

# Event



Africa's Leading Business-Events Industry Magazine

THE  
*Ritz*

## + EVENT QUALIFICATIONS

Investment in Development and Education is Essential

## + SA TOURISM'S NEW CEO

Welcome to Sisa Ntshona

## + NEWLY RENOVATED, ICONIC RITZ HOTEL

A Luxurious Cape Town Stay





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## SA TOURISM APPOINTS NEW CEO

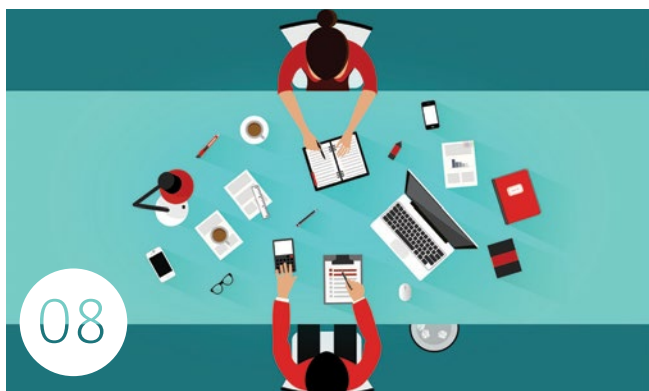
All eyes are on seasoned expert Mr Sisa Ntshona as he takes the reins of this vital organisation.



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# ICONIC RITZ HOTEL REINVENTED

Introducing the newly renovated, iconic Ritz Hotel - a luxurious Cape Town stay.

The Ritz Hotel in Cape Town has been undergoing an extensive R110-million makeover, spearheaded by the Shimmy Luxury Collection, which will reinstate this Cape Town landmark as the place to be for locals and visitors alike.

Benchmarked against the most exclusive collections in the world, Shimmy Luxury Collection is set to shake up the hospitality landscape in South Africa. With a unique approach to equity based owner-management, the SLC team provides 360° insights covering all bases from legal support, financial investment and operational modelling through to design and brand building.

This historic and well positioned iconic hotel, with 212 luxurious bedrooms, will open its doors this summer, just in time for the festive season. The new Ritz Hotel will boast a host of luxury designs and amenities to ensure guests have a uniquely tailored experience.

"We are about design-driven accessible luxury in a manner that is incomparable and unconventional," says Group CEO and Co-Founder, Nicky van der Walt.

The entrance hall and guest lobby will consist of smooth white marble with gold inlays, depicting utter sophistication and refinement. The 'Top of the Ritz', the fine-dining restaurant situated on the top floor of The Ritz Hotel, will revolve again with South African celebrity Chef Bertus Basson's innovative yet accessibly extravagant dining experiences; bringing new life to the Mother City's only revolving restaurant.

Located on the floor immediately below the revolving restaurant, a spectacular champagne bar will enchant guests with breathtaking views of the Atlantic Seaboard. The Ritz Hotel will also be opening an exclusive nightclub on the



basement level once all the necessary impact assessment studies are concluded. As a part of his Shimmy Summer residency, which is to be his first-ever residency, world-renowned DJ and producer, Black Coffee, will be hosted in the club, adding to the vibrant Cape Town nightlife.

The plush pool area, complete with new decking and an outdoor bar service, flows from the open-plan CABANA restaurant. This is the perfect place to unwind and bask in grandeur, enjoying a relaxed tropical Cape Town summer.

State-of-the-art conferencing and event facilities that can hold up to 1 000 guests are available for reservations immediately and once fully upgraded, will transform into the perfect spot to mix business and leisure. All five conference rooms are positioned to allow for the flow of natural light and breakaway options are available on a separate level within The Plaza. The fitness centre, Switch Playground, powered by athlete Steve Uria, will ensure guests maintain physical fitness throughout their stay.

Phase two of the development project will see The Ritz Plaza transform into an upmarket retail component with a strong pipeline roll out plan for the upliftment of the entire precinct.

For more information, visit our websites, [SLCportfolio.co.za](http://SLCportfolio.co.za) and [theritzcapetown.co.za](http://theritzcapetown.co.za). Follow us on Facebook, Twitter and Instagram to keep up to date with all the extensive makeover.

The Ritz Hotel – Facebook. Twitter and Instagram – @theritzhotelsa

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# SA TOURISM APPOINTS NEW CEO

South African Tourism has announced the appointment of a new Chief Executive Officer, Mr Sisa Ntshona.

**T**he Chairperson of the South African Tourism Board, Dr Tanya Abrahamse, announced on 29 September that Sisa Ntshona has been appointed as Chief Executive Officer of the organisation.

"Sisa has displayed the right attributes for this position. He is an energetic leader for an ever-changing world, with its challenges and opportunities for the growth and sustainability for South Africa's tourism," said Dr Abrahamse.

"He has more than 15 years' experience in leadership roles in a range of sectors, both within and outside the tourism sector. He has proven strategic capability, strong entrepreneurial flair and strong commercial experience, having managed and run business operations successfully across the African continent and in the Middle East. His ability to infuse commercial objectives with an impact-driven focus is both relevant and suitable for this key role as CEO of SA Tourism.



Sisa Ntshona


**Sisa has displayed the right attributes for this position. He is an energetic leader for an ever-changing world, with its challenges and opportunities for the growth and sustainability for South Africa's tourism.**

"Sisa will lead SA Tourism into a new era of business sustainability through increased co-operation with the tourism industry, as we aim for a greater contribution to SA's developmental goals and inclusive growth. He will focus on the catalytic role of the organisation to deliver growth in the number of international leisure and business tourists to our shores, as well as stimulating the potential for domestic tourists to enjoy our beautiful country," said Dr Abrahamse.

Thebe Ikalafeng, Deputy Chair of SA Tourism Board and a member of the Panel appointed to lead the rigorous recruitment, selection and

approval process for the new CEO, said that Sisa had proven his ability to harness and analyse data and market intelligence towards strategic plans of action, and that his people management skills were "particularly impressive".

Dr Abrahamse expressed her sincere gratitude to Sthembiso Dlamini, SA Tourism's Chief Operating Officer, who acted as CEO during the appointment process period. "Sthembiso admirably held the ship together with spirited positivity and professionalism during the process of appointing a CEO, and the Board is very grateful for her leadership."

Ntshona commenced his new position as CEO of SA Tourism on 3 October 2016. 



© iFlair Photography



© iFlair Photography

# SAACI ANNOUNCES 2017 CONGRESS

The Southern African Association for the Conference Industry has announced their 31<sup>st</sup> SAACI Congress and 30<sup>th</sup> anniversary.

The Southern African Association for the Conference Industry (SAACI) has announced their 31<sup>st</sup> Congress for 2017, which takes place from 2-4 June next year. The association will celebrate its 30<sup>th</sup> anniversary at the CSIR International Convention Centre under the theme 'Innovation @ Work: Preparing for Multiple Futures'. In 1987 SAACI was officially registered as a Not for Profit Association in Tshwane, and 30 years later, they will return to celebrate their anniversary in the capital of South Africa.

The Congress programme is designed with three main areas of focus: venues, conference and event organisers, and services. Participants can choose to stick to their specific stream, or to join others as there will also be various joint sessions. The programme also includes 16 plenary sessions with keynote speakers.


In addition to general topics on the Friday on sales pitching, negotiations, and interactive chats, the Saturday and Sunday have uniquely tailored sessions with topics like 'Winning Strategies in a Competitive Market' for venues, which unpacks the key role of destination partnership in business development, creative approaches to

expanding revenue opportunities and a client perspective on best marketing strategies. 'Performing Under Pressure' for organisers, explores techniques to stay calm and focused when a crisis develops and the spotlight is on you. 'Augmented Reality Barriers Have Been broken', a talk specifically for services, unpacks how engagement has been redefined, and how technologies – from drones and virtual reality to live streaming – have landed in the hands of customers who are controlling the output of information from the experiences you build in real-time.

Other topics on the SAACI Congress programme include 'Responding to Global Issues', 'Cross-Border Logistics', 'Evolving Roles – Who Does What?', and of course trends in venues, technology and what the

future will hold for the business events sector.

The association has been busy this year, opening branches in all nine South African provinces and brokering relationships with other African countries. "SAACI is definitely on a much broader platform than we were in the past," CEO Adriaan Liebetrau told *CNC* recently. "And now it's important to mirror what we're doing in SA in neighbouring countries."

Their biggest initiative in 2016 was the launch of the SAACI Academy. This platform has afforded members networking opportunities, assistance with growing their own business, and rallying government, and of course quality education and training through conferences, workshops and events, and the online portal. 

The Congress programme is designed with three main areas of focus: venues, conference and event organisers, and services. Participants can choose to stick to their specific stream, or to join others as there will also be various joint sessions. The programme also includes 16 plenary sessions with keynote speakers.



# Experience Extraordinary

There is a place where the ordinary is transformed into the extraordinary. A place where passion prevails, innovation comes to life, and unforgettable experiences happen every day. Here breathtaking scenery, a vast selection of superb venues, and truly unforgettable cuisine conspire to put the 'special' into every event.

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Cape Town International Convention Centre



# THE RISE OF RFID

## IN EXHIBITIONS AND EVENTS

Ettiene Ferreira, Exhibitions Director at IT Event Management, a company offering innovative technology for events, takes us through RFID and what it can do for the business-events industry.

### The Technology

Radio Frequency Identification, or RFID, comes in two main flavours, UHF (Ultra-High Frequency) and NFC (Near Field Communication). The key difference lies in the range of the cards to reader communication. UHF offers longer-range communication, useful in tracking packages in a warehouse or attendees in a 10m x 10m zone around the reader. NFC is the more prevalent technology in events and daily life. It is embedded in security gate and access cards, train cards, name badges, wristbands, stickers and other devices or accreditation that guests carry at an event. As the name suggests, the NFC cards operate on a tap-to-scan principle.

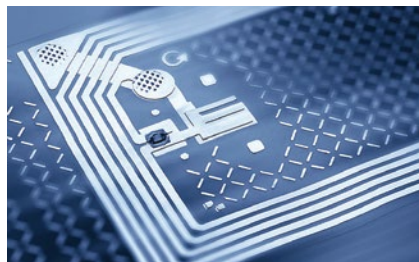
### Event Implementation

#### 1. Registration

When an RFID is scanned, it simply returns a number like this: [0165217416]. Think of it like a car number plate. To have any use at an event, this 'number plate' needs to be associated with a specific delegate. This link can be accomplished live at registration. The RFID can also be linked to the delegates beforehand and distributed along with other collateral. Pre-distribution allows for very rapid registration on the day, with delegates simply tapping into the event and wearing the device as accreditation.

