoted to subjects from cheetahs and koeksisters, to drones and website optimisation – the latter with Johan Jonck will show delegates how to let their websites do the talking and web crawlers do the walking.

A lot of time and effort goes into the Congress so if there is one thing I want it is for members to walk away and say "We learned, we connected, we did business and we will be back next year".

CEOs and Managing Directors are encouraged to attend the first-of-their-kind master classes. Two sessions will be held; Susan Lasecki-Coiro, a transformational leadership executive will be tackling leadership and what that entails, while Thaamir Moerat is presenting at the Congress again in his capacity as sales guru. He holds the sales director position at six companies, is CEO of Faselis South Africa, owner of reality television show, *SellHard* and author of *Mama I Sold You*. This segment will challenge and inspire. Innovate@saaci is an expansion of tech@saaci and this playful and exciting space is described as an experiential education in the newest innovations and technologies.

On his objectives for this year's Congress, Adriaan says: "Each year we have to ensure that the congress is better than the year before, it's one thing arranging a business event, but when you do so for delegates that run business events for a living, it makes it a lot more interesting. I hope that members will find great value and a return on their investment for attending the Congress. A lot of time and effort goes into the Congress so if there is one thing I want it is for members to walk away and say "We learned, we connected, we did business and we will be back next year". The next Congress will take place in Tshwane from 4 – 6 June 2017. 📍

SAACI Congress 2016 Programme Overview

Saturday:

- **Morning:** EXCO Meeting, Board Meeting
- **Afternoon:** Board Lunch
- **Evening:** Board and Patron Cocktail

Sunday:

- **Morning:** Experience Tour, Registration
- **Afternoon:** Welcome Lunch, Congress Sessions
- **Evening:** Re Connect Evening

Monday:

- **Morning:** Registration, Opening Ceremony, AGM
- **Afternoon:** Lunch, Congress Sessions
- **Evening:** Venetian Ball

Tuesday:

- **Morning:** Registration, Congress Sessions
- **Afternoon:** Lunch, Congress Sessions, Closing Ceremony and Farewell Cocktail



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PREMIER PEOPLE AND PROPERTIES PICKED

On Saturday the 21st of May 2016, Premier Hotels and Resorts - one of the forerunners in the South African hospitality sector – held its annual gala evening at the East London International Convention Centre. Here the winners of several awards were announced.



These awards recognise excellence in numerous spheres that are crucial to providing stellar service to guests and delivering on the Premier Hotels and Resorts promise of 'where guests become friends'.

Winning the Long Service Awards were Regina Loki, Satasivan Ayasami and Nola Nassimov. The trio have been part of the Group for 25 years – as long as Premier Hotels and Resorts has been in existence. "Premier Hotels was started by one man with a dream, however I could never have achieved all of this alone," said Premier Hotels and Resorts' Managing Director, Samuel Nassimov.

The Managing Director's Award for Excellence in People Management went to Sean Verdon, General Manager of Premier Hotel Pretoria. His ability to attract and retain top talent as well as to train and develop employees into an effective, efficient, productive and motivated team

earned him this prestigious prize.

Sefton Cramer of Premier Hotel OR Tambo took home the Managing Director's Award for Excellence in Customer Care. The Award recognises those properties that meet or surpass customer expectations. Cramer won the award due to his hotel receiving high ratings online and being ranked fourth out of the 24 hotels in the region on Trip Advisor.

Snapping up the Managing Director's Award for Excellence in Environmental Practices was Premier Hotel Edwardian's General Manager, Daniel Velayutham. This Award acknowledges the GM who has applied the most appropriate combination of environmental control measures and strategies to reduce a hotel's carbon footprint. To this end, Velayutham was heavily involved in the formulation of the Group's environmental policy.

The Managing Director's Award for Excellence in Performance was won by Reinhard Walzl, General Manager of Premier

Hotel Midrand. This Award recognises the individual who displays attention to detail in the quality of reports submitted, conformance to policies and procedures as well as adherence to stringent reporting timelines. The financial performance of his hotel was also noted, with the budget revenue for the financial period being achieved by 12% and year-on-year revenues growing by 51%, which were due to his tight controls on operational expenses.

Winning Sales Excellence Awards were Eddie Matsheka and Taryn Kriel. They were deemed worthy of their awards for their productivity and effectiveness.

Feroza Moosa took the Sales Person of the Year Award. "A great sales person needs to be driven and have a sense of urgency and a need to accomplish the task at hand. They need to be confident and believe in their own ability and be able to handle rejection. They need to be outgoing, funny and structured. They need to care about people and not just the sale but most importantly they need to be focused and know the final destination. Feroza embodies all of these qualities," said Nassimov.

The highlight of the night was the announcement of the Premier Hotel of the Year, which went to Sefton Cramer of Premier Hotel OR Tambo. The Award goes to a team that has consistently achieved exceptional results in all five weighted categories – the shareholder, the financial returns, guest experience, associate wellness, compliancy related issues and training and development.

"Premier Hotels has changed and grown much over the past 25 years, but one thing that has not changed is the passion and commitment from our staff, as evidenced by the calibre of these award winners," concluded Nassimov.

STUDIO JOBURG OPENS AT EXPO CENTRE!

Based at the JEC, Studio Joburg is the result of a collaboration between the owners of the Expo Centre and a consortium of leading film practitioners.

"We believe that this new development will provide a top-class facility for the production of content within the film industry," explains Craig Newman, JEC CEO. "It will also be an important development for the people of Soweto and the surrounding areas in terms of job creation and skills development."

For many years, South Africa has been a popular destination for the production of filmed content for the US and Europe. Since the creation of the dti's *Location Film and Television Production Incentive*, and the *South African Film and Television Production and Co-Production Incentive*, South Africa has become a desirable film location as well as a co-production partner of choice.

The film value chain consists of several support services that are crucial to the completion and success of each film project. These services include set building, painting, catering, wardrobe, design, and lighting to name a few.

"Each of these support services means several job opportunities for people in the area," explains Newman. "In other words, this venture will mean skills development, job creation and investment into the south of Johannesburg. People living in Soweto and the surrounding areas will also be able to work closer to home."

Discussions are currently taking place with a film school and broadcaster that could become anchor tenants within the Studio Joburg facility. "The added benefit of this would be the proximity to the potential workforce from Soweto and its surrounds," explains Newman.

Eddie Mbalo, who joins Newman and his team in this endeavour, is a film and television production expert with over 30 years' experience in the industry. Mbalo



Craig Newman and Lance Gibbons

served as the CEO of the National Film and Video Foundation (NFVF) for 10 years, a statutory body within the Ministry of Arts and Culture, dedicated to the promotion and development of the South African film industry.

At the 64th Cannes Film Festival, the *Hollywood Reporter* in association with Agorlumiere International, honoured Mbalo with an African Vision Award for his role as a creative defender of African Cinema. "We believe that the Expo Centre is the ideal location for an undertaking of this nature," says Mbalo. In addition to the sheer size of the venue, it's extremely practical. There is an adequate power supply with access to plug points all over the venue and a sufficient water and ablution supply," he says.

The multipurpose facilities of the JEC provide more than 50 000m² of indoor space, more than 100 000m² of versatile outdoor space as well as a multipurpose arena that can accommodate up to 20 000 people. It is accessible from all major highways and

conveniently located 30 minutes away from both OR Tambo International Airport and Lanseria Airport. There are also a number of three, four and five star hotels all within 15 minutes from the venue.

The Expo Centre has also proven its worth among film producers in the past, having provided facilities for the famous science fiction thriller, *District 9*, directed by Neill Blomkamp and produced by Peter Jackson.

"The JEC was an ideal venue for our production of *District 9*," says Michael Murphey. "It worked extremely well as a film studio – the size, the layout, and the location all worked perfectly for us."

"We believe that Studio Joburg will become an important content and entertainment hub for the Gauteng province," says Mbalo. "It's an exciting venture that will benefit in particular the people of Johannesburg and Soweto," he concludes.

- Issued on behalf of Johannesburg Expo Centre by Write Scene

SURGE BRAND STUDIO

Company Profile

We are a progressive proudly South African company based in Johannesburg with satellite offices in Tshwane and Durban, however we are capable of servicing the entire footprint of South Africa and extending into Africa. We are a proudly BBB EE level 2 compliant with 51% black female ownership.

Surge Brand Studio was founded by John Arvanitakis in 2012 to offer clients an integrated events and activations partner with the ability to craft and activate events of any size. Surge is a studio of services enabling us to offer a complete range, from Event Management, Experiential Brand Activation, Décor Styling and Design, Production Management, PR, Brand Management and Design and Tech Gear hire, supported by our expert team of Event Managers and Producers who ensure that their entire event is always on brand, on budget and on time. At Surge Brand Studio we believe in "building belief through experience" and ensure that in everything we craft we are not "just crew – but are here to create art".

Year end functions and team building activities

It seems like 2016 has just started, but in reality the end of the year is fast approaching! It's time to start planning your year-end soiree for you and the colleagues! We at Surge Brand Studio are ready and waiting to assist you in planning this important occasion for your team. Whether it be a chic gala banquet, Las Vegas Night, Shwama Party, Shebeen and Shisanyama or Bush Braai, you name it, we can do it for you.