#### 2. Access Control and Tracking

With RFID embedded in the access control/accreditation device (card, wristband or other collateral), event organisers are able to use scanning points at doors to control and track access to specific areas. The result of the tracking allows organisers to accurately report on session attendance to add additional value to attendance



A RFID tag © Claudia Claasen (via Prezi)

reports. Many organisers use the data as a base to award CPD points, etc. The data can also be used as a live management tool in internal events, often to remind delegates to attend next session as they missed the first session, for example. This is especially useful at events where external distractions may have delegates skipping out on sessions to go to the beach, etc.

#### 3. Interest and Reward

RFID can also be used to track sales leads. Tap and scan points at specific product displays allow delegates to indicate interest and opt-in to marketing by a specific exhibitor or product owner. Rewards can also be used to drive delegate movement. An example of this could be a competition with five key points to tap into to qualify for a prize. This can be used to ensure foot traffic to underperforming areas, or compliance with other marketing and training goals.

#### 4. Hotspot Tracking

Using UHF RFID, delegates can be tracked on the exhibition floor to form heat maps by seeing when delegates arrived, or how much time they spent in the area. Organisers can use this data to plan future layouts and ensure heavy-traffic areas have enough staff and products. The use of these devices are sometimes questioned in terms of delegate privacy, as unlike the NFC tap-in



Examples of NFC bands (via Gustpay.com)

(opt-in), these do not require delegates to do anything more than enter a scanner zone.

#### 5. Collateral Collection and Other Valuable Transactions

RFID can be integrated into your collateral collection, especially if the goods in the bags have a high value. The integration prevents duplicate pick-up and allows for real-time stock reporting. The data can be used to SMS delegates that have not collected, in order to encourage collection. RFID can also form part of your voucher system for events, where delegates are entitled to a limited number of drinks and food. The delegates can simply tap to redeem an item and at the same time view the balance of vouchers on the card. This can be extended to full payment systems for big public events and concerts.

### Alternatives

Many of the benefits listed above can also be achieved with the implementation of barcoded or QR coded accreditation. Their key benefit lies in the very low cost to add to existing accreditation. The key disadvantages are that the codes can be duplicated more easily, and require optical scanning by personnel, that often have to physically interact with the delegates in order to scan the code, thus losing the hands-free technology feel that RFID offers.





# ITEM

IT EVENT MANAGEMENT

Innovative technology for events



## CUSTOM WEB-BASED RSVP



## RSVP CALL CENTRE SUPPORT & MANAGEMENT



## ON-SITE REGISTRATION

### FEATURED TECHNOLOGY FOR 2016



Touch screen self registration



Low cost RFID integrations



Business Matchmaking™



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OR



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OR



LOG ON TO OUR WEBSITE FOR  
ALL THE INFO [www.it-em.co.za](http://www.it-em.co.za)





© Jack Moreh

# THE IMPORTANCE OF QUALIFICATIONS

The intricate world of business-event qualifications has become ever important as South Africa raises its standards to offer more and more world-class conferences, exhibitions and events. Kim Crowie reports.

As with any service industry, people are the most valuable and vulnerable assets, particularly in business events, says Pieter Swart, CMP, CMM, Business Events Strategist and MD of Conference Consultancy SA. "Investment in continuous professional development, education and training, is essential to lay a solid knowledge foundation from which to keep up with developments. This is the best investment companies

and organisations can make to enhance competence, build skills and develop the knowledge base of their management and workforce." He goes on to say that as an active professional in the industry, self-development is key to staying abreast of new developments. "We are employed for our knowledge and skills. Qualifications and certifications serve as a validation thereof. We have a responsibility to fellow team members and duty of care to our clients."

A number of reputable international organisations have drafted global standards for event management, with two examples being the Convention Industry Council International Standards and the Emerit International Event Management Competency Standards, the latter of which was developed in cooperation with participants from 20 countries including South Africa. "Although globally recognised, the implementation thereof



is voluntary and the application may vary from country to country," Swart explains, "Standards are reviewed from time to time and updates or revisions are made to keep up with developments in impact areas, but they remain a stable body of knowledge for the industry."

Education is an enormous issue in South Africa and further afield at the moment – from students campaigning for free education at tertiary institutions to the educational gaps still visible in grade school learners. These gaps have already begun to show themselves in the business events industry, says Glenn van Eck, CEO of Magnetic Storm and Chairperson on the Council on Event Professional Africa (CEP Africa). In a recent statement, he explains that the country's events industry is heading for "a knowledge gap within five years". His main reasoning behind this is the vacuum that will be created when the current generation of event professionals with over 30 years' experience enter retirement. "There is a need to upskill emerging talent and draw on the vast knowledge and practical experience that currently exists in the industry," he says.

Many industry associations and professionals have realised that not only is this an issue facing emerging events professionals, but there are also educational gaps in the current system. Organisations like The Association of African Exhibition Organisers (AAXO) hold regular training days for the industry, while the Southern Africa Association for the Conference Industry (SAACI) and the Exhibition and Event Association of Southern Africa (EXSA) have both launched academies servicing the conferencing and exhibitions sectors respectively. Conference Consultancy SA – a company with almost 20 years' experience and who successfully managed selected components of the International AIDS Conference 2016 – introduced their International Master Classes to complement the Event Architecture Workshop series. "These master classes aim to make leading international bodies of knowledge accessible to the local industry and have proven overwhelmingly successful. The value of these workshops is in the sharing of practical knowledge and skills by practicing event professionals," says Swart.

"Training days are an important part of building the industry into one that is



© Jack Moreh

professional, knowledgeable and aptly skilled," says Carol Weaving, Chairperson of AAXO. "During training, members get the opportunity to continuously upgrade their skills and close any gaps which may hinder the way they run their businesses as well as compromise the quality of the service they render. The exhibition industry is a growing industry in an environment that is competitive and very progressive and therefore demands service providers who are equal to the task."

SAACI, on the other hand, sees many other educational opportunities in event qualifications. According to Cobus Kirkpatrick of the SAACI Academy, their message to the industry is that we are fast moving towards becoming the training hub of the tourism industry. "We have managed to simplify the complex world of skills development from a procurement point of view by partnering with industry leaders to deliver relevant, affordable and quality training at discounted rates to all our members," he says, "Furthermore, although companies are starting to see the importance of skills development in light of the new B-BBEE codes, which require companies in almost all industries to spend 6% of payroll on Skills Development, the majority of these companies require guidance in the development and implementation of their skills development plans in order to maximise their B-BBEE points through skills development – this probably being the most common need from

our members that we cater for currently."

Helen Brewer of the MICE Academy says that one of the prime concerns going forward is the accountability as to the students' progress following courses on offer at tertiary institutions. "Equally, limited research has been undertaken as to the requirements of the MICE industry in regard to the types of tasks required or shortfalls in students going forward and the like," she says. "There is a tendency to confuse hospitality and the tourism industries with the requirements within the MICE markets. Although there is an element of overlap between hospitality and MICE – the nuances are poles apart. The majority of lecturers have no real hands-on MICE experience." She adds that at the 2015 Events Industry Summit, the overwhelming consensus was that venues take in third-year students who are "not up to standard", and key role players are now calling for the industry to interface with academia and be on an advisory board to assist with standards and market realities.

Despite challenges, Pieter Swart says SA's business-events community is taking education seriously. "We are all at different phases in our personal pursuit for knowledge and experience. Our industry and the profession we service is very complex but is about to come into its own with the establishment of the Council for Event Professionals in Africa." One of CEP Africa's plans is to accredit event professionals at various levels of competency, skills and experience. >



## Industry Bodies Offering Courses and Training:

### AAXO Training

AAXO actively organises training and other empowering events for its members, according to Carol Weaving. From 19-20 October this year the organisation hosted the Exhibition of Exhibitions, an occasion meant to equip event organisers and exhibitors with the necessary tools to make their business a success. AAXO covers a variety of topics relevant to today's organiser. Event safety, new exhibition technology, and how to deliver unique value are just some of the subjects covered.

"AAXO members further have an opportunity to participate in the Certified Exhibition Management (CEM) programme," says Carol, "a practical and intensive learning programme geared at developing all-round skills in the industry. Offered in collaboration with the International Association of Exhibition and Events (IAEE), this CEM is a comprehensive course covering the exhibitions and event management arena. As the premier designation in the industry, the curriculum includes everything from conference and meeting management, event operations, finance, budgeting and contracts through to selecting service contractors and security, risk and crisis management."

### EXSA Academy

EXSA's recently launched Academy offers fast economical exhibition qualifications based on existing skills. Their aim is to develop skills at all levels within the sector and help the industry comply with health and safety legislation, as well as improve companies' performance and productivity. EXSA is working with CEP Africa to offer a range of courses including First Aid Level 1, a two-day course

offered in Cape Town, Durban, Johannesburg and Port Elizabeth, Exhibitor Training, helping exhibitors generate new business and make expo visits a success, and International Event Management Qualifications Coaching – in which candidates are prepared to obtain the Certified Event Co-Ordinator or Certified Event Manager qualifications. Other workshops in development are Customer Care, Workplace Skills Plans and Skills Levies, Event Greening, and Event Risk Management.

### MICE Academy

The MICE Academy, headed up by Helen Brewer, CMP, undertakes an online CPD Programme as well as a variety of training courses pertinent to particular target markets. Brewer draws on her immense experience in the sector including over 30 years in the Meetings, Incentives, Conferencing and Exhibitions industries. In addition to the online programme, the MICE Academy also offers a one-day course with all the essentials needed for event managements, such as accepting facility booking procedures, promotion procedures, registration and confirmation processes, directions and signage, documentation, seating, lighting and sound, evaluations, intervals, assessments, and learner and venue follow-up.

A two-day, highly intensive course on marketing and managing the marketing of a meeting venue is also available, and covers every aspect of marketing and sales tasks, as well as how to manage these things internally. "This course was first designed and undertaken on a regular basis to senior meeting venue personnel with and without accommodation links, says Brewer,

"Over the many years this course has been undertaken, it has been encouraging to witness the number of venues adhere to the many high value inputs received during the two-day course."

### SAACI Academy

SAACI Academy offers online training courses through [www.saaci-academy.org](http://www.saaci-academy.org). The association will address the "massive skills shortage" by partnering with some of the best training institutions and industry bodies – local and international – to offer courses that meet official requirements set for academic excellence and curriculum.