John Arvanitakis, Chief Ignitor, Founder and CEO

John is an expert project manager, event producer and creative director, having over 20 years of experience in the brand marketing environment. John has executed projects on behalf of many of South Africa's blue chip companies. His experience includes the public sector having executed projects on behalf of government and parastatal organisations, including Brand South Africa, South African Tourism, Durban Tourism, KwaZulu Natal Tourism, amongst others.



Eleni Arvanitakis – Executive Event Producer, Johannesburg,

With 20 years of event management services, Eleni is extremely creative, which is an asset in the events, marketing and communication industry, tying in with her natural flair for event décor, meticulous attention to detail, supplier lists, contacts, technical and venue knowledge as well as crew management. Eleni has a natural and very uncanny ability to take a brief and find creative ways of interpreting them. She turns the mundane into creative treatments, that have won work and have left the clients with an experience to remember. Her creative flair and personality are infectious and she is able to inspire her team members and mentor them.

Top tips for hosting a successful Gala

1. Start early, plan & brief. Ensure that you put pen to paper and write down exactly what it is that you want to achieve from the gala event and ensure that you prepare a full and detailed brief for your event planner, so that all expectations are communicated right from the start.

2. Strategic insight. Understand the brief, brainstorm and research. Ensure that information flows freely across your team. At the very beginning of the event planning effort, take the time to share your event's objective and your overall plan for executing it with every single one of your team members. On an ongoing basis, have regular meetings to assess the progress so that everyone is aware of all aspects of the event. Ensure that there is a golden thread that ties all the event elements and crafted content together that links back to the brief and that will achieve the required outcomes. Only when you and your team know the core objectives can you organise a focused event that meets those goals.

3. Create a retroplanning document: Start with the day of the event, and create a detailed list backtracking every task that needs to happen, assigning each a firm deadline and responsible team member.

4. Create an event bible: Put together a simple binder with all of your vendor contracts, extra copies of the floor plan, and a cheat sheet of contact information for easy reference.

5. Have a Plan B for everything: Anticipate which aspects will significantly affect your event and create backup plans for each.

6. Do a mental walk-through before the real one: About two weeks before the event, mentally walk through every minute of the event, from set-up to break down. You'll be surprised how many last minute tasks you catch. Then schedule the final venue walk-through a week before the event, and you'll be prepared with all the last-minute details.

7. Make it social: Leave a sign-in sheet for guests' twitter handles. Create a custom hashtag for the event and encourage attendees to tweet about it. Post pictures of the event on the company blog or Facebook page and allow guests to tag themselves.

8. Take pictures, pictures and more pictures: Pictures are the best way to illustrate an event's success. If there's budget, hire a photographer and create a specific shot list (a shot of the full room, a focus on branding, etc.). If not, assign a team member to the task and equip them with a high-quality camera.

9. Send the report back / debrief asap: Arrange for your photographer to send you a few choice photos that you can upload immediately. While your client is still buzzing from a well-executed event, send them a beautiful recap touting all of the successes. And then, once you've pressed send, collapse and sleep for days.

Testimonials

William Price, Global Manger, EMarketing, South African Tourism:

Working with John Arvanitakis over the last five years at South African Tourism has been rewarding, enjoyable and effortless. John pays particular attention to detail, he challenges our thinking, and has managed to deliver beyond expectations at every opportunity – this may sound too good to be true, but he has consistently managed to do so and has worked with a team of like-minded people who have made every project I have worked on a pleasure. John manages expectations very well, is able to interpret the client requirements succinctly, and also manages to stretch budgets in ways that are rare. I have worked with John on a number of high pressure, big stakes projects and it has been a pleasure having him on my team of preferred suppliers for a number of years. I highly recommend him to be part of any projects that require more than mediocre delivery.

Anastasia Cost, Brand Consultant, The Brand Union:

Surge Brand Studio has successfully delivered many high end production, installation and event projects with utmost professionalism, etiquette and due diligence. John and his team of skilled individuals remain to be our "go-to" partners of choice for many of our projects, knowing that nothing is too much, and where no challenge goes undefeated.

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THE STATE OF CONFERENCING IN SA

South Africa has seen steady growth in the conferencing realm year on year, and the continent of Africa has been a focus for development and progress. Local thought leaders share their insights on the current state of the industry and where we are headed from here.

For the first time in more than a decade, several serious new African international convention centres will open their doors. One can expect that from 2017 onwards, the international congress statistics of ICCA and UIA will show a significant growth of the number of meetings in Africa. The question of course is: what will happen to the South African market share?



Dirk Elzinga, CIC

Dirk Elzinga, Convention Industry Consultants (CIC)

"More competition!"

The development of the tourism sector has been a strong focus for the South African and African industry over the last six months or so, with business-event leaders often sharing their insights on how to grow and advance the local sector through business events, exhibitions, and conferences. Conferencing remains a steadfast way in which to invest in tourism in the long run, whilst maintaining well-rounded business offerings to attract the best of both worlds to the continent. Here is where key role players see the opportunities in the sector now and in the near future.

Not much has changed in the congress and exhibition industry in Africa during the past 10 or 15 years. South Africa has year after year been the leading destination – both as host of international conferences as well as trade fairs and exhibitions. The numbers of business events on the continent however reached a level where further growth seems to be difficult. Our three dedicated international convention centres – ICC Durban, SCC and CTICC – all report healthy occupancy figures, so perhaps the availability – or rather lack of availability – of meeting space in these centres might limit the possibilities for growth.

This year, however, this will change dramatically. For the first time in more than a decade, several serious new African international convention centres will open their doors. And as I am a strong believer in the economic principle that 'supply does create demand' (at least in our industry in Africa), one can expect that from 2017 onwards the international congress statistics of ICCA and UIA will show a significant growth of the number of meetings in Africa. The question of course is: what will happen to the South African market share?

The new ICC in Calabar, Nigeria, opened for business a few months ago; as the first dedicated ICC in the country with the largest economy on the continent, they successfully hosted already several international meetings.

The new ICC in Kigali, Rwanda will now – finally – open for business in the middle of this year, after more than 3 000 Turkish contract workers had been employed to complete the fantastic centre that has been under construction for several years already.

In Algiers, Algeria, a brand new spacious congress and exhibition centre – the first for this country – will host its first events later this year.

And last but not least, the newest South African convention centre – the Century City Conference Centre in Cape Town – has opened early this year and has been able to book several international meetings already!

One can expect that these four new convention centres will all contribute to the marketing of our continent as a congress destination of choice. That is good for

Africa of course, and good for our industry. But in South Africa, we will have to work harder to maintain, let alone grow, our present market share of approximately 120 international meetings per year. New convention centre capacity not only in Cape Town (the CCCC and the extension of the CTICC) but also in Tshwane (the new convention centre that Tshwane Municipality plans to develop) will play an important role to make sure that South Africa will continue to benefit from the increased interest in the continent as a result of fresh marketing initiatives.

More dedicated international congress capacity in Africa also means more meeting space for international African congresses. This market segment has rightfully been prioritised by the South Africa National Convention Bureau, because it offers great perspective and of course only African and no global competition. In order to reap the benefits of these developments, it is of utmost importance that our South African government indeed makes it as easy as possible for participants in international meetings (congresses AND exhibitions!) to travel to our country. Due to the unfortunate introduction of new Visa regulations, and subsequently the cancellation of some of these rules, our country has acquired the wrong image as "being difficult".

Particularly congress delegates and trade show visitors from other African countries are experiencing difficulties with (last minute) decisions to participate in a meeting in South Africa. That is dangerous, because one of the reasons that international organisers plan their events in our country is to attract delegates (new potential members) from other African countries! A proactive information campaign including the set-up of a Home Affairs help line for international congress delegates would demonstrate that we take the international meeting industry seriously!

About Dirk: Founded by Dirk Elzinga in 2010, Convention Industry Consultants assists governments and other initiators or owners with the development or repositioning of convention centres, as well as other projects in the international meetings industry. For more info: www.ciconsult.co.za



Craig Newman, Expo Centre, UFI

Craig Newman, Expo Centre, UFI

"Main economic contributor"

In the next five to 10 years, the South African MICE industry should be one of the main economic contributors of this country. To get there, we need much greater public sector participation and flexibility because people participating in conferences and exhibitions from abroad encounter major challenges when applying for Visas. We need ease of access and greater communication between the public sector and the conference organisers and venues.

South Africa is a choice destination - we have the expertise, experience and capability to handle large-scale events. In fact, we have never dropped the ball on a big international event irrespective of its demands. We are right up there with what the rest of the world can offer but global trends keep us on our toes and ensure that we are constantly in line with what is happening in the rest of the world. Everything is ripe for South Africa to be the leading country within the business-tourism sector for Africa. It should become the biggest contributor towards the South African economy but we need these challenges to be addressed first.

About Craig: Craig Newman is CEO of the Expo Centre and Board Member of the UFI Africa chapter. His role is to strengthen confidence in the exhibitions industry and to ensure that it is always

growing and moving forward. Newman ensures all parties involved are delivering on expectations because it is this delivery that will continuously strengthen the reputation of exhibitions as a great contributor towards the South African economy.

We need ease of access and greater communication between the public sector and the conference organisers and venues.



Amanda Kotze-Nhlapo, SANCB

Amanda Kotze-Nhlapo, South Africa National Convention Bureau

"It's all about Africa"

In terms of opportunities, I still believe it is Africa. If we don't change around the African attendance and the African spread, we will miss out. It won't be a disaster, but we will miss out. I think if we want to grow, that is where we need to grow. It's not without effort - of course you still need to put in all the effort that you can - but growth will definitely come from a broader sense than just doing >



the same thing. Another opportunity lies outside just associations. We focus a lot on the association market and of course that is still the greatest potential for us as a destination, because there are so many meetings that can still come and so many conventions that can still come. But if we are not taking the opportunity we have now with the weak rand, and really making ourselves a value-for-money destination, if we do not go after the incentive market by offering a five-star experience for a four-star price, we are missing out.

So we need to gear up and support DMCs that have these clients, and really ensure that our product is ready to offer this. We need to gear up to focus and to support, and if you look at the year-on-year growth that we've had now, that already says that they are coming. We had a spectacular recovery and there's a huge opportunity for us. So I think there's opportunity in Africa – keep on doing what we're doing right with the international associations, and focusing on enabling your incentive, high-end traveller to come. I think that ups the status of the industry.

About Amanda: *A woman with over 15 years' experience in the business-events industry, Amanda Kotze-Nhlapo is the Chief Convention Officer of the South Africa National Convention Bureau (SANCB). She sits on the board of a number of associations and is incredibly passionate about the development of the local and pan-African business events sector.*

But if we are not taking the opportunity we have now with the weak rand, and really making ourselves a value-for-money destination, if we do not go after the incentive market by offering a five-star experience for a four-star price, we are missing out.



Bronwen Cadle de Ponte, CSIR ICC

Bronwen Cadle de Ponte, CSIR ICC

“We’ve come a long way”

South Africa's conference industry has come a long way in the past 20 years in terms of understanding what the international conference market is about and making inroads to that market. However, there is still much opportunity in SA for our industry to become more professional (i.e. dropping commissions, implementing tertiary education qualifications for the meetings sector) and to focus on the long-term holistic goals of our clients instead of short-term gains for individual products and service providers.

Our tagline, “Transfer Knowledge. Facilitate Collaboration”, is our maxim and informs our actions every day because we understand that the sharing of knowledge is precisely what conferencing is about. Our city is renowned as the home of experts in countless research and academic fields and is a knowledge hub for events of a professional nature of which we host over 700 every year. In all of our marketing and collaboration efforts, this professional focus has supported a blossoming of events that truly contribute to the knowledge economy in the past few years.

Our industry is experiencing significant shifts due to volatile international economic conditions, increasingly stringent government spending regulations, increasing compliance burdens and

travel safety, health and Visa concerns, and yet the market in SA continues to show healthy growth. These challenges present opportunities for us as in industry to innovate, become more professional, and prove our sector's qualified worth. I believe that the next ten years will see the meetings industry in South Africa be seen as progressively contributing tangibly to the world knowledge economy as opposed to just hosting events if we take up the challenges positively and seriously, and professionalise at every opportunity.

About Bronwen: *Bronwen Cadle de Ponte is the CSIR International Convention Centre General Manager and is also Chairperson of the Tshwane Tourism Association. Bronwen holds extensive experience in the business-events industry and has received numerous accolades from the CSIR and the industry for her continuous outstanding contribution to the sector.*



Carol Weaving, Thebe Reed Exhibitions, AAXO

Carol Weaving, Thebe Reed Exhibitions, AAXO

“Moving ahead rapidly”

Africa is an economic bright spot with a fast-growing middle class. The continent has incredible assets, including a population of +1 billion with amazing diversity in culture and environment, and only 5% of the global tourist arrivals, which makes it the perfect platform for growth.

You can do your business or hold your conference in a refined environment but also observe the wildlife (Kenya), culture (Ethiopia), scenic beauty (Rwanda and Tanzania) and a number of the wonders of the world (Zimbabwe/Zambia, and Cape Town). Africa Travel Week, provides a platform for these destinations to highlight their offering to buyers.

To a large extent, the amount of demand for business events in a destination tends to directly reflect levels of economic activity in that destination. Africa's competitiveness in the MICE market is also dependent upon the level and quality of its infrastructure. Crucial to the international MICE tourism sector are frequent, direct flight links between African states and key markets. Venues of a world-class standard continue to open their doors to business tourism in countries all over the continent. Gauteng's premier venue, the Ticketpro Dome, has recently added a new venue facility, The Blue Label Wing Conference and Events Venue. This is a well-considered partnership between Thebe Reed Venue Management and Delmont Caldwell Caterers. It is an excellent venue for trade exhibitions, business events, conferences, hosting product launches and company networking sessions.

Africa is emerging as a viable destination. You can do your business or hold your conference in a refined environment but also observe the wildlife (Kenya), culture (Ethiopia), scenic beauty (Rwanda and Tanzania) and a number of the wonders of the world (Zimbabwe/Zambia, and Cape

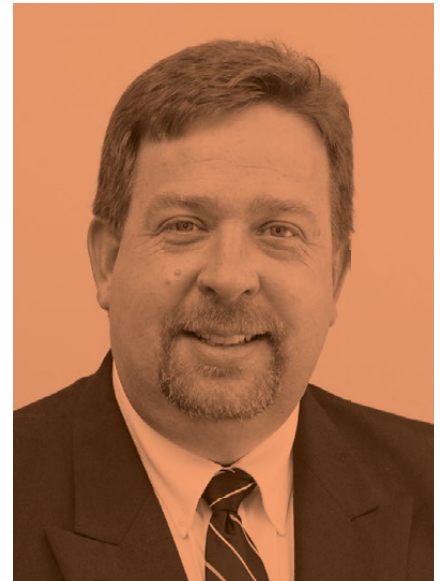
Town). Africa Travel Week, provides a platform for these destinations to highlight their offering to buyers. Africa has become more and more accessible to the world and there is a desire to see and experience what it has to offer.

Thebe Reed Exhibitions has hosted ibtm africa for the past 3 years, as part of Africa Travel Week. ibtm africa was praised by visitors as an excellent event for business development, and knowledge enhancement in the region with global relevance. The conference, in partnership with SAACI, brought together key meeting planners from some of the leading corporates in South Africa and suppliers from the meetings industry. Throughout the last day of Africa Travel Week, the ibtm africa conference gave visitors insights into technology, future trends, procurement and consolidation, the benefits of foreign exchange and the convergence of the travel and meetings industry.

Thebe Reed Exhibitions is a member of the Association of African Exhibition Organisers (AAXO) which was formed to provide a collective platform of address and representation for professional exhibition organisers throughout Africa. With the wealth of knowledge and experience brought to the association by these organisations, AAXO has the energy and expertise to deal with the unique challenges and needs that organisers are faced with, and give them a powerful and credible voice. AAXO aims to promote the industry, encourage people to invest and participate in exhibitions, and give members the tools and resources to run successful exhibitions.

The MICE industry is set to move ahead rapidly. Meetings, exhibitions, events are essentially networking tools and will always be the cornerstone of successful businesses.

About Carol: *Carol Weaving is Managing Director of Thebe Reed Exhibitions and a large stakeholder in AAXO. She has a diverse working background in the business tourism and events industry. Over 28 years, Carol's career has expanded through many sectors within the industry, her knowledge and expertise spans across exhibition management, events, conferences as well as venue and facility management.*



Pieter Swart, CMP, CMM, Conference Consultancy SA

Pieter Swart, Conference Consultancy SA

"We've reached maturity"

I had the privilege of working on the first multilateral conference hosted in South Africa, the Commonwealth Health Ministers Conference in 1995 and again on another landmark conference, the 13th International AIDS Conference in 2000 which was the first macro international conference hosted in the country. This year will be 21 years since that Commonwealth Conference. In this very short period of time compared to the global industry, South Africa reached maturity and competes globally with the very best. We entered the global industry in its contemporary stage. Our facilities are modern and our service approaches fresh. This sits very well with the dynamics of a fast paced and evolving industry/profession.

We understand that change brought about by internal and external influences such as politics, economy, infrastructure or technology is a constant and therefore learned to embrace them as opportunities. This virtue not only makes our industry resilient and sustainable but also highly competitive and attractive. The security of our industry depends on our ability to develop our single most valuable asset, 'human capital'. The currency of our trade, skill and competence, is in good hands. South Africa is home >



to some of the world's most dynamic industry leaders and brightest minds.

About Pieter: Pieter Swart, CMP, CMM, is Managing Director at Conference Consultancy SA. He serves on the Professional Convention Management Association Global Advisory Panel, The SAACI Tshwane Branch Committee, The UNISA Tourism Advisory Board and UNISA Peer Programme Review Committee on Tourism Qualifications. Pieter was awarded Global Meetings Executive of the Year 2015 and he is currently the lead presenter of the Event Architecture Workshop series.



Tes Proos, Crystal Events and Incentives, SITE Southern Africa

Tes Proos, Crystal Events & Incentives, SITE Southern Africa

"We need to harness our strengths"

I believe Africa is the place to be, if you are keen on growing within the MICE industry. There are many exciting things happening around the continent, especially East and Southern Africa, with several new convention centres and hotels opening up. SITE South Africa recently rebranded as SITE Southern Africa, thereby incorporating Africa at large.