"For nearly thirty years, SAACI has strived to professionalise the conferencing industry," says Adriaan Liebetrau, SAACI's CEO. "The SAACI Academy that was launched in October [2015] is a small step to making our sector more sustainable. Any association aims to equip its members with knowledge that will enable them to grow their business and to stay up-to-date with industry best practices. There are many initiatives that SAACI is working on behind the scenes to continually enhance the courses and services we offer our members."

"We offer various soft skills courses, International Certification, and SETA-accredited training through the SAACI Academy," adds Cobus Kirkpatrick, "The Academy is also in the process of developing training programmes specifically for the events and conferencing industries. Our aim is to offer certified events and conference training with a rich, South African flavour, which has been developed by the industry for the industry, and aligned with international standards and various professional industry bodies, for example, CMP and CEP."



# OVER 4.9 MILLION IN TOURIST ARRIVALS

In the first six months of 2016, nearly five million visitors descended on SA.

South Africa continues to enjoy a strong growth trajectory in tourist arrivals with a 15.4% increase overall for the first six months of 2016, compared to the same period in 2015.

The 15.4% translates to more than 4.9 million tourists from across the globe. Asia leads the growth with an increase of over 40% with close to 162 000 tourists coming from this region during this period. Europe still dominates as the key source market with 697 373 tourists coming from Europe. This is a 14.7% increase when compared to the same period last year.


North American travellers coming to South Africa increased by nearly

18% while Central and South American tourists increased by 17%. Australasia's tourist arrivals to South Africa grew by 10.8% during the same period.

Africa exhibited strong growth with a 14.4% increase in travellers coming from the rest of the continent, which signifies a strong recovery from 2015.

Former Acting Chief Executive Officer of South African Tourism, Sthembiso Dlamini, was delighted with these results, "Tourism continues to grow in South Africa. We are really excited by the significant growth we have seen out of Asia as China is one of our key source markets. We are also delighted to see the growth on

tourist arrivals from the rest of Africa. In a difficult 2015, we continued to focus on building brand South Africa and we are pleased to see this paying off. The overall growth speaks volumes about the efforts made by private and public industry stakeholders to further enhance travel opportunities to the country."

"The positive increase is central to what we aspire to achieve as a country – to create more jobs, have a sustainable and transformed industry that can accommodate more tourists, as well ensure that our industry continues to contribute positively to the GDP," Dlamini concluded. 

## EXHIBITIONS PERFECTED

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# FOOD AND BEVERAGE LEADERS IN EVENTS

We take a look at the food and beverage exhibitions, shows and hospitality companies servicing the events industry in Africa.

**F**ood and hospitality is possibly one of the most important elements of any business event, often making or breaking it. Many convention centres, like Durban ICC, CTICC, and Sandton Convention Centre to name a few, have dedicated, in-house chefs of the highest calibre offering organisers flexible catering options depending on their event themes, requests and needs.

One of the biggest trends to enter the food and beverage sectors this year is health and sustainability, with many clients requesting good, organic options. A fascinating spin-off of this trend is 'waste-based' cooking. Almost 32 billion kilograms of food go to waste each year, according to the *Global Food Forums*. Earlier this year, there was a buzz across the world as a community of chefs, farmers and other members of the food world cooked up something delicious from unused or 'uncovered' foods.

Continuing in the vein of sustainability is another far out notion – genetically engineered meat. Although the debate still rages around this issue, it's undeniable that conventionally produced meat has so many environmental and health drawbacks that some have begun creating lab-grown burger from bovine stem cells. This 'cultured beef' is set to be on the menu by around 2020, according to Maastricht University scientists. Millennials and Generation Z continue to drive changes in eating behaviours, from food choice to preparation, while the consumption of fresh foods has grown by 20%.

Here's a look at some of the exhibitions and shows driving the local and regional food and drink industry forward.



Chefs cook up a storm at the Good Food & Wine Show 2016 © Fiera Milano



BroodKaas © SA Cheese Festival (Agri-Expo)

## Most Popular Exhibitions and Shows

The continent has a number of high-profile exhibitions and expos around the food and hospitality industries. Many of these take place in Johannesburg and Cape Town, while Cairo, Nairobi, Lagos, Casablanca and Addis Ababa and many other cities hold similar shows.

### Africa's Big Seven

As the largest annual food and beverage



Close-up of a chef's demonstration at Food Africa 2016 © Food Africa



Some of the delicious treats on display at Africa's Big Seven © Africa's Big Seven

event in Africa, this expo packs some serious punch. Last year's event saw 652 exhibiting companies from 34 countries and a total of 12 480 professionals attend. Africa's Big Seven, which takes place in June at the Gallagher Convention Centre, has been rated as a 'must attend event' by 81% of visitors who attend to keep up with the latest trends, meet business partners and network with the industry. web: [www.africabig7.com](http://www.africabig7.com)





Blue-camembert © SA Cheese Festival (Agri-Expo)



Moro Gelato won gold for shell scheme stand at the Good Food & Wine Show 2016 © Fiera Milano



Tasting samples at Africa's Big Seven © Africa's Big Seven

### Agri-Expo

This professional promotion and marketing organisation for the agricultural sector hosts a number of annual exhibitions under their brand including the SA Cheese Festival, Veritas Wine Awards, the SA Young Wine Show, From the Earth, and Livestock. web: [www.agriexpo.co.za](http://www.agriexpo.co.za)

### DStv Delicious Festival

The DStv Delicious Festival has been taking place in Johannesburg and Cape Town since 2013. The show couples international and local musical acts with incredible gourmet food options and is the premier social and lifestyle event on SA's calendar. web: [delicious.dstv.com](http://delicious.dstv.com)



Food truck at the DStv Delicious Festival 2015 © DStv Delicious



Cheese abounds at the South African Cheese Festival 2016 © SA Cheese Festival (Agri-Expo)



Gorgeous cake designs at the Good Food & Wine Show 2016 © Fiera Milano

### Food Africa

The international trade expo for food and beverages, Food Africa takes place in Cairo where top industry players can discover new business and investment opportunities, interact with stakeholders, and discuss key issues in the sector in relation to food in the African continent. web: [www.foodafrica-expo.com](http://www.foodafrica-expo.com)

### Food & Hospitality Africa

Food and Hospitality Africa unites five events under its umbrella: Hostex for hospitality and food service, IFEA, Africa's international food and drink event, The Drinks Cabinet, Contract Furnishing Africa, and Tea and Coffee Africa. It is one of the largest pan-African food and beverage expos and brings together over

### Food and Drink in Numbers

- **US\$ 1-trillion:** The market value of food and beverage in Sub-Saharan Africa (*Africa's Big Seven*)
- **4X:** The rate at which the market is predicted to grow in the next 20 years (*Africa's Big Seven*)
- **18%:** Annual growth in food and beverage sales in 2015 (*Africa's Big Seven*)
- **US\$59-million:** The revenue South Africa receives in food and beverage sectors (*Statista 2016*)

7 000 visitors and over 300 exhibitors representing 27 countries in May. web: [www.foodandhospitalityafrica.co.za](http://www.foodandhospitalityafrica.co.za)

### Food & Drink Technology Africa

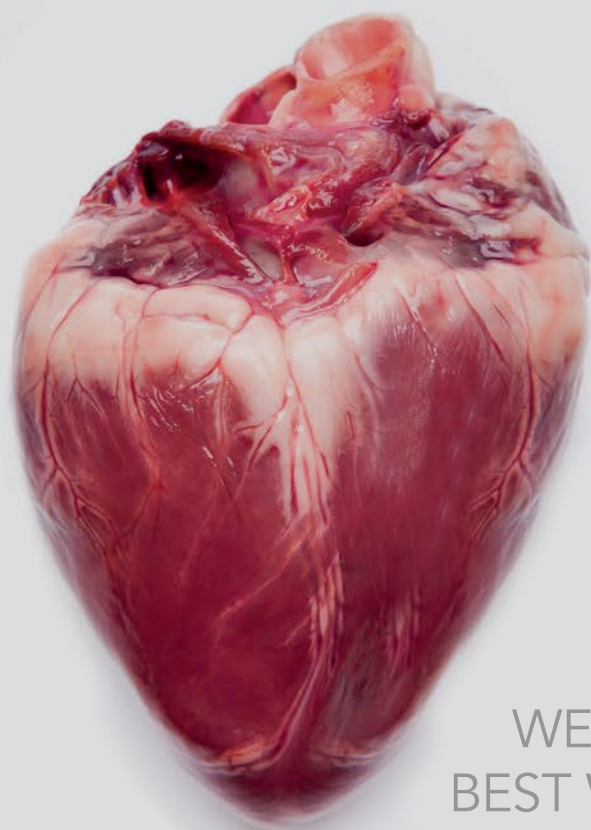
FDT Africa is a biennial trade fair held in Johannesburg. The event took place in September and is an offshoot of Messe München's Drinktec, the world's leading trade fair in the beverage and liquid food industry. The fair boasts a turnout of around 1 100 participants from 31 countries and focuses on technologies for safe, hygienic packaging, current developments and trends, networking, and an exchange of expertise. web: [www.fdt-africa.com](http://www.fdt-africa.com)

### Good Food & Wine Show

The Good Food & Wine Show, one of SA's most anticipated public events, was recently taken over by Fiera Milano, the leading exhibition group in Italy. The event takes place in Cape Town, Johannesburg and Durban, and is divided into eight zones: wellness, lifestyle, wine, market and streetfood, beer and alcohol, gourmet, and baking. web: [www.goodfoodandwineshow.co.za](http://www.goodfoodandwineshow.co.za)

### RMB Winex

Rand Merchant Bank Winex Wine Festival brings over 10 000 wine buyers together at the Sandton Convention Centre in Joburg. The event, now in its 17<sup>th</sup> year, saw R3.6-million spent in less than 12 hours in 2015. It delivers modern, sophisticated, Afro-chic palates with serious buying power to the country's edgiest winemakers. web: [www.winex.co.za](http://www.winex.co.za) 



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You change minds only by touching hearts. By moving souls. By creating experiences that intrigue, surprise, delight and persuade. It's exactly what we've been doing for 20 years now, for the country's biggest brands and the world's most successful businesses. It's been a journey of wonder. And yet there's still so much to discover. So here's to those who have been with us so far. Here's to the ones who will be with us still. And here's to the next 20 years of getting hearts racing.