The advent of new low-cost carriers around the continent, along with the new Victoria Falls international airport coming on board, opens up a vast number of opportunities for doing

I believe Africa is the place to be, if you are keen on growing within the MICE industry. There are many exciting things happening around the continent, especially East and Southern Africa, with several new convention centres and hotels opening up. SITE South Africa recently rebranded as SITE Southern Africa, thereby incorporating Africa at large.

more and better business in Africa.

Our objective as an international association is to harness our strengths as an industry in order to create more learning opportunities and promote skills transfer at all levels.

Whilst South Africa is at the forefront as an African incentive and conference destination, we need to pay attention to service levels in order to stay ahead of our game – or risk losing it to a keener competitor. We are no longer the cheapest destination, hence value for money has to be tangible, along with the best possible experience that any delegate could have.

In my capacity as President, SITE Southern Africa, I look forward to working closely with the industry across the continent over the next year, facilitating various training and education sessions at several forthcoming trade shows.

About Tes: With over 25 years in travel and corporate hospitality, Crystal Events and Incentives are all about creating unique experiences. And with Tes Proos at the helm, the company is well-placed to understand and meet clients' individual needs. Tes also heads up the Southern Africa chapter of the Society for Incentive Travel Excellence (SITE).



Angela Lorimer, Spier

Angela Lorimer, Spier Hotel and Wine Farm

"SA excels in service delivery"

Spier Hotel and Conference venue is a leader in Conscious Conferencing and is proud to announce its B-BBEE Status. We pride ourselves in attracting both local and international MICE business. The weak rand has seen the increase in international MICE business as well as domestic MICE travel due to budget constraints, therefore encouraging local travel.

We have aligned ourselves with key industry players and associations like Cape Town Tourism, WESGRO, SAACI and SITE and have already seen the benefits. The fact that Cape Town is constantly increasing its conference offering has a huge 'spin-off' on Spier as we are the perfect location for pre and post conferences. South Africa is excelling at service delivery. We just need to define a clear and positive message that is constant and uplifting to the world.

About Angela: Angela has worked in the hospitality industry for 25 years and loves every minute of it. As the Commercial Manager at Spier Hotel and Wine Farm, her role is to lead the sales, events and reservations team to new and exciting heights. She was recently appointed to the SAACI Western Cape committee and is thrilled to be part of growing the association and making a difference in the industry. >

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Julie-May Ellingson, CTICC, AIPC

Julie-May Ellingson, CTICC, AIPC

“Take advantage of the exchange rate”

South Africa has an incredible opportunity to take advantage of the favourable exchange rate to acquire international meetings and events, particularly in the corporate and incentive markets. The benefits do not end at hosting conferences and events. There is a macroeconomic contribution as well exposing our destination to trade and investment opportunities.

The Visa regulations that were implemented in 2014 have negatively impacted on attendance figures of events taking place in South Africa, which in turn has a knock-on impact on the economic contribution to the destination. Fortunately, some of these regulations have now been relaxed with figures in early 2016 showing an improvement in tourist numbers, although we are not yet seeing the benefit in the business sector. A further challenge affecting our future growth is the poor economic climate within South Africa as well as government austerity measures which will limit spending on conferences and meetings.

Some of the trends foreseen that could affect the MICE industry in the next 5-10 years are less direct spend from South African Government Departments, affecting the conferencing industry quite

substantially and hampering job creation in the MICE sector; and more involvement from conference organisers, corporate companies and delegates in corporate social responsibility programmes to the benefit of local communities. An example of this is the World Council of Enterostomal Therapists (WECT) 21st Biennial Congress which the CTICC hosted last month. The congress, entitled ‘Embrace the Circle of Life’ exposed therapists to the latest ideas and discussion on stoma, wound and continence management, with international experts presenting papers in plenary sessions and symposia. During the three-day congress delegates were able to visit the Red Cross War Memorial Children’s Hospital, Groote Schuur Hospital and the Baphumelele Children’s Home in Khayelitsha. These tours created opportunities for valuable knowledge exchange between local practitioners and their international counterparts.

We foresee a shift in the focus on the food and beverage experiences at conferences and events. Unfortunately, this is an area that clients are increasingly cutting out or reducing. While we understand the budget constraints faced by associations, removing dinners, cocktail functions or even the likes of coffee/tea breaks, reduces the opportunity for face-to-face networking which is of significant importance to delegates. The other disadvantage is that delegates are more likely to leave the conference venue for lunch and not return for plenary sessions, etc. This in turn limits their conference experience.

About Julie-May: Prior to her current position as the head of the Cape Town International Convention Centre, Julie-May Ellingson was the CEO of Durban ICC. She currently sits on the board of Cape Town Tourism and is the first African board member for the International Association of Conference Centres (AIPC). Julie-May has a number of accolades and awards to her name and believes conferencing is a platform for knowledge exchange, and a driver of the knowledge economy.

Conference delegates and exhibition visitors are a lot more tech-savvy than ever before, where uninterrupted Wi-Fi and digital information is expected when attending events.



Lindiwe Rakharebe, Durban ICC

Lindiwe Rakharebe, Durban ICC

“Technology will continue to impact the sector”

The current state of the conferencing industry in South Africa is greatly influenced by the ongoing and ever-expanding digital revolution, the need for innovative meeting formats and “doing more with less”. These factors will continue to shape the way we conduct our business going forward.

Technology will continue to impact the events experience and the way venues aim to meet their clients’ requirements. I do not believe that virtual meeting options will lead to the demise of face-to-face meetings as people still crave and appreciate human interaction, however conference delegates and exhibition visitors are a lot more tech-savvy than ever before, where uninterrupted Wi-Fi and digital information is expected when attending events.

Conference organisers are more selective than ever when selecting their ideal location and venue, and expect an unprecedented volume of information about the destination, its attractions and the venue before considering a location to host their event. The industry must be

willing to provide this information quickly and effortlessly if they hope to keep the interest of new potential clients.

About Lindiwe: *Lindiwe Rakharebe is the Chief Executive Officer of the Durban International Convention Centre (Durban ICC), having been appointed in April 2015. She has extensive experience in leading high-performance teams in various industries and is a well-respected business leader across the country.*



Gary Koetser and Glyn Taylor, Century City Conference Centre

Glyn Taylor and Gary Koetser, Century City Conference Centre

“Get the basics right”

The conference industry has come a long way and is constantly evolving, and while we pride ourselves on being flexible and put the needs of event organisers first, we believe that it starts with the basics.

First and foremost, it starts with a smile. We're in the hospitality business, yet so many people forget in the hospitality business to be hospitable! From the minute delegates and guests walk through the door, we treat everyone as if they've stepped into our home. When you arrive, you're being welcomed into the facility with warmth and you actually *want* to be there.

Secondly, it's all about quality; from the coffee one drinks to the last meal enjoyed - it's a fundamental part of our business. What lasts in a delegate's mind is the overall experience.

And it doesn't stop there.

We've taken care in selecting the right service providers who share our philosophy. They form an integral part of our offering and we treat our suppliers, delegates and PCOs as an extension of our team. We believe that through humility and a mutual understanding, we will embrace everyone that makes an event successful. Often where we feel it goes wrong, is when conference centres and hotels sell space and forget about the brand personality. We are selling character, a certain belief system, and the space is a value-add. We want people to know that they can come to us directly if there's an issue, and we will embrace it.

On the African continent at the moment there's a massive surge in terms of association business being sparked up. This is one sector in the hospitality industry that will see longevity. The City of Cape Town has identified that we need to focus on business travel, and there's been a massive drive in marketing to the business traveller globally. Cities around the world have realised that a conference centre is a massive marketing tool that provides a large income for the surrounding stakeholders – so there is great stability in conferencing. Conferencing is a facet of the tourism sector that's experiencing growth and will see vast investment in the future, and we see it already because it's a sustainable income stream for our country.

If you do the basics right, you will always remain competitive.

About Glyn and Gary: *Glyn Taylor and Gary Koetser are joint CEOs of the Century City Conference Centre. Both are extremely passionate about their facility. So much so, that you won't find a Marketing & Sales manager at the frontline, but rather the two of them. They believe that the Century City Conference Centre and Hotel is more than just brick and mortar – it is a brand with personality, integrity and flexibility.* 📍

Fast Facts:

- South Africa has eight national research councils, seven of which are based in Tshwane, attracting a strong educational and scientific audience and contributing to the country's knowledge economy.
- The total number of arrivals to SA from Africa and overseas was 15 051 826 last year, according to the Stats SA Tourism Report. 3.7% of these were in the country for business.
- International tourist arrivals declined by 6.8% compared with the previous year, but 2016 is set for recovery with over one million tourists arriving in SA in January – 15% more than in January last year. February brought an incredible 18% increase.
- Tourist arrivals to Africa are expected to reach 130 million by 2030, more than double the 50 million current arrivals to the continent each year.
- SA sits at 32 in the ICCA Worldwide Rankings 2014 with a total of 124 meetings. Cape Town ranked 41 in the city meetings rankings, while Johannesburg came in at 102 and Durban at 128.
- SA will offer incentives for private-sector hotels to retrofit for the disabled during this financial year. According to Tourism Minister Hanekom, the Industrial Development Corporation will provide seed funding of R30-million for the first tranche of grants.
- 17-20 July will see over 20 000 delegates converge on Durban for the prestigious International AIDS Conference at Durban ICC.
- There are 147 star-graded meeting and events venues in South Africa and 824 star-graded meeting rooms.
- There are 5 124 star-graded accommodation establishments in South Africa and 113 110 star-graded rooms. Grading is done by the Tourism Grading Council of South Africa (TBCSA). www.tourismgrading.co.za

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Sports Science Institute of South Africa  **Conference Centre**



MEET MEETINGHAND

A company tailored for all sorts of events, MeetingHand brings an innovative tech approach to conference and exhibition planning. By Kim Crowie

The events landscape is fast-paced and ever-busy. Conference planners rely on their flexibility, creative problem-solving and organisational skills to get the job done. These days there are all kinds of marketing, project, and other management systems to help one along the way and streamline the process. Until recently, these systems had operated separately for the most part...enter MeetingHand.