# TICKETING TRENDS

The intricate world of ticketing is a fast-moving sector with new advances in technology and new innovations to create more streamlined, engaging experiences.



© Creativeart (via Freepik.com)

Reward attendees for being part of a community with exclusive offers, discounts and 'behind the scenes' features, which is a popular ticketing concept borrowed from crowdfunding sites like Kickstarter or ThundaFund.

As live events and experiences take precedence in our modern society, so does the ticketing industry. As an integral part of live entertainment, exhibitions and events, the global ticketing industry is set to grow exponentially by 2020. Mobile ticketing is the biggest trend in online transactions, with an estimated 23 billion transport and events tickets set to be sold across the world using mobile systems in just three years. Payment services such as Apple Pay and Google Wallet have facilitated this growth, with many platforms adopting mobile apps with integrated mobile payment gateways.

Having said that, this avenue still has a long way to go before it becomes the norm, and mobile ticket apps will need to offer a rich, comprehensive service. The growth of this sector will rely on the innovation and adoption pattern of technology by stakeholders in the industry, and as the app market matures,

we will see more apps emerge that provide easy, end-to-end experiences.

Another trend in the sector is interactivity. Consumers are potentially better informed than they have ever been about the purchases they are making, while interactive seating charts are now an expected part of the ticketing service. Flexibility has also become an important issue in the industry. There has been a huge technological shift and consumers now expect to move seamlessly from a website to online ticket purchasing. Integration has become an important topic as a result.

Some of the benefits these new technologies have afforded ticketing companies, venues and event planners include Customer Relationship Management (CRM), where we now have the potential to understand customers like never before. This has opened doors in promotions and marketing, as well as event discovery. Surprisingly, a fascinating

trend has begun to emerge on social platforms as more event planners realise this is not the most effective way to attract audiences – Facebook's declining organic reach and Twitter's stagnation of user growth being some of the reasons. According to the Eventbrite Pulse Report 2015, email is the most effective marketing tool for 31% of organisers, prompting them to look beyond just socials. Reward attendees for being part of a community with exclusive offers, discounts and 'behind the scenes' features, which is a popular ticketing concept borrowed from crowdfunding sites like Kickstarter or ThundaFund.

Personal experiences created through RFID are taking over, with Rocking the Daisies recently opting for this avenue for their 2016 festival. The tags, attached to ticket-holders' armbands, allowed them to top up the RFID card with cash to minimise instances of loss and theft.



## South Africa's Best Known Ticketing Service Providers

| Company           | Services  | Website  |
|-------------------|---|--|
| City Soiree       | A cross between crowdfunding and ticketing, City Soiree is a unique online platform that allows people to pledge money towards an event and once the target is reached and has the pledges needed, the event takes place. The event is only confirmed if enough people pledge, so no money is lost or wasted on either side of the line.  | <a href="http://www.citysoiree.co.za">www.citysoiree.co.za</a>     |
| Computicket       | Computicket is SA's best-known ticket provider, offering online ticketing solutions as well as through selected stores like Checkers and Shoprite. The company offers tickets for hundreds of events including bus and airline tickets and holiday packages through their network of 500 Computicket outlets.   | <a href="http://online.computicket.com">online.computicket.com</a> |
| iTickets          | iTickets is a relatively new company offering flexible ticketing solutions including responsive web design, delivery options, and an iOS scanner app that make sales and admissions on any device a breeze. They offer marketing solutions, customer care and branded and Facebook ticketing options.   | <a href="http://www.itickets.co.za">www.itickets.co.za</a>         |
| Nutickets         | A comprehensive event platform, Nutickets offers secure online ticketing with immediate access to funds and includes a customised online box office allowing complete brand control. The company also offers promotion, registration, advanced event management tools, integrated cashless payment solutions, and analytics across all industries.  | <a href="http://www.nutickets.co.za">www.nutickets.co.za</a>       |
| Quicket           | Through Quicket, planners can create, manage and promote their next event. The online platform offers features such as seating plans, a scheduling system for multiple events or performances, accept donations for crowdfunding, sell merchandise and allows free events to register attendees free of charge.   | <a href="http://www.quicket.co.za">www.quicket.co.za</a>           |
| Ticketbis/StubHub | Ticketbis is a secure and transparent online platform for buying and selling tickets. It recently merged with StubHub and has sold over 300 000 tickets to over 90 000 events worldwide. The platform ensures tickets are authentic, with guaranteed automatic payment.   | <a href="http://www.stubhub.co.za">www.stubhub.co.za</a>           |
| TicketPro         | TicketPro is an established, secure, electronic ticketing provider, using the latest technology to provide a ticketing service that incorporates security features. Tickets can be purchased online or from a chain of retail outlets. Payment methods include credit or debit cards and instant EFT through PayFast.   | <a href="http://www.ticketpro.co.za">www.ticketpro.co.za</a>       |
| Viagogo           | Viagogo is the world's largest ticket marketplace, with operations in nearly 60 countries. The company provides choice, convenience and consumer protection with a secure online ticketing system for thousands of events globally. They also offer companies and busy professionals the opportunity to buy tickets offline, via email or on their phone through Viagogo Corporate, with a personalised range of options. | <a href="http://www.viagogo.co.za">www.viagogo.co.za</a>           |
| Webtickets        | Webtickets' database of over one million customers makes it ideal for marketing events through their online portals. They have innovative cross-selling technology and social media integration, and customers can book and buy online, as well as pay in store at selected Pick n Pay outlets.   | <a href="http://www.webtickets.co.za">www.webtickets.co.za</a>     |



# WESGRO HELPS CAPE SOAR DESPITE ECONOMIC HEADWINDS

WESGRO CEO Tim Harris and the Agency's team highlighted key successes at the Annual Review and website launch in Cape Town.

For many years, economic growth in the Western Cape has helped to raise South Africa's growth rate, while the province's unemployment rate helps to lower the national average.

National economic growth slumped last year and unemployment rose to a 12-year high, but the Western Cape still managed to secure a 143% (capex) Greenfield foreign direct investment increase, versus 32% for South Africa.

WESGRO was also proud to announce that the Agency received a clean audit for the 2015/16 financial year and the various units have achieved remarkable targets.

The WESGRO Research Unit produced a total of 115 economic publications to support the Agency and WESGRO clients. It also collated over 30 000 visitor information surveys with the assistance of the local tourism offices which inform various tourism strategies and marketing plans.

The Investment Promotion Unit secured a total of ten investment projects to the value of more than R2-billion in the past year which helped to create 681 new jobs in the Cape, and comfortably exceeded its R1.7-billion target.

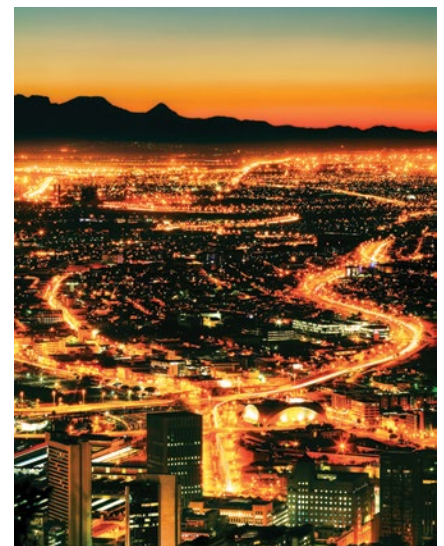
The Agribusiness Investment Unit realised three investment projects, to the value of R315-million, against a target of R230-million. This has assisted in the creation of 218 jobs and grown the Western Cape's industrial base.

During 2015, the Cape Town and Western Cape Convention Bureau, a division of WESGRO's Destination Marketing department, supported 48 events and secured 17 conference bids with an estimated value of R185-million. Approximately 28 280 delegates attended these and in total contributed R374.1-million to the Cape's economy.

WESGRO continues to be an important 'connections catalyst' behind the growth of the Film and Media industry. WESGRO's Film and Media Division assisted a total of 188 businesses with export opportunities and generated R8.8-million in media coverage for Cape Town's film sector.

The Marketing Unit, launched a new website that features real-time tourism and air access dashboards that simplify data and provide exporters and investors information at unprecedented speeds.

During 2015, the Cape Town and Western Cape Convention Bureau, a division of Wesgro's Destination Marketing department, supported 48 events and secured 17 conference bids with an estimated value of R185-million. Approximately 28 280 delegates attended these and in total contributed R374.1-million to the Cape's economy.



© shutterstock

Cape Town Air Access, a division of WESGRO, has already secured five new international routes and four expansions since its establishment in 2015, and played a pivotal role in Cape Town International Airport's recent Routes 2016 Marketing Award win.

WESGRO CEO Tim Harris closed the Review with the following remarks, "The logic for an economic promotion agency for the Cape is as strong today as it was when WESGRO was founded more than three decades ago. WESGRO is optimally positioned to be the champion for economic opportunities in the Cape, and to facilitate conversion of these opportunities to help drive growth and create jobs. The results of the past financial year are testament to this. We are already working with the province's various stakeholders to ensure 2016/17 is an even greater success." 🗨️



# CREATIVE EVENT SPACES

We take a peek at the elements and trends that make a venue truly stand out in today's events industry.

Venue owners always put their best foot forward when hosting an event, not only because they want guests to have an unforgettable experience, but also because a successful event often means a regular client or new business on the horizon. As the need for more flexible venues increases and as advances in technology continues to change the face of conferencing and exhibitions, venues have seen the need to ramp up their offerings and present themselves in new and engaging ways. Here's a look at some of the trends swaying the venue sector, giving us a fresh wave of creative event spaces.

## Unusual Venues on the Rise

Extraordinary venues are on the rise as experience trumps all in this fast-paced world. According to a recent study by IMEX Exhibitions, this trend is driven partly by Generation Y's preference for funky, edgy, and non-traditional venues. Unique spaces stimulate curiosity and engagement with the experience being proposed. Examples of these kinds of venues are The Cargo Hold at uShaka Marine World in Durban, or ColorBox Studios in Cape Town's warehouse district of Paarden Eiland with its kitschy, hipster-esque décor.

## Technology a Necessity

According to a report by *Event Managers Blog*, technology has an ever-increasing role in event planning. One of the main factors planners look at when choosing a venue with reliable basics such as Wi-Fi and in-house audio visuals. Venues should also be more open to new technologies – and this is a trend we're seeing at more and more events in South Africa.

## Customisable Décor

Knowing your client base and their needs is imperative for getting venue customisation right. For instance, corporate meeting planners may want access to dim lighting for more relaxation or bright, stimulating light to inspire creativity. Social events and celebrations are dependent on the audience, but things like a popcorn bar, a photo booth, or a candy-floss machine go a long way

to creating some fun in these spaces.

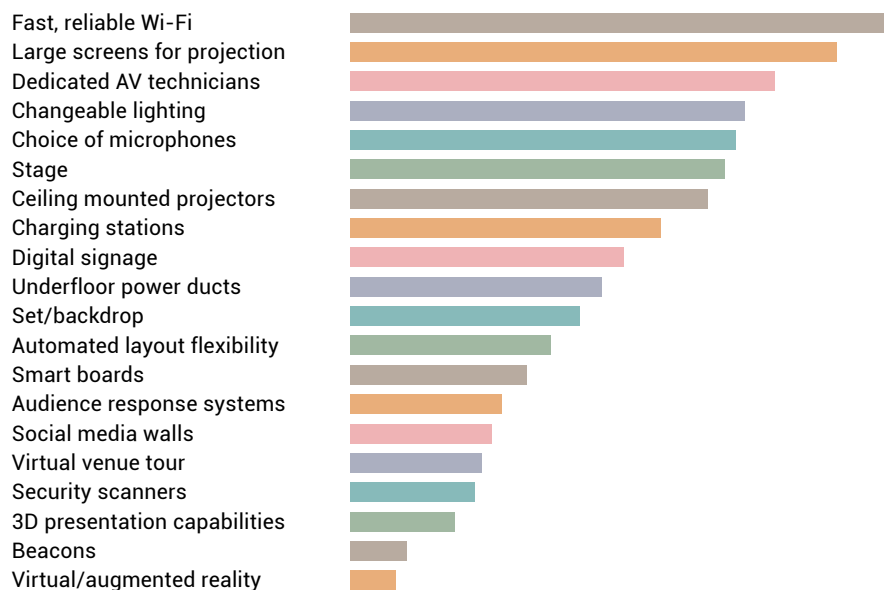
## Healthy and Green

Gone are the days of oily foods as organic, healthy foods continue to take over. Venues that offer healthier options and sustainable, green spaces are in higher demand as health and fitness become more important for attendees. Event professionals will echo their clients' needs through venue selection.

Extraordinary venues are on the rise as experience trumps all in this fast-paced world. Unique spaces stimulate curiosity and engagement with the experience being proposed.

## What Tech Matters Most?

In a recent survey conducted by *Event Managers Blog* called *The Venue of the Future*, results showed what technology is most important for meeting and event facilities.





# THE GALLERIA



*Creative*  
Event Spaces

## How can the venue be customised?

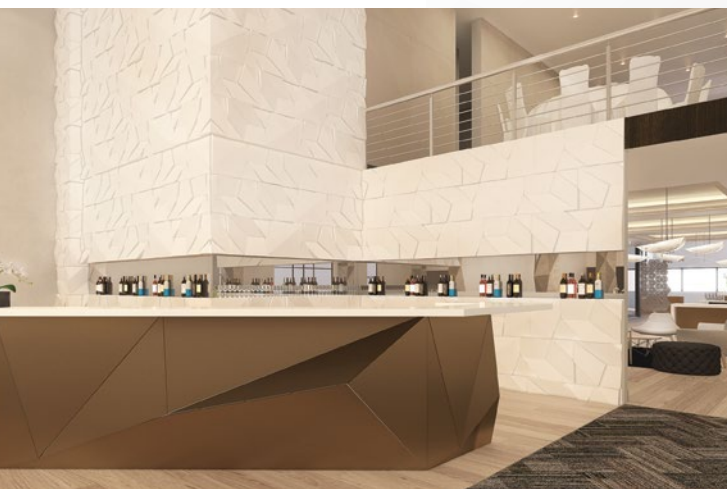
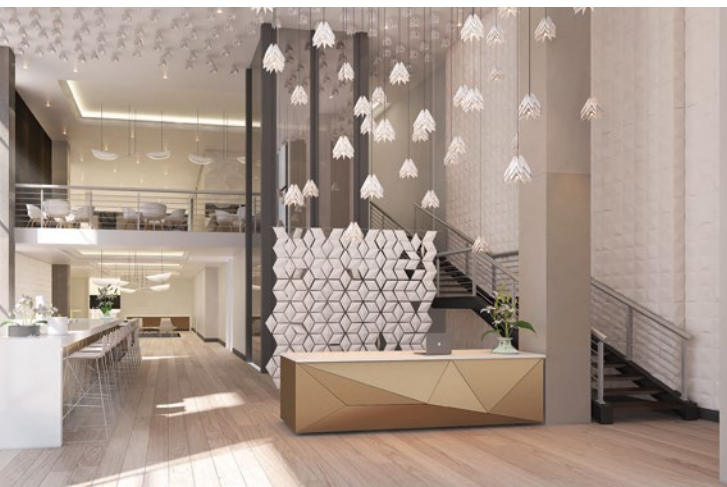
The Galleria has been designed as a multi-purpose venue for all corporate events including conferences, launches, fashion shows, vehicle launches and gala dinners. The main event floor is overlooked by a separate mezzanine space. A modern conference and break-away area on the first floor lead to the rooftop bar. The four venues can be booked individually or as a single unit. The main event areas have large access doors for vehicles or large set construction, rigging points for technical, lighting and sound and fully fitted contemporary bars in all public areas.

The Galleria, M1 Place, 10 Eastern Service Road, Sandton 2146  
Dino: +27 83 411 7552  
Steven: +27 83 427 8554  
Email: [info@thegalleria.co.za](mailto:info@thegalleria.co.za)  
Website: [www.thegalleria.co.za](http://www.thegalleria.co.za)

## What is unique about your spaces?

The Galleria is Sandton's newest contemporary event space offering over 2 000m<sup>2</sup> of column-free event space. With four multipurpose venues

including a rooftop bar with views over the Sandton skyline, The Galleria has been built from the ground up to be an event venue of choice less than 10 minutes from the Sandton CBD.



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# THE ICEBERG ANNOUNCES FOUNDING PARTNERS

Leading industry associations, publishers, and events respond to JMIC rallying call, with Film & Event Media as the exclusive African partner.

James Latham of specialist industry agency Fred Productions, has announced the launch of The Iceberg – a two-year industry campaign platform and distribution network promoting the value of meetings and business events to governments and business/professional communities worldwide.

The Iceberg and its fortnightly e-newsletter, *Business Events World*, will commence in January 2017. It will be crowd funded and distributed by strategic industry and non-industry partners.

Providing access to co-existent case study archives, research, white papers, and economic impact data, the new channel will lead with the *Joint Meetings Industry Council (JMIC)*'s academically rigorous series of case study events titled: *The Value of Meetings Case Study Program*.

This series, to be published through 2017-19 by the University of Technology, Sydney (UTS), will inform governments and their policymakers of the broader knowledge transfer, trade, professional development, healthcare, and other societal outcomes that derive from hosting business and professional events – the result of investments in meetings infrastructure and destination marketing on the part of government.

The case studies will also provide end user insight into business and professional outcomes resulting from meetings, incentives, conventions, and exhibitions.

Joachim Koenig, President of JMIC, said of the announcement, "The communications component of the JMIC Case Study Program has always been seen as a critical element in the overall initiative. Successfully creating

The Iceberg as a vehicle to promote program results will make a huge difference to the impact we achieve".

"Both our colleague James Latham, who initiated and promoted the platform, and JMIC members who have put their support behind this initiative are to be congratulated on stepping up to advance not just this specific program but the overall industry objective of demonstrating the extent to which meetings, incentives, conventions and exhibitions support a whole range of global economic and societal priorities", he concluded.

As a global resource, The Iceberg and *Business Events World* will further provide access to the industry's leading information, association, education, and event resources whilst creating a shared global economy for the campaign partners.



Peng Ee Ooi of IT&CM Events and James Latham announce the Iceberg collaboration.

The Iceberg is an 'open source' to share any example, or story, which places face-to-face communications at the heart of a sustainable city, business community, or wider knowledge economy. Trust and connectivity among knowledge-based individuals and communities is where the growth curve begins. This is why business and professional events are such essential forms of connectivity.

### The Iceberg provides a shared global economy for partners

Latham confirmed he had received overwhelming support from the channel's Founding Partners as it prepares for launch in January next year.

Announcing the launch of The Iceberg and Business Events World at IT&CMA in Bangkok alongside head of IT&CM Events, Peng Ee Ooi, Latham confirmed; "the industry leadership has overwhelmingly rubber-stamped JMIC's decision to proceed with its *Value of Meetings Case Study Program* by funding its hosting platform and collaborating to distribute the outcomes," he said.

### Industry collaborates to advance the role of business events

Speaking as an Iceberg partner, Ooi stated; "Every supporting partner is committed to positioning the value of the meetings and business events industry, including but especially beyond its contribution to travel and tourism."

"There has been tremendous work supporting the economic impact of the industry since the onset of the global financial crisis in 2008 when the industry was unable to immediately pinpoint its value and relevance. The subsequent impact data – in terms of return on investment, sales tax, visitor spend, and employment have illustrated our importance, especially to business tourism and the hospitality and travel suppliers who help to facilitate these meetings. TTG Events applauds JMIC's *Value of*

*Meetings Case Study Program* which has galvanised support to move the industry further up the value chain and reveal the legacies it delivers – in trade, in healthcare advancement, and the transition to a knowledge economy. At IT&CM and CTW Events, we are delighted to be featuring in the supporting cast", said Ooi.

Playing on the analogous image of The Iceberg, used by the industry to illustrate the enormity of what rests beneath the tip of its travel and hospitality dividend, The Iceberg will serve as a gateway to case studies, white papers, and research with complimentary access to the world's leading industry information, education, and event resources.


The Iceberg partners will distribute access to a fortnightly e-newsletter, Business Events World, via their online communications and social media networks.

"Our industry should be at the core of any strategy which targets the transition to a knowledge and creative society", confirmed JMIC executive director, Rod Cameron.

"We must illustrate value beyond the immediate visitor economy – in collaborative research, in exports, in talent acquisition, in reputation management and business growth across all sectors of innovation", he added.

By the time the initial two-year collaboration concludes in 2019, it is anticipated that The Iceberg will host access to at least 24 academically

rigorous case studies across every genre of business or professional event and across multiple industry and government sectors.

"The Iceberg is an 'open source' to share any example, or story, which places face-to-face communications at the heart of a sustainable city, business community, or wider knowledge economy," said Latham, "Trust and connectivity among knowledge-based individuals and communities is where the growth curve begins. This is why business and professional events are such essential forms of connectivity", he concluded. 