This streamlined, well-thought-out application and management system has brought all the elements an event planner needs to one place. Anything can be accessed through the system, and an added bonus is its flexibility – the software can be tailored to suit all kinds of events from international conferences to small corporate meetings. Here are a few of its features.

1. Create a Web Page

We all understand how important the digital realm is to an event's overall success in this day and age. A website for your event is the first point of call in this department, and MeetingHand ticks this box with easy design tools and a responsive web page you can create with colourful layout customisation. This allows you to manage the content yourself, edit your content directly on the actual event page, and make changes anywhere at any time. No coding or technical knowledge required.

2. Collect Payments, Registrations and Reservations

With MeetingHand you can use your own secure payment options, complete with worldwide integrated systems and wire transfer registry. The system also logs a customised registration process according to your event requirements. Registering individuals and groups are covered, as well as travel services such as hotel bookings,



© MeetingHand

room availability, tour and transfer details and automated delivery of documents such as visa letters, invoices, etc.

3. Print and Digital Publishing

In addition to creating an event-tailored badge for each registration type, MeetingHand also offers ready to print event book publishing with printable file exports and e-poster utility for poster presentations. The event can also be posted on the MeetingHand mobile app, which includes a personal event agenda for participants, as well as announcement delivery and access to a responsive participant interface on mobile devices for bookings, etc. The app also allows you to announce tea time surveys, allows delegates to vote for presentations, and gives them the opportunity to communicate with each other from within the app.

4. Activities, Operations and Sponsorships

Through this software, you can offer benefits to your sponsors through tailored

options, customised information for bookings as needed, and sponsors can book and pay for packages themselves. Onsite operations and event activities are also included. Your team manages everything on a single panel with no more manual paperwork and instant feedback for event owners. Through their event activities options you can offer free or paid social activities such as workshops, dinners and other incentives. It's simple for participants to book, and easy to use, with detailed information sent to suppliers.

5. Reports, Submissions and Surveys

Easy feedback and reporting is available on many of the abovementioned features, allowing a planner to see how engaged and interactive guests were and how they can better the event in future. Making event surveys is simple and provides instant feedback to event owners, while scientific activities allow for ease of submission of abstracts, full texts, etc., as well as great comfort for reviewers and those monitoring the evaluation flow. 📊

A VISUAL FEAST OF STAND DESIGNS

Keeping up with stand design trends is a never-ending job. We speak to the creative minds behind some of the most visually beautiful stands that have graced the exhibition floor this year.

Creating something new, exciting, and visually appealing is every stand-designer's dream. An exhibition stand not only attracts foot traffic on the trade floor, but displays what you're about, who you are and why

they should strike up a conversation – without so much as saying a word. 'A picture paints a thousand words' has never been truer than in the Instagram age, with a striking stand travelling far and wide, inspiring all who catch a

glimpse of it. The *Event* speaks to Umtunzi Exhibitions, Expo Creations, ExpoGuys, Reds Advertising and Whaam Concepts to find out how their concepts were brought to life, what the challenges were, and how delegates responded to their designs.

An exhibition stand not only attracts foot traffic on the trade floor, but displays what you're about, who you are and why they should strike up a conversation – without so much as saying a word.



Stand Designer:
Expo Creations

Client: **Jumo**
Show: **AfricaCom 2015, CTICC**

> What was the client brief and how was it interpreted?

Create a relaxing environment in which industry players are enticed to learn about Jumo's cutting-edge mobile money technology while experiencing the Jumo brand. Considering our client's needs, we created an environment that boldly communicates the Jumo brand – corporate, contemporary and personal – while offering different areas from which Jumo staff could engage visitors either casually or intimately.

> What were the challenges you overcame?

Due to numerous other builds we were busy with, we had one day to build and present this stand for handover. We accomplished this with time to spare!

> What the client says:

"It was an absolute pleasure to work with you! The stand design was amazing! Thank you for your flexibility with the stand design and budget. You were a 100% on brief! I wouldn't think twice about using your services in the future."

– Tania du Toit, Jumo

t. +27 21 447 3980

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Stand Designer:
ExpoGuys

Client: **Made in Germany**
Show: **Auto Mechanica 2015**



www.expoguys.co.za

> What was your most challenging stand?

Pat Croning, Commercial Director: ExpoGuys' first German Pavilion – Made in Germany – at Auto Mechanica 2015. The combination of our 80 by 80 extrusion, as well as top end custom fabrication (all laser cut), needed to be combined to form system supports with custom bulkheads. Technically, the challenge was that everything had to be perfect; and centre to centre location for the system had to be correct to the millimetre.

> What was your most memorable exhibition?

John Webb, Managing Director: I certainly have very fond memories of the 'old' Rand Show. At that time, Raymond Burke and I owned Electrical Designs, which was contracted to do electrical services and installations for events and exhibitions at Johannesburg Expo Centre. It was quite a challenge building up an exhibition of that size with no cell phones and having to rely on faxes and crackly two-way radios.

> Why use ExpoGuys?

It's really quite simple: we have the best stock – and team – in the business. Our staff is handpicked team for their skill, experience and commitment.

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Stand Designer:
Reds Advertising

Client: **Golden Era Group of Companies**
Show: **Propak 2016, NASREC**



www.redsadvertising.co.za

> How did you interpret the brief?

The brief was to design a stand that incorporated eight companies in the group with individual space for each company. The branding of the Golden Era Group of Companies had to dominate the area. We had to create meeting areas, coffee bar, kitchen and video wall, with enough open space to create an invitational ambience with open and semi-private meeting areas.

> What went into the design?

The stand design was unique with eight 'S' shaped units for each company with shelving for their products. The large front unit with TV cluster and two circular side units emphasized the brand display. The white floor lifted the stand to give it more light, with the feeling of lots of space. A circular meeting area was created in the middle of the stand with Plexiglas for privacy.

If the design is unique and high enough it will stand out from the crowd. The design should be invitational, eye catching with good flowing curves and high-impact graphics.

t. +27 11 022 5117

e. gavinr@iafrica.com



Stand Designer:
Umtunzi Exhibitions

Client: **Scaw Metals**
Show: **Electra Mining 2012**

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> How did you interpret the brief?

We were presented with a brief that had to accommodate various departments within Scaw Metals. The stand was to exhibit the products using full-colour graphics, as well as the actual product. The display area on the ground level was for four departments, but needed to 'flow' into one another.

Creating and maintaining relationships with clients was also key to a successful exhibition, hence the double storey, fully equipped with a kitchen, bar, and private meeting room, where 'invitation only' clients could be managed in a professional manner. Accent lighting was used, as well as strong branding for the group and subsidiary companies. It was considered to be the biggest, best and most successful exhibition stand at Electra Mining 2012.

> What's unique about Umtunzi?

With 22 years of exhibition stand building experience behind us, our team of highly skilled designers, carpenters and consultants will guide you to an award-winning stand.

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e. charmaine@umtunzi.co.za



Stand Designer:
Whaam Concepts

Client: **SD Direct Pro**
Show: **Power & Electricity World Africa 2016, SCC**



www.whaam.co.za

> What was unique?

An elegant and modern tone was set by the stark white, open-plan structure, with the use of white on white and well-placed LED halo lighting giving a clean, simple look without being too invasive to the viewer. The high gloss surface reflected all the elements on display and helped to give a sense of weightlessness. The elongated back wall included a combination of satin white and SD Direct Pro's pantone grey.

> What were the challenges?

The main challenge we had to overcome was in the venue space itself as there are multiple structural pillars in the Sandton Convention Centre. The solution was to incorporate the store room area around the pillar and to keep the rest of the structure as uncomplicated as possible.

> What trends have you identified?

One of the big trends we have identified at the moment is creating clean, simplified spaces that encourage interactions.

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RECORD NUMBER OF MEETINGS IN 2015

ICCA 2015 rankings released: Berlin new number one city.

ICCA captured a record number of 12 076 rotating international association meetings taking place in 2015; the largest number of association meetings collected in the year after the meetings took place ever, and 571 additional meetings compared to 2014.

These numbers reconfirm the consistent growth pattern in the association meetings market as identified in ICCA's 50-year report (publicly available on www.icca50.com). The ICCA Association Database now includes 20 000 regularly occurring meeting series, 220 000 meeting editions and 11 500 international associations.

smaller, second tier destinations are becoming more and more successful at attracting association meetings.

ICCA CEO Martin Sirk commented: "In an uncertain world with ever increasing business disruption, the stability and continuing long-term growth of international association meetings are encouraging more and more suppliers and destinations to include this market segment in their mix of business. What also remains true is that these are the most complex and long-lead-time meetings to win, requiring excellent research and targeting, top class bidding

and presentation skills, and patience."

"It's always risky to draw conclusions from a single year's data, but it appears that competition is getting tougher for the traditional market leaders, with faster growth outside the top ten positions. This might also reflect a trend we are hearing anecdotally, as many of the top destinations are starting to create their own international meetings, rather than simply bidding for traditional association meetings whenever rotation patterns allow, and these new meetings don't appear in our data, since they don't usually rotate between countries."

City rankings: Berlin new number one

Berlin climbs 3 places and is the new number one city, at the cost of Paris, which took number one spot last year and is now second. Even though the order is quite different, the top seven is made up of the same cities as last year. Barcelona climbs 2 places and is third and Vienna drops 2 places and is now fourth. London climbs 1 place and is now number five, together with Madrid, which dropped 2 places. Singapore remains seventh. Istanbul climbs 1 place to eighth. Lisbon and Copenhagen are newcomers in the top ten, both climbing 3 places to ninth and tenth respectively.

Second tier cities are growing faster. In the city ranking, the "winners" are the cities with the smallest losses, or with a very small growth; new number one city Berlin has only 2 more meetings compared to 2014, while Paris has 28 meetings less than in 2014, Vienna has 24 and Madrid 29 less. Barcelona is 2 down and London is 5 up and Madrid is 29 down. Since the total number of meetings in 2015 has increased, this means that the meetings are more equally spread out amongst destinations, and relatively

Top 20 city ranking by number of meeting organised in 2015

Rank	City	# Meetings in 2015	Change in rank
1.	Berlin	195	▲3
2.	Paris	186	▼1
3.	Barcelona	180	▲2
4.	Vienna	178	▼2
5.	London	171	▲1
6.	Madrid	171	▼2
7.	Singapore	156	-
8.	Istanbul	148	▲1
9.	Lisbon	145	▲3
10.	Copenhagen	138	▲3
11.	Prague	123	▼1
12.	Amsterdam	120	▼4
13.	Brussels	117	▲2
14.	Seoul	117	▲1
15.	Hong Kong	112	▲1
16.	Bangkok	103	▲13
17.	Rome	99	▲1
18.	Dublin	97	▲6
19.	Beijing	95	▼5
20.	Budapest	95	▼3

MARKEX 2016

Don't miss out, book your place at Markex 2016!

Specialised Exhibitions Montgomery, organiser of the all-new Markex 2016 promotional products expo, has announced that visitor registrations are officially open. Corporate visitors are invited to click on www.markex.co.za and follow the quick, easy registration to ensure free access to the general section of the show, which is running from 6 to 7 July this year at the Sandton Convention Centre in Johannesburg.

"If you are a marketing director or manager, CEO or MD, procurement manager, or business owner, you'll want to visit the fresh, focused Markex 2016 show," says Joshua Low, event director for Markex at Specialised Exhibitions Montgomery.

Markex 2016 will take place in one hall this year, split into two separate parts; one providing pre-registered corporate

buyers with free admission to a focused selection of promotional gifting experts, and the other section: a focused, invitation-only trade section aimed at resellers.

"We've taken a new approach to this almost 30 year old event, tailoring it specifically to appeal to resellers of promotional products and their corporate buyers. Not only will you be able to see, touch and experience a plethora of corporate gifting products – from awards and apparel to watches and writing instruments, we're also featuring a free seminar theatre covering the hottest topics in the industry today."

Another first for this year's show is extended trading hours, from 9am to 7pm on the 6th of July. "The decision to lengthen the first day of Markex was to ensure that visitors wanting to attend after work would

have the opportunity," Low explains.

Also, watch out for the daily activity newsletter, which will include information on the demos, functions and competitions that exhibitors will be holding on their stands during the show.

The show will feature more than 100 exhibitors and will expand over more than 600m² of floor space.

Please note that those corporate visitors that have not pre-registered online will be required to provide a business card for free admission, or alternatively purchase a R50 entrance ticket. For more information, please visit www.markex.co.za

Contacts:

Specialised Exhibitions Montgomery, Natasha Heiberg, tel: +27 (0) 10 003 3083, natashah@specialised.com

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Corporate buyers, register online for free admission.

Entrance to the trade section of the show will be by invite only.

*Disclaimer, free admission does not grant access to the invitation-only reseller zone of the show.

Natasha Heiberg – Marketing Executive
natashah@specialised.com | +27 (0)10 003 3083

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Sandton Convention Centre, Johannesburg

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Illustration by Lauren Smith; Silhouettes of buildings designed by Freepik.

AFRICAN AIRLINE UPDATE

Imogen Campbell navigates African aviation prospects.

Africa is forecast to be the fastest growing aviation region in the world and according to International Air Transport Association (IATA), growth is projected at a strong 4.7% per year, above the global average rate. African roads and rail systems require development; aviation is well poised to capitalise. IATA also confirmed that aviation in Africa carries over 70 million passengers a year and supports more than 6.9 million jobs. Of the 54 African countries, less than a third have national carriers and only one is making a profit.

South Africa

The embattled South African Airways (SAA) is still facing some major financial

problems after losing access to a short-term credit facility from Citigroup. Its financial statements were to be released multiple times since last year and as of 20 May, have still not materialised. This is because it requires a R5-billion guarantee from government to stay afloat.

Finance minister, Pravin Gordhan believes that government need not operate four airlines and indications are that SAA and SA Express may merge. Speculation is rife that FlySafair may be up for sale to Comair, while the former vehemently denied it. However, selling Mango is an option, because it is profitable. Nothing has been confirmed to date.

New entrants into the market

- Fly Blue Crane started operations in September 2015 from their Johannesburg hub and were given the go-ahead to fly between Cape Town and Windhoek. Inaugural flights between the two cities were set for 13 – 15 May 2016.
- FlyGoAir (hub in OR Tambo) is operating in Kimberley, Nelspruit and Bloemfontein, and was created with the aim to develop into one of SA's feeder networks, specifically linking the smaller towns, regional centres and hubs throughout SA. Expansion plans include Mthatha, Newcastle and Nelspruit, as well as applications for an International Air Service License to operate flights into Gaborone, Lusaka and other major African cities by late 2016.



New international routes to Africa

- **LATAM Airlines Group**, will offer three weekly flights between O.R. Tambo International in Johannesburg, South Africa and Guarulhos International Airport in São Paulo, Brazil. It expects to open flights for booking in May 2016. Adding to its already expanded Cape Town summer schedule, British Airways added two more flights. The airline normally increases its daily Cape Town/Heathrow schedule to a double-daily service over the busy southern hemisphere summer. It will also be adding three more flights from Gatwick to Cape Town commencing 24 November 2016. The Cape Town schedule has been expanded by adding two more Cape Town/Heathrow services from 1 January to 9 January 2017 and 3 February to 27 February
- **SA Airlink** commenced services from Cape Town to Maun in Botswana on 11 March 2016.
- **Air Seychelles**, an Etihad Airways Partner, launched a new weekly service on 2 February 2016 between Mahé and Beijing.
- **Aigle Azur** commenced two new connections on 28 March 2016 from Lyon with a link between the French city and Dakar in Senegal.
- **Air Arabia Maroc** commenced two new services between Morocco and France; it launched in March 2016 with Fez to Toulouse.
- **Airlink** announced the re-introduction of air-services between Johannesburg and Nosy Be, Madagascar and commenced in March 2016.
- **Turkish Airlines** announced that flights between Istanbul and Maputo will be increased from four flights to five flights per week as of October 30, 2016. Similarly, flights to Durban will be increased from 31 October 2016.

Changes relating to Africa

- Aviation fuel scarcity impacted Nigerian airlines operating in the country with the Nigerian Civil Aviation Authority stating that 8 478 cases of delayed flights were recorded in first quarter of 2016.
- **SAA** resumed scheduled flights to Douala International Airport in Cameroon. The airport resumed operations on 21 March 2016, following work done earlier in the month on the runway.
- **SAA** discontinued their partnership with Etihad In February this year. This follows after SAA also scrapped their direct flights to Abu Dhabi.
- The Senegalese government has announced new national carrier **Air Sénégal**, replacing Senegal Airlines. The carrier is currently looking for a partner, with Turkish Airlines in mind.
- **Air Namibia** currently operates three flights per day between Johannesburg and Windhoek. This will be reduced to two flights per day, as from 1 April to 1 July 2016.
- **Kenya Airways** announced that it will be launching a Nairobi - Livingstone - Cape Town route on 24 November 2016 with the new service operating three times a week.
- **Air Côte d'Ivoire** commenced services between Abidjan and Abuja in Nigeria on 15 February 2016.
- **Arik Air** launched services from Lagos and Port Harcourt to Libreville in Gabon on 12 February 2016.
- **fastjet Zimbabwe** commenced services between Harare and Johannesburg on 1 February 2016.
- **EGYPTAIR's** in April 2016 announced that it would introduce the Airbus 330-300 on the Johannesburg to Cairo route, starting 11 May 2016.
- Democratic Republic of Congo's **Congo Airways** started operations on 20 October 2015, using two Airbus A320 aircraft.