### The Founding Partners of The Iceberg and Business Events World are:

- **JMIC Members:** AIPC, ASAE, DMAI, ECM, EVVC, IAPCO, ICCA, MPI, PCMA, SITE, UFI
- **Publishers:** CAT Publications (UK & Associations), CIM Australia, Film & Event Media (Sub-Saharan Africa), Meet Middle East, Meetings International (Scandinavia & Baltic States), Northstar Meetings Group (United States)
- **Global Events:** IT&CM Events, CTW Events, IMEX Exhibitions, Reed Travel Exhibitions (ibtm® events)





# A NIGHT OF THE STARS: WINNERS OF 2016 LILIZELA TOURISM AWARDS

SA Tourism's flagship tourism awards toast to service excellence in the travel industry.

It was a night of honour and glamour when the South African tourism industry celebrated its top business owners and service providers at the fourth annual Lilizela Tourism Awards on 16 October 2016.

Joined by various key industry players, South Africa's Minister of Tourism, Mr Derek Hanekom, also announced the 2016 Minister's Award at the star-studded gala event held at the Sandton Convention Centre in Johannesburg.

This prestigious award, which recognises tourism innovators and pioneers, went to renowned Mpumalanga artist, Esther Mahlangu. A previous Lilizela category winner in the Roots and Culture category, Mahlangu's colourful Ndebele designs have been exhibited around the world and have graced global brands such as BMW, British Airways, Fiat and Belvedere luxury vodka, placing South African traditional art and design on the international map.

The 80-year-old Mahlangu joined 53 other national winners of the Lilizela Tourism Awards, who travellers had voted the best of the best in categories ranging from service excellence and entrepreneurship to sustainable development.

"We salute Mam' Esther who is truly a national treasure and an outstanding ambassador for South Africa's rich cultural offerings," said Minister Hanekom.

"The Lilizela Tourism Awards give us the opportunity to celebrate trailblazers such as Mam' Esther, as well as service excellence in the South African tourism industry in general. Tonight is an opportunity to pause and thank these individuals and businesses for their contribution to putting South Africa firmly on the global stage by ensuring their product and service offerings are of the highest standard," said Minister Hanekom.



Esther Mahlangu's colourful Ndebele designs have graced global brands such as BMW © BMW

"With 5.8 million people having come to South Africa between January and July this year, the number of tourists is on the rise. By being service-oriented, the businesses celebrated today help to ensure that this growth path continues, guaranteeing memorable experiences for all tourists," he added.

The 2016 Lilizela Tourism Awards, an initiative of the National Department of Tourism and spearheaded by South African Tourism, was a star-studded celebratory affair hosted by media personalities Bonang Matheba and Jason Greer. The electrifying entertainment for the night was provided by Mi Casa, the Mzansi Youth Choir and the Johannesburg Youth Orchestra. The occasion gave players and stakeholders in the country's tourism industry the opportunity to come together to toast to excellence and be inspired by the example of others.

The awards were established in 2013 to recognise and reward exemplary service among businesses in the local tourism sector, ranging from accommodation establishments and tour operators to scenic attractions and cultural heritage sites.

In 2016, the awards attracted a record

number of 1 122 entries, up 18% from last year's total. Tourism businesses across the nine provinces were encouraged to enter, with a great call that they be graded with the Tourism Grading Council of South Africa, a unit of South African Tourism.

Members of the public were then invited to have their say on the Lilizela Tourism Awards website by voting. These votes together with those from various platforms such as TripAdvisor and TGCSA's Tourism Analytics Programme, formed 80% of the score for each entry. A panel of high-level judges for each category, drawn from the industry and academia, contributed the remaining 20% of each establishment's score.

From these calculations, 589 finalists were selected nationwide, and each province held its own awards ceremony in the run-up to the national finals. During these provincial award ceremonies, 262 provincial winners were celebrated.

This provincial shortlist was further narrowed down to 53 national winners, who were honoured with trophies. Of the national Lilizela winners, most are from the Western Cape (17), followed by the Eastern Cape with 10. 📍

# IT&CMA 2016 IN REVIEW

Event editor Katie Reynolds-Da Silva attended IT&CMA and CTW Asia-Pacific – the world's only doublebill event in MICE and corporate travel.



Media from around the world converged at IT&CMA in Bangkok.

**M**edia from around the globe were treated to a packed schedule comprising exhibitor presentations, site inspections and educational sessions during the three-day schedule.

## Exhibition Highlights

IT&CMA continued to showcase the largest congregation of Asia-Pacific Convention Visitor Bureaux. Returning and new bureaux included Chang Mai, Pattaya, Monaco, Penang, Berlin, Dubai, Fukuoka, Jeju and the Philippines. Over 2 500 delegates from 55 countries, including 600 media and buyers attended the show, securing the event's place as the leading MICE exhibition and conference in the region.

## Media Briefing Highlights

Highlights included a fascinating presentation by Kevin Hoong, entitled 'Airbnb for Business', which centred on the company's ability to make business travel easy without sacrificing the comforts of home. Airbnb currently has 2.5 million properties in more than 190 countries in 34 000 cities, utilised by around 100 million


guests. Airbnb offers special 'Business Travel Ready' listings that include: Wireless Internet, laptop-friendly workspaces, 24-hour check in, smoke detectors, hair-dryers, hangers and essential toiletries. Third-party booking enables you to book on behalf of others, therefore travel managers and other designated bookers can reserve places for team members. This ensures that travel details and budgets stay centralised, and travellers can receive the booking support they need.

## Post-show tour

Following the closing of the event, media and buyers were taken by luxury van to the jungle paradise of Khao Yai, a mere three-hour drive from Bangkok. Delegates were hosted at Kirimaya Golf Resort and Spa, which is surrounded by lush green hills and grasslands. Close to Khao Yai National Park, the area is known for its wild animal sightings, scenic nature trails and majestic waterfalls. The Resort and Spa is furnished in a charming blend of Thai and contemporary styles.

The afternoon itinerary consisted of a rather surprising visit to GranMonte

Vineyard and Winery, one of Thailand's only commercial wineries, where delegates explored the vineyard in a comfortable tour trailer, and learned about viticulture techniques, the unique climate, soil and grape varieties.

The following morning, delegates visited the Khao Yai Convention Center (KYCC), which is the newest and only Convention Hall in Khao Yai, and the largest in northeast Thailand. It has seven meeting rooms and two halls occupying an area of 2 370m<sup>2</sup>. with a total accommodation capacity of up to 2 000 pax. The hall can be divided into three smaller sections for medium-sized events with capacities of 50-200 pax. Its versatility and modernity makes KYCC the ideal and complete space for any style of event. 

**Mrs Supawan Teerarat, Vice President of Strategic and Business Development – Thailand Convention and Exhibitions Bureau (TCEB),** "TCEB is honoured to have hosted this event in Thailand for 15 consecutive years. This shows that business travellers around the world trust our preparations and our ability to help them achieve business successes in the Asia-Pacific region. Thailand's business-events industry has become a powerful engine for the Thai economy. In 2015, we attracted one million business travellers that attended business events in Thailand. During their visits, they spent more than US\$2.6-billion on facilities, goods, services, accommodation and transport."



# MAURITIAN ESCAPE



The Westin Turtle Bay Resort & Spa, Mauritius



The St. Regis Mauritius Resort



Le Méridien Ile Maurice

## The Westin Turtle Bay Resort & Spa Mauritius

The delights will astound you for your honeymoon! Beautiful venues, delicious cuisine, sublime details. If your dream is to dance together on an island overlooking the Indian Ocean, The Westin Turtle Bay Resort & Spa Mauritius blends expertise with intuition to create a celebration as unique and individual as you are for your honeymoon.

Step into The Westin Turtle Bay Resort & Spa Mauritius, and you'll notice right away how great it feels to be here. Mauritius is the ultimate romantic destination to experience the honeymoon of your dreams! Experience romance in sophistication, enjoy the spectacular views of the sunset on the turquoise water while tasting a glass of Champagne and unwind in the serenest of atmospheres.

## The St. Regis Mauritius Resort

On the south-western side of the island, the soft white sands of Le Morne Beach and its turquoise lagoon create a magical setting where lavishly appointed accommodation and pampering converge amid the many charms of Mauritius.

The St. Regis Mauritius Resort is a five-star luxury resort with 172 guest rooms and suites with breathtaking views over the Indian Ocean waters.

A honeymoon at St. Regis is a celebration beyond expectation. Every detail is attended to with care; every moment is a cherished memory in the making. From personalised butler service to exquisitely appointed venues to impeccable tailor-made care; the resort is ready to ensure your most precious honeymoon experience is also your most memorable.

## Le Méridien Ile Maurice

The Resort stands at the edge of 1 000 metres of sparkling ivory sands on the North-West coast of Mauritius in the bay of Pointe Aux Piments. Verdant gardens create the perfect atmosphere for a romantic idyll or a serene honeymoon getaway.

Featuring a unique location and space, Le Méridien Ile Maurice maintains its rich heritage while surprising lovers with inspired multicultural local artwork and sensory experiences, creating a stimulating environment and an inspirational hotspot for travelers from all continents in search of romantic tropical inspiration.

The resort boasts 265 rooms stylishly spread along the beach, giving an exceptional feeling of space and relaxation. Guests can benefit from the breathtaking view over the Indian Ocean directly from their private balcony and admire the inspirational sunset every evening.



The Westin Turtle Bay Resort & Spa, Mauritius



The St. Regis Mauritius Resort



Le Méridien Ile Maurice

**THE WESTIN**  
TURTLE BAY  
RESORT & SPA  
MAURITIUS

  
**ST REGIS**  
MAURITIUS

*Le* **MERIDIEN**  
ILE MAURICE



# FOR YOUR MEETINGS & EVENTS IN MAURITIUS



## THE WESTIN

TURTLE BAY  
RESORT & SPA  
MAURITIUS

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

190 rooms and suites, selection of 5 restaurants and 2 bars, 24 hour Westin Workout fitness center, The Westin Executive Club, 2 swimming pools, Heavenly Spa by Westin®, 1 ballroom and 2 breakaway rooms, 1000m2 of outdoor event space, watersports club and Westin Family®.