Facts

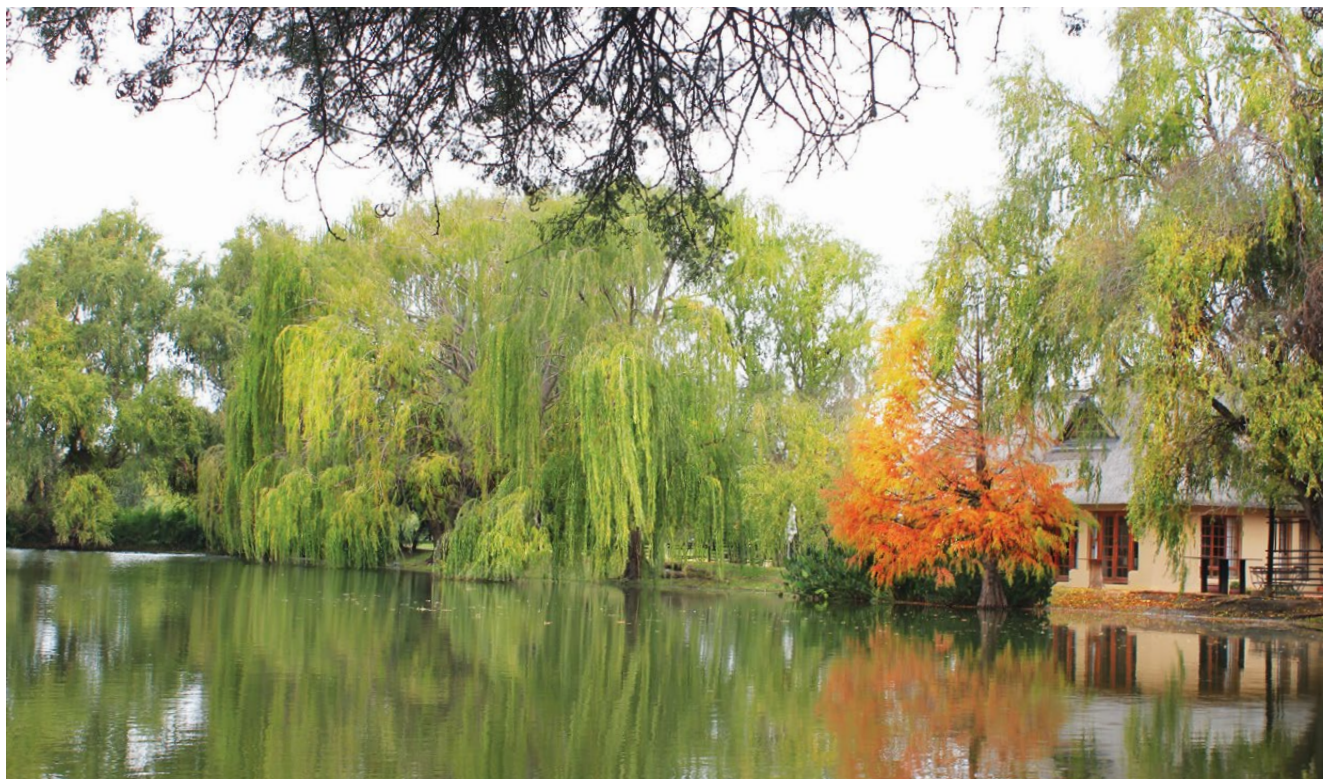
- Airlines in Africa are responsible for 5.5% of the world's commercial passenger and freighter aircraft,
- Cape Town to Johannesburg is one of the world's top ten busiest routes.

Groundings

- Grounded low-cost airline Skywise in April 2016 announced that it is considering selling off a sizable stake in the airline after Airports Company SA (ACSA) suspended its flights on 2 December 2015.
- SA Express was grounded for 42 hours, from 29 April 2016 initially for deficiencies in the airline's safety monitoring system.

Milestones

- **Fastjet** celebrated its two millionth passenger in 2016.
- **Fastjet** was named Africa's Leading Low-Cost Airline at the 23rd Annual World Travel Awards held in Zanzibar in April.
- Cape Town International Airport is expected to reach the 10 million passenger milestone in 2016.
- Star Alliance member **Ethiopian Airlines** is currently the fastest-growing, most profitable and largest African airline.
- **Kenya Airways** has been named Africa's leading airline - 2016 WTA best airline in Africa - snatching the title from South African Airways who have had it for the last 22 years.
- **Ethiopian Airlines Cargo** unseated SAA for the top spot as Best Cargo Airline of the Year from Africa at the Air Cargo News awards in April 2016.
- **Ethiopian Airlines** won the African Aviation 'African Airline of the Year' Award for 2016 at African Aviation Air Finance Africa Conference & Exhibition and African Aviation Summit held on May 11, 2016 in Johannesburg. 🌐



Kopano Nokeng © Daneil Cronje

FREE STATE: TRANQUILITY IN SCENIC SETTINGS

A centrally located, ruggedly beautiful land, the Free State offers tranquility, adventure and business opportunities. Imogen Campbell explores the possibilities.

The Free State is the centrally located, agricultural heartland of South Africa. Roughly the size of Nicaragua, the third-largest South African province is bean-shaped and nestles the United Kingdom of Lesotho within the perceived hollow. It is landlocked and bordered by KwaZulu-Natal, Northern Cape, Eastern Cape,

North West, Gauteng and Mpumalanga.

The country's sixth largest city, Bloemfontein, known as "city of roses", is also the judicial capital and the province's economic hub. Its alternate Sesotho name is Mangaung, meaning "place of the cheetahs". Notable cities in the region include Sasolburg, Welkom, Clarens, Kroonstad and Bethlehem.

The award-winning Emoya Estate has function and conference facilities. Its hallmark is dedication to service and attention to detail.

Key venues

Kopano Nokeng

It is situated four kilometres from Bloemfontein Airport and offers five state-of-the-art conference venues with the following capacities:

Kopano Nokeng					
Venue	Forum 1	Forum 2	Forum 3	Forum 4	Forum 5
Style	Maximum				
Cinema	170	50	20	540	25
Schoolroom	130	35	16	400	20
U-Shape	90	26	12	n/a	14

The President Hotel

The President Hotel is situated at Naval Hill, which is renowned for its picturesque views. They cater for all events from conferences (corporate and government) to gala dinners and roadshows. The menu ranges from a la carte to buffets, and it is a Telkom wi-fi hotspot. Notable capacities of its seven venues are as follows:

The President Hotel					
Room Number	Size (m)	Class Room	Cinema	Banquet	Cocktail
1	8x7.5	30	50	40	50
2	11.5x7.5	60	100	80	100
3	13.3x15.5	130	200	120	200
4	14.8x7.6	60	100	70	100
5	14.8x8.2	60	120	80	120
6	14.8x14.8	120	150	180	200
7	12.3x12.3	130	200	120	200
4+5	15.8x14.8	120	220	150	220
5+6	23.6x14.8	180	250	260	320
4, 5 + 6	30.6x14.8	380	500	350	500
4, 5, 6 + 7		500	700	600	700
1, 2, 3, 4, 5, 6+7		800	1 000	1 000	1 000
Pool Room		60	80	100	250

Emoya Estate

The award-winning Emoya Estate, on the western border of Bloemfontein has function and conference facilities. Its hallmark is dedication to service and attention to detail. Hosting functions from conferences to weddings, it can seat 18–600 delegates while its tented venue can accommodate 1 000 people.

Getting around the city

It is advisable to rent a vehicle at renowned rental agencies, and this can be done easily online.

Pre-and-post tour opportunities

The Free State's foremost tourist attraction is Golden Gate Highlands National Park. Its name is derived from the luminous gold and ochre shades emanating from sandstone cliffs. Whilst appreciating the vistas, visit the Basotho Cultural Village to imbibe traditional life, arts and crafts.

A South African UNESCO World Heritage site; Vredefort Dome is the largest visible meteor-impact site in the world. For active pursuits, visit the Gariep Dam Nature Reserve, adjacent to the Gariep Dam which is the largest dam in South Africa.

Mangaung is the home of the African National Congress. Tourists can experience the cuisine, nightlife >





Emoya Estate, Eland Hall



Clarens

The President Hotel cater for all events from conferences (corporate and government) to gala dinners and roadshows. The menu ranges from a la carte to buffets, and it is a Telkom wi-fi hotspot.



© The President Hotel in Mangaung

and history on designated tours. The Cheetah Experience at Emoya Estate, a big cat sanctuary, offers interaction with cheetahs. The Franklin Game Reserve together with one in Hong Kong, are the only two city reserves in the world.

Sometimes described as the "Jewel of the Free State", Clarens is situated at the foot of the Maluti Mountains. Clarens Brewery and the Dinosaur Tour are fascinating stops while its village square is the arty hub, enticing folk with various galleries, eateries and gift shops. The Loch Logan Waterfront is a hub for shopping, restaurants and entertainment.

Contact:

Free State Tourism Authority

Tel: 051 409 9900

Email: info@freestatetourism.org

Website: freestatetourism.org/



Airlines and major airports:

The Bram Fischer International Airport serves Bloemfontein. Only domestic airlines operate in the Free State and these are:

- South African Airways
- CemAir
- South African Express
- Mango Airlines

Climate



The province experiences warm to very hot summers.



Winter days are sunny, but the temperature drops substantially overnight and can be very chilly.



Its rainy season with characteristic thunderstorms occur in the summer months.



WELCOME TO PRESIDENT HOTEL & CONFERENCE VENUE

The President Hotel is situated at Naval Hill Bloemfontein and offers 145 bedrooms, a restaurant and the Espresso Bar. This hotel is ideal for the business traveller, family stopover, conferences, weddings, exhibitions, training workshops and all events.

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w. www.hotelpresident.co.za



EMOYA ESTATE BLOEMFONTEIN

Emoya Estate is a private game reserve, conference centre, wedding venue and spa situated on the western border of Bloemfontein. It is perfect for conferences, prize-giving ceremonies, year-end functions, and teambuilding activities. Whether you are in Bloemfontein on business or just passing through - Emoya Estate has the perfect venue and accommodation just for you. Emoya Estate offers a unique experience on a 270 hectare private wildlife estate with over 39 species of wildlife including white rhino, giraffe, zebras and many more.

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JUNE

SAACI CONGRESS

5 - 7
MANGAUNG / BLOEMFONTEIN,
SOUTH AFRICA

ATF INTERNATIONAL APPAREL, TEXTILE AND FOOTWEAR TRADE EVENT

7 - 9
CAPE TOWN, SOUTH AFRICA

AUTOEXPO AFRICA 2016

10 - 12
NAIROBI, KENYA

OIL & GAS AFRICA – EAST AFRICA

10 - 12
NAIROBI, KENYA

NIGERIA OIL & GAS CONFERENCE & EXHIBITION

13 - 16
ABUJA, NIGERIA

IBTM AMERICA

15 - 17
NASHVILLE, USA

KENYA INTERNATIONAL TRADE EXHIBITION

16 - 18
NAIROBI, KENYA

AFRICA'S BIG SEVEN 2016

19 - 21
JOHANNESBURG, SOUTH AFRICA

RETAIL SOLUTIONS AFRICA 2016

19 - 21
JOHANNESBURG, SOUTH AFRICA

AGRIBUSINESS TRADESHOW & CONFERENCE

27 - 28
ABUJA, NIGERIA

AFRICA RAIL

28 - 29
JOHANNESBURG, SOUTH AFRICA

SABC EDUCATION AFRICAN EDUWEEK 2016

29 - 30
JOHANNESBURG, SOUTH AFRICA

SIGN AFRICA NELSPRUIT

29
NELSPRUIT, SOUTH AFRICA

AFRICA PRINT- NELSPRUIT

29
NELSPRUIT, SOUTH AFRICA

SABC EDUCATION AFRICAN EDUWEEK 2016

29 - 30
JOHANNESBURG, SOUTH AFRICA

JULY

AIPC ANNUAL CONGRESS

3 - 6
NANTES, FRANCE

MARKEX 2016

6 - 7
JOHANNESBURG, SOUTH AFRICA

THE MONEY EXPO 2016

8 - 9
JOHANNESBURG, SOUTH AFRICA

OIL & GAS AFRICA

13 - 15
CAPE TOWN, SOUTH AFRICA

POWER-GEN AFRICA

19 - 21
JOHANNESBURG, SOUTH AFRICA

AUGUST

ANNUAL TELECOM CUSTOMER EXPERIENCE, LOYALTY AND RETENTION SUMMIT

4 - 5
JOHANNESBURG, SOUTH AFRICA

FUN & BIZ AFRICA

5 - 7
JOHANNESBURG, SOUTH AFRICA

100% DESIGN SOUTH AFRICA

5 - 9
JOHANNESBURG, SOUTH AFRICA

INTERBUILD AFRICA 2016

17 - 20
JOHANNESBURG, SOUTH AFRICA

THE COMMERCIAL UAV SHOW AFRICA 2016

23 - 24
JOHANNESBURG, SOUTH AFRICA

SEPTEMBER

EYE FOCUS AFRICA

6 - 8

JOHANNESBURG, SOUTH AFRICA

IBTM CHINA

7 - 8

BEIJING, PEOPLE'S REPUBLIC OF CHINA

IBTM LATIN AMERICA

7 - 8

CIUDAD DE MEXICO, MEXICO

SIGN AFRICA & FESPA AFRICA

7 - 9

JOHANNESBURG, SOUTH AFRICA

BUSINESS ENTREPRENEURSHIP & FRANCHISE EXPO

8 - 11

JOHANNESBURG, SOUTH AFRICA

ELECTRA MINING AFRICA

12 - 16

JOHANNESBURG, SOUTH AFRICA

FOOD & DRINK

TECHNOLOGY AFRICA 2016

14 - 15

JOHANNESBURG, SOUTH AFRICA

MICE ASIA

23 - 24

SINGAPORE CITY, REPUBLIC OF SINGAPORE

IT&CM ASIA

27 - 29

BANGKOK, THAILAND

OCTOBER

THE DIGITAL EDUCATION SHOW AFRICA

4 - 5

JOHANNESBURG, SOUTH AFRICA

AFRICA AIR EXPO

12 - 14

ACCRA, GHANA

IMEX AMERICA

18 - 20

LAS VEGAS, USA

SPORTS AND EVENTS TOURISM EXCHANGE

25 - 27

TSHWANE, SOUTH AFRICA

AFRICA OIL WEEK/ AFRICA UPSTREAM CONFERENCE

31 - 4 NOVEMBER

CAPE TOWN, SOUTH AFRICA

NOVEMBER

WATER AFRICA AND WEST AFRICA BUILDING AND CONSTRUCTION NIGERIA 2016

8 - 10

ABUJA, NIGERIA

UFI CONGRESS

9 - 12

SHANGHAI, PEOPLE'S
REPUBLIC OF CHINA

55TH ICCA CONGRESS

13 - 16

KUCHING, MALAYSIA

12TH TANZANIA

TRADE SHOW 2016

24 - 27

DAR ES SALAAM, TANZANIA

IBTM WORLD 2016

29 - 1 DECEMBER

BARCELONA, SPAIN



SOUTHERN AFRICA TOURISM SERVICES ASSOCIATION (SATSA)

SATSA released statements pertinent to its members as follows:

- The minister of Tourism, Derek Hanekom and a senior government team met with high level tourism business leaders on 4 March 2016. The discussion was aimed to investigate ways government and the private sector could co-operate to drive tourism growth. It was agreed to create task teams in 5 key areas: Marketing, access and regulatory impact, business events, PR, inclusion and transformation.

The programme has since been labelled as the Minister's Tourism Economic Boosting Initiative. The most relevant area for their members was marketing. They pointed out in their presentation to the minister that 78% of overseas tourists last year arrived from North America and Europe. India and China only accounted for 8%. Their observation was that the drive for growth was limited to UK, USA, Germany and China. Their focus going forward would be to get JMA proposals from operators in those source markets.

- Last year, Derek Hanekom had launched a national review of the tourism sectors Human Resource Development Strategy (THRD). The review process for the THRD Strategy is a partnership initiative between the National Department of Tourism (NDT) and CATHSSETA. It is aimed at upskilling industry workers. As a key stakeholder they requested their member's institutions to work with them to reach objectives.
- SATSA and its partner SATIB insurance brokers launched their latest product; an online portal with gives SATSA members' flexibility in tailoring their daily insurance needs at 15% discounted rates.



SAACI APPOINTS VENUE FORUM BOARD REPRESENTATIVE

A new Venues Forum representative has been appointed to the SAACI Board: Rudi van der Vyver is currently the National Sales Manager of Orion Hotels and serves on the group's executive committee. He has 10 years' extensive and diversified experience, coupled with broad training foundation and an exemplary career at leading organisations.



ICCA 2015 RANKINGS RELEASED

These rankings are released annually and on 17 May 2016 the results for 2015 were made known. The organisation had captured a record number of 12 076 rotating international association meetings, which is 581 more meetings than 2014.

Berlin is the top city overtaking Paris for the top spot. The top 20 comprised European, Chinese and South Korean cities. Country rankings remained steady and were spearheaded by USA and Germany, as per the previous year.

ICCA only releases data for meetings organised by associations, held on a regular basis and have at least 50 delegates. Another requisite is that they must also rotate between at least three countries. Comprehensive rankings for all countries and cities will be released on 20 June 2016 for all non-ICCA members and the media.



EXSA – THE EXHIBITIONS AND EVENTS ASSOCIATION OF SOUTHERN AFRICA

The Exhibition and Events Association of Southern Africa's (EXSA) core strategy is to actively grow and develop the exhibition and events industry within Southern Africa. The Association strives to increase the significance of exhibitions and events as part of the marketing mix. Face-to-Face is simply better. This is achieved through promoting the unique benefits offered by exhibitions and events and raising the profile of our members who comprise of venues, organisers and suppliers/services.

Hosting exhibitions enables South Africa to develop and showcase advances in both trade and technology, to create new networking and business opportunities and therefore create more jobs and open the doors for direct investment. Business tourism provides positive publicity for the country, as well as high levels of return both for more business and leisure travel. A business tourist will come back for sure with their family! Domestic exhibitions prove equally popular.

With world-class exhibitions centres, high-tech convention centres, beautiful ballrooms scaling down to quiet, serene meeting rooms there is a venue in South Africa for everyone and every event.

Visit the EXSA website www.exsa.co.za and use an EXSA member for all your exhibition and event needs.





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