## Le MERIDIEN

ILE MAURICE

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

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



ST REGIS  
MAURITIUS

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

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



To learn more, please e-mail: [Josique.Couronne@starwoodhotels.com](mailto:Josique.Couronne@starwoodhotels.com)



GICC © The Grand Palm



GICC © The Grand Palm



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# BOTSWANA

A land of incredible wildlife, Botswana is one of the great safari destinations in Africa – but their business-events offerings are stellar, too.

**B**otswana is renowned for its wilderness and wildlife areas, with 38% of its total land mass devoted to national parks, reserves and wildlife-management regions. As a result, tourism has become an increasingly important industry in the country, accounting for almost 12% of GDP. One of the world's most unique ecosystems, the Okavango Delta, is located in Botswana, as is the Chobe Game Reserve – home to one of the largest herds of free-ranging elephants in the world – and the Central Kalahari Game Reserve offering great game viewing.

In recent years, Botswana has been building its business-events portfolio,

hosting a number of conferences including the International Conference in Academic and Professional Communication and Armoured Vehicles Africa in 2015, the Diamonds Conference in March 2016, the Africa Internet Summit in June of this year, and a number of IASTED African Conferences. The Botswana Travel and Tourism Expo takes place annually and offers a unique opportunity to establish international business partnerships with local tourism industry players.

## Incentive Travel Products

As a safari destination of note, Botswana offers many incredible incentive-travel

experiences. From luxury holidays at the evergreen Okavango Delta to the rolling Savuti savannah and the elephant paradise of Chobe – travellers will not be disappointed. South of the delta lies the Makgadikgadi salt pans and the grasslands of the Kalahari and visitors can sign up for a special treat between January and March to see Botswana's green season migration where thousands of zebra and antelope feast on the sweet, new grasses. From game drives, nature walks and river cruises, to canoe trips, horseback, or even quad biking safaris, Botswana's wildlife experiences are unparalleled.



## Key Venues

### The Grand Palm Hotel, Casino and Convention Resort

Just a few minutes from the city centre of Gaborone and 12km from the Sir Seretse Khama International Airport, The Grand Palm is the setting for the luxurious Peermont Walmont, the Peermont Metcourt Inn, a thrilling casino, and the Camelot Health and Beauty Spa.

It is also home to the country's only major conference venue – the Gaborone International Convention Centre. This opulent, award-winning centre offers a

variety of venues that can accommodate between 10 and 1 800 delegates. The San-Ta-Wani Suite, Tsodilo Suite and Serondela Rooms all form part of the GICC's extensive meeting options. The centre also has high-speed Wi-Fi, and extensive technical resources to suit all audio visual requirements.

The Peermont Walmont also houses two venues on the premises. The Okavango Suite can accommodate up to 250 people theatre style, while the Moremi Suite comprises three separate meeting rooms which can be opened to accommodate up to 100 people theatre-style.

| The Grand Palm Hotel, Casino and Convention Resort             |                     |   |
|--|---------------------|---|
| Venue  | Size                | Plenary   |
| San-Ta-Wani Boardroom and Lounge                               | 96m <sup>2</sup>    | 40 cocktail-style, 20 boardroom-style   |
| Tsodilo Suite Balcony  | 130m <sup>2</sup>   | 80 cocktail-style   |
| Tsodilo Suite (flexible venue with 6 varying configurations)   | 1 550m <sup>2</sup> | 1 040 banquet-style, 1 807 theatre-style, 1 550 cocktail-style, 700 u-shaped            |
| Serondela Rooms (flexible venue with 4 varying configurations) | 180m <sup>2</sup>   | 150 cocktail-style, 120 banquet-style, 120 theatre-style, 70 u-shaped                   |
| Okavango Suite (flexible venue with 2 varying configurations)  | 306m <sup>2</sup>   | 250 theatre-style, 200 banquet-style, 150 cocktail-style, 80 u-shaped                   |
| Moremi Suite (flexible venue with 3 varying configurations)    | 119m <sup>2</sup>   | 100 theatre-style, 60 cocktail-style, 80 banquet-style, 40 u-shaped, 30 boardroom-style |

January and March to see Botswana's green season migration where thousands of zebra and antelope feast on the sweet, new grasses. From game drives, nature walks and river cruises, to canoe trips, horseback, or even quad biking safaris, Botswana's wildlife experiences are unparalleled.

### Botswana Conference and Exhibition Centre

The Botswana Conference and Exhibition Centre is located in Gaborone's city centre and offers 50 hectares of versatile venue space for conferences, fairs and exhibitions. The 10 000-seater Ditshupo

Chamber and 2 000-seater Boipuso Chamber are ideal for large-scale functions, while three multipurpose conference rooms accommodate between 250-500 people. 13 breakaway rooms are also available. 📍

| Botswana Conference and Exhibition Centre |                       |
|---|-----------------------|
| Venue                                     | Plenary               |
| Ditshupo Chamber                          | 10 000 theatre-style  |
| Boipuso Chamber                           | 2 000 theatre-style   |
| 3 conference rooms                        | 250-500 theatre-style |
| 13 breakaway rooms                        | -                     |



## Access

Botswana has a number of airports connecting the country, and four international ones. Sir Seretse Khama International Airport is a short distance from the capital's city centre, while Maun, Kasane and Francistown International Airport offer additional access points.

Airlines to Botswana include:

- South African Airways
- Air Botswana
- Ethiopian Airlines
- Air France
- Air Namibia



## Population

2,209,208 - (July 2016 est, CIA World Factbook)



## Climate

Botswana has a semi-arid climate with a rainy season that runs through the summer months between November and March. Rainfall tends to be erratic and highly regional, with high summer temperatures, and sunny, cool winters with cold evenings.



## Currency

| Botswana Pula (BWP) | South African Rand (ZAR) | US Dollar (USD) | Euro (EUR) |
|---------------------|--------------------------|-----------------|------------|
| 50                  | 65.63                    | 4.80            | 4.29       |



## Contacts

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Web: [www.botswanaturism.co.bw](http://www.botswanaturism.co.bw)





# TSHWANE

Affectionately known as Jacaranda City, Tshwane is one of South Africa's capitals, with a robust business centre and plenty to keep any conference delegate or incentive traveller occupied.



© CSIR



Hühnerauge © Flickr



© CSIR

As South Africa's capital, Tshwane is a bustling metropolis situated adjacent to Johannesburg in the province of Gauteng. As a result, many high-profile conferences and exhibitions visit the region including the recently concluded Sports and Events Tourism Exchange (SETE) and the 2017 SAACI Congress. Tshwane (Pretoria) is not only the administrative capital of South Africa, but also the knowledge hub of the African continent – making it a true intellectual capital. "The city's citizens reportedly have the highest level of education in the country and, if your event is of an academic, research or scientific nature, you are bound to attract more delegates of a higher quality with more to contribute if it is hosted in Tshwane and therefore, in turn, have a richer program which delivers real value," says CSIR ICC's Marketing Coordinator Refilwe Nchebisang.

"The CSIR ICC tagline, 'Transfer Knowledge, Facilitate Collaboration' speaks to the fact that in our city we understand that the sharing of knowledge is precisely what conferencing is about." The city takes its business events and hospitality offerings seriously, according to Premier Hotel Pretoria's GM Sean Verdon. "Business in Tshwane is perhaps a little different as we often host foreign delegates and feel a little extra responsibility when it comes to representing South African Hospitality."

## Key Venues

### CSIR International Convention Centre

The CSIR ICC is an integral part of the business events and knowledge-sharing landscape of Tshwane. It offers superb facilities and quality service with conference, function and exhibition venues that can accommodate events of up to 500 to as little as 10 delegates, with groups as large as 1 000 being accommodated at times. For more information, visit [www.csiricc.co.za](http://www.csiricc.co.za).

| CSIR International Convention Centre |   |
|--------------------------------------|---|
| Venue                                | Plenary   |
| Diamond Auditorium                   | 150 – 450 theatre-style with full-length desks  |
| Crystal/Garnet/Onyx                  | 50 – 160 level seating with balcony view  |
| Amber Banquet Room                   | 150 – 450 level seating   |
| Exhibition Hall                      | 10 – 1 000 includes roof hanging points, electrical and data services, loading for heavy vehicles |

## Tshwane Events Centre

The Tshwane Events Centre offers a range of flexible conferencing and exhibition facilities, coupled with a can do attitude and highly competitive

rates. The conferencing facilities can host up to 500 delegates, while the largest exhibition hall covers 11 600 square metres. For more information, visit [www.tshwane-events.co.za](http://www.tshwane-events.co.za).

| Tshwane Events Centre                 |              |                      |
|---------------------------------------|--------------|----------------------|
| Venue                                 | Function     | Plenary              |
| Acacia (Acacia/Karoo/Swazica/Senegal) | Conferencing | 10-300 delegates     |
| Baobab                                | Conferencing | 500 cinema-style     |
| Hall A (Skilpad Saal)                 | Exhibitions  | 4 600m <sup>2</sup>  |
| Hall J                                | Exhibitions  | 11 600m <sup>2</sup> |
| Hall L                                | Exhibitions  | 4 010m <sup>2</sup>  |

## Premier Hotel Pretoria

Premier Hotel Pretoria offers stellar conferencing venues for small to mid-sized meetings. Their largest room seats 300 delegates, while their smallest seats a maximum of 40 cinema-style. Packages include venue hire, lunch or dinner, welcome drinks, and other

standard or tailor-made options.

"We setup an exciting welcome, host delegates, provide catering and breakaways, whilst facilitating the meeting of great business minds and some welcome luxury for those staying with us," says Premier Hotel Pretoria GM, Sean Verdon. For more information, visit [www.premierhotels.co.za](http://www.premierhotels.co.za).

| Premier Hotel Pretoria |          |           |        |         |     |
|------------------------|----------|-----------|--------|---------|-----|
| Largest Venue Spaces   | U-Shaped | Classroom | Cinema | Banquet | Sqm |
| Robben Island 1        | 22       | 25        | 40     | 30      | 39  |
| Madiba 1, 2, 3         | 70       | 60        | 100    | 60      | 100 |
| Madiba 1-3 Combined    | 210      | 200       | 300    | 200     | 302 |
| Pool Room              | 25       | 20        | 30     | 20      | 50  |

## Incentive Travel Products

Tshwane offers plenty to do and see year-round, from sightseeing and sport to history, art and culture, to science and wildlife. The city offers a host of gourmet restaurants, as well as renowned theatres, casinos and galleries. Township tours are popular, as are visits to four nearby nature reserves, the famed Botanical Gardens and National Zoological Gardens, and Steam Train trips. Farther afield are the Cullinan Diamond

Mine and village, the Cradle of Humankind – a UNESCO World Heritage Site – and the Pilanesberg or Magaliesberg regions for safari adventures. Tshwane also offers many five-star spa and wellness centres, from high-rise city hotels and urban clinics to country retreats and African style escapes. There are numerous stellar golf courses in the surrounds, as well as more sporty options such as horse riding, quad biking and skydiving.

Tshwane (Pretoria) is not only the administrative capital of South Africa, but also the knowledge hub of the African continent.



## Climate

Tshwane has a **humid, subtropical climate** with **long, hot rainy summers** and **short, cool to cold, dry winters**. Nights are cool and clear, while days are mild to moderately warm with an average annual temperature of 18.7 °C.



## Access

Tshwane can be accessed through OR Tambo International Airport in close proximity to neighbouring Johannesburg, or Lanseria International Airport. Flights into the city are frequent and from all over the world thanks to Gauteng being the business hub of South Africa.

Airlines flying into Tshwane include:

- Air China
- Air Mauritius
- Arik Air
- British Airways
- Cathay Pacific
- Delta
- EgyptAir
- EgyptAir
- El Al Israel Airlines
- Emirates
- Ethiopian Airlines
- Etihad Airways
- Iberia
- KLM
- LATAM Airlines
- Lufthansa
- Qatar Airways
- Quantas
- Singapore Airlines
- South African Airways
- SwissAir
- TAAG Angola Airlines
- Turkish Airlines
- Virgin Atlantic



## Currency

| South African Rand (ZAR) | US Dollar (USD) | Euro (EUR) | Chinese Yuan |
|--------------------------|-----------------|------------|--------------|
| 50                       | 3.49            | 3.18       | 23.55        |



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Tel: +27 (0)12 841 4212

Web: [www.tshwanetourism.com](http://www.tshwanetourism.com)





## NOVEMBER

### WORLD CONGRESS ON NEUROLOGY AND BRAIN DISORDERS

1 – 3  
DUBAI, UNITED ARAB EMIRATES

### AFRICAN REAL ESTATE SUMMIT

2 – 3  
CAPE TOWN, SOUTH AFRICA

### SITE GLOBAL CONFERENCE

5 – 7  
PANAMA CITY, PANAMA

### 3<sup>RD</sup> INFRASTRUCTURE: PROJECT FINANCING AFRICA

7 – 9  
NAIROBI, KENYA

### WATER AFRICA AND WEST AFRICA BUILDING AND CONSTRUCTION NIGERIA

8 – 10  
ABUJA, NIGERIA

### SECUREXPO EAST AFRICA

8 – 10  
NAIROBI, KENYA

### UFI CONGRESS

9 – 12  
SHANGHAI, CHINA

### ICCA CONGRESS

13 – 16  
KUCHING, MALAYSIA

### AFRICA COM

15 – 17  
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15 – 17  
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### INVESTING IN EMERGING MARKETS SUMMIT

16 – 17  
JOHANNESBURG, SOUTH AFRICA

### WORLD PSYCHIATRIC ASSOCIATION INTERNATIONAL CONGRESS

18 – 22  
CAPE TOWN, SOUTH AFRICA

### 10TH INTERNATIONAL CONFERENCE ON MANAGEMENT, FINANCE AND ENTREPRENEURSHIP

19 – 20  
DURBAN, SOUTH AFRICA

### WEST AFRICAN POWER INDUSTRY CONVENTION

23 – 24  
LAGOS, NIGERIA

### TANZANIA TRADE SHOW

25 – 27  
DAR ES SALAAM, TANZANIA

### IAPB GENERAL ASSEMBLY

27 – 30  
DURBAN, SOUTH AFRICA

### SOUTH AFRICAN PHARMACEUTICAL EXHIBITION

28 – 29  
JOHANNESBURG, SOUTH AFRICA

### SOUTH AFRICAN STATISTICAL ASSOCIATION CONFERENCE

28 – 1 DECEMBER  
CAPE TOWN

### WOMEN IN GOVERNMENT AND BUSINESS LEADERSHIP SUMMIT

29 – 30  
JOHANNESBURG, SOUTH AFRICA

### ibtm world

29 – 1 DECEMBER  
BARCELONA, SPAIN





## DECEMBER

## WORLD SME EXPO

1 – 3

HONG KONG, CHINA

## NANOMED 2016

1 – 3

SANYA, CHINA

CHENGDU INTERNATIONAL  
TOURISM EXPO

2 – 4

SICHUAN, CHINA

## WOMEN ADVANCEMENT FORUM

4 – 8

JOHANNESBURG, SOUTH AFRICA

10TH GLOBAL SUMMIT  
ON FOOD PROCESSING

5 – 7

SAN ANTONIO, USA

PARIS FINANCIAL  
MANAGEMENT CONFERENCE

12 – 14

PARIS, FRANCE

## POWER GEN INTERNATIONAL

13 – 15

ORLANDO, USA

## AL ANSAAR SOUK AND TRADE FAIR

23 – 2 JANUARY

DURBAN, SOUTH AFRICA

## JANUARY

CAPE MINSTRELS SECOND  
NEW YEAR STREET PARADE

2

CAPE TOWN, SOUTH AFRICA

6<sup>TH</sup> CONFERENCE  
ON NANOMATERIALS

3 – 5

BANGKOK, THAILAND

## L'ORMARINS QUEEN'S PLATE

7

CAPE TOWN, SOUTH AFRICA

## MEETINGS MOROCCO

12 – 13

MARRAKECH, MOROCCO

INDIA INTERNATIONAL  
TRAVEL MARKET COCHIN

12 – 14

KOCHI, INDIA

## FITUR 2017

20 – 24

MADRID, SPAIN

## SYTA SUMMIT

22 – 25

BANFF AND LAKE LOUISE, CANADA

## UP THE CREEK MUSIC FESTIVAL

26 – 29

SWELLENDAM, SOUTH AFRICA

## EMITT 2017

26 – 29

ISTANBUL, TURKEY





## EXSA PARTNERS WITH THE DUBAI SHOW

EXSA, the Exhibition and Events Association of Southern Africa, has partnered with The Dubai Show set to debut in 2017.

The exhibition aims to strengthen economic relations between Dubai and South Africa as well as create new partnerships by providing entrepreneurs and businesses across the two regions with a networking platform. The event will serve as a platform for several industries including business, real estate, tourism, services and exports, hospitality, medical tourism, education and more.

"This partnership reaffirms that South Africa is on the fast track, and EXSA is at the forefront of the industry encouraging growth and opportunity," says Phumulani Hlatshwayo, EXSA's General Manager.

The inaugural event will enable industry professionals to grow and establish relationships with international industry colleagues. EXSA will be present at the show to encourage the growth of the local industries and foreign interest. "As an association for exhibitions and events, it is important that we encourage this not only for our industry but for the betterment of our country overall," Hlatshwayo says.



## TSHWANE TO HOST SAACI CONGRESS 2017

The Southern African Association for the Conference Industry will have its annual congress in Tshwane from 2-4 June 2017. This will be the 31st SAACI Congress, and will celebrate the association's 30th anniversary at the CSIR International Convention Centre.

The 30th Congress took place in Mangaung in 2016 – the region where the idea of SAACI was born in 1985. Just two years later, the organisation was registered in Pretoria where they will now host their 2017 Congress.



## SITE FOUNDATION LAUNCHES AUCTION 2.0

The Society for Incentive Travel Excellence recently launched the SITE Foundation Auction 2.0. The initiative offers interested parties a new way to imagine and shop by region and by experience. On the auction site, you can choose a package, view details, videos, vivid photography, property websites and links to bid.

When you place the winning bid, you'll secure an amazing journey of your choice. Through this SITE Global aims to fund research, trend analysis and education in the incentive travel industry. For more information, visit [www.brojure.com/site-auction](http://www.brojure.com/site-auction).







## ACTE ANNOUNCES NEW RESEARCH

The Association of Corporate Travel Executives recently launched two new studies. The first, called *The Evolution of Airline Agreements* shows the concept of the 'strategic airline' is on the rise among business travel managers and will factor into carrier negotiation over the next two years. The report showed that while 89% of survey respondents are satisfied with airline agreements, 81% would be focusing their energies on carriers deemed crucial to the corporate objective.

"Seventy-seven percent of respondent travel managers conduct regularly scheduled meetings with their carriers, and that same percentage cites these meetings lead to action," says ACTE President Kurt Knackstedt.

ACTE also released a landmark study called *The Role of Traveller Centricity in Business Air Travel* during the association's Global Conference in Beijing. The report explores five areas in which increased communication between travel managers and business travellers can generate expanded revenue streams and greater savings, while restoring traveller resources.

To view both reports in full, visit [www.acte.org](http://www.acte.org).

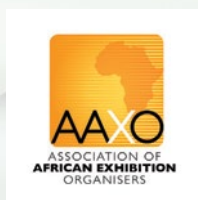


## AAXO'S EXHIBITION OF EXHIBITIONS

The Association of African Exhibition Organisers hosted its inaugural Exhibition of Exhibitions, a ground-breaking occasion designed to equip exhibition organisers and exhibitors with information and innovative tools to boost the industry. The event took place on 19-20 October 2016, and gave organisers an opportunity to showcase their skills and ideas on a massive platform.

The event was open to all AAXO members, who account for 80% of the organising community in South Africa, and took place at the Blue Wing Conference and Events Venue at the TicketPro Dome in Johannesburg. The programme included training sessions, exhibition opportunities in the marketplace, and networking options.

"AAXO remains committed to growing this industry and this event is just one of many geared towards building an industry that hosts world class events for the benefit of all involved," the association said in a statement.



## EGF PARTNERS WITH AAXO

The Event Greening Forum has formed a strategic partnership with AAXO in order to further the creation of sustainable exhibitions and events in South Africa.

"This partnership is crucial because with AAXO and its members driving sustainable exhibitions, it will become much easier for the EGF to achieve its goals and objectives," says Justin Hawes, EGF Chairman.

Events are, by their very nature, high impact and temporary, with both positive and negative social, environmental and economic impact. Organisers regulate and control the information which is circulated to exhibitors, suppliers, partners and sponsors; and being the first point of contact, that are able to implement and monitor strategies before, during and after the exhibition. Earlier this year, the EGF launched the Sustainable Events Minimum Standards, which ensure suppliers, venues and organisers are able to incorporate sustainable practices into their events. Together, the EGF and AAXO can play a powerful role in the exhibition industry, promoting more sustainable international standards in the exhibition industry.







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