

Event



Africa's Leading Business-Events Industry Magazine

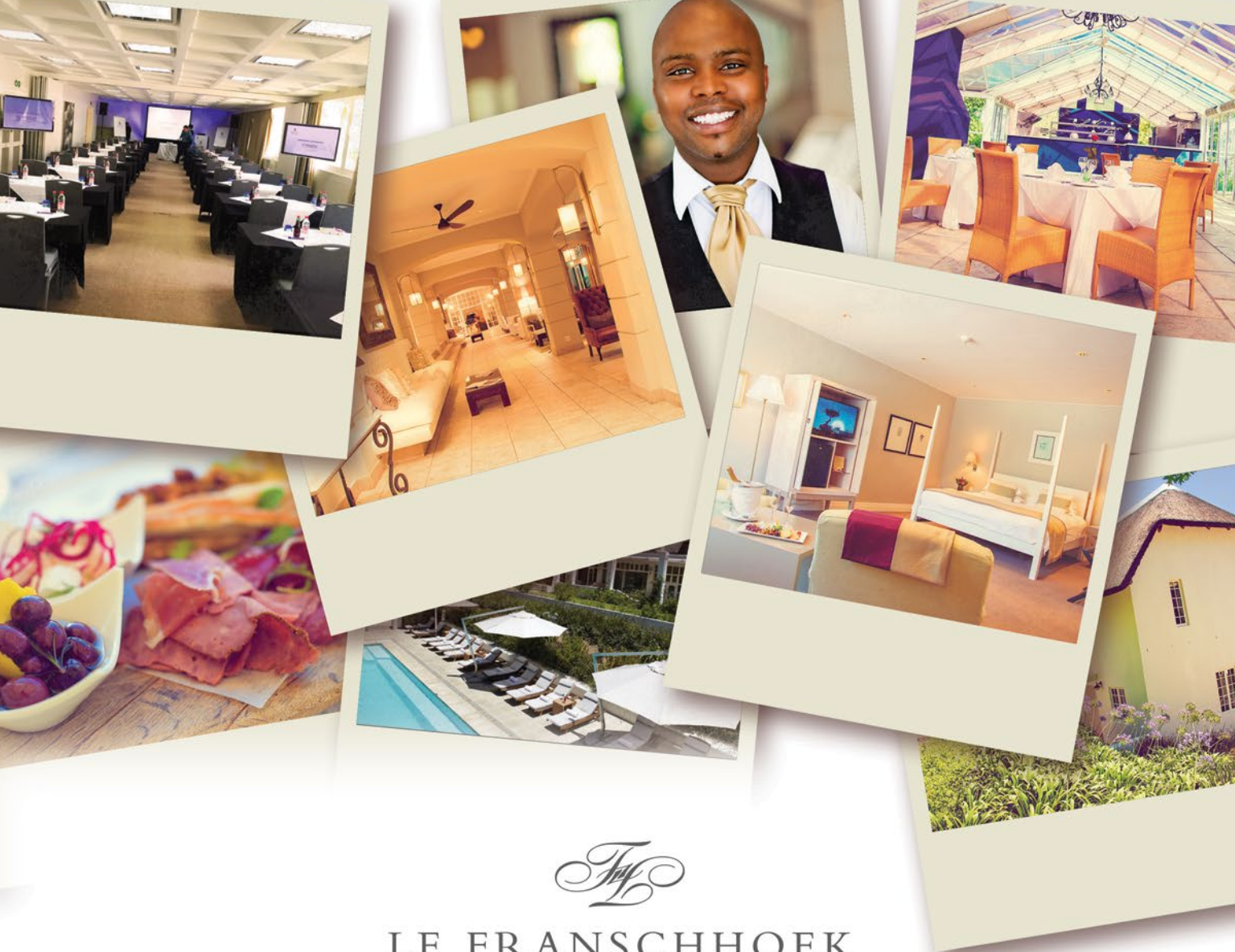
+ BUSINESS EVENTS OF THE FUTURE

How New Tech is Influencing our Industry

+ NEW VENUES AND REFURBISHMENTS

Great Locations for Your Next Event





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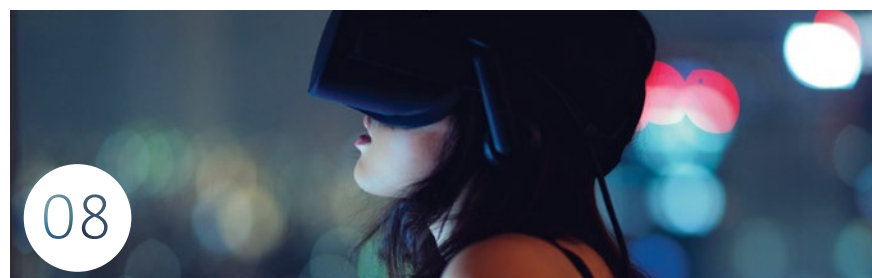




04

SUN CITY RE-LAUNCH

The *Event* attended the re-launch of Sun City's billion-rand upgrade to the historic and captivating destination.



08

FUTURE TECH

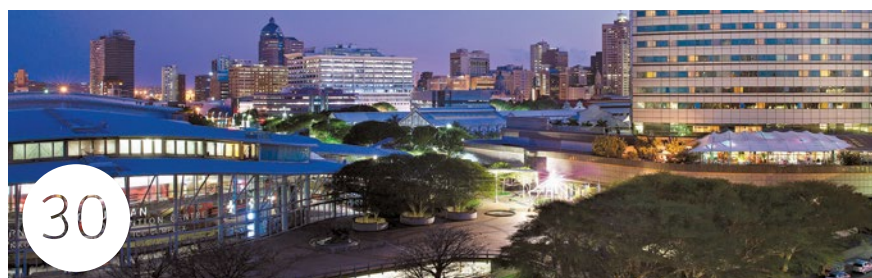
Kim Crowie digs deep into the world of technology and explores its impact on business events.



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NEW VENUES AND REFURBISHMENTS

2016 has been a busy year for conference and meeting venues, with a host of new and upgraded establishments.



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BUSINESS EVENTS MADE EASY

KwaZulu-Natal is home to the much-lauded Durban ICC, as well as a plethora of other venues and incentive options.

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EXSA AND AAXO ANNOUNCE INDUSTRY AWARDS

Exhibition and event industry unite for Annual Awards

The Association of African Exhibition Organisers (AAXO) and the Exhibition and Events Association for Southern Africa (EXSA) are proud to announce a joint awards venture and open first call to nomination of judges for the inaugural ROAR and flagship EXSA-Illence Awards – two industry awards ceremonies under one banner. An industry first, the ROAR Organiser and Exhibitor Awards together with the EXSA-Illence Awards mutually aim at recognising and promoting excellence within the local exhibition and events, while uniting, the industry.

In an effort to showcase excellence and drive Respect, Opportunities, Achievements and Responsibility (ROAR), AAXO and EXSA will soon be making its first call for the nominations for a panel of independent judges for what promises to be an exciting, industry-wide, award celebration. In an innovative move, this judging process will be facilitated online for the first time ever.

Aimed at promoting the standardisation of the South African exhibition and events industry as well as acknowledging and recognising excellence in exhibition organisation, the ROAR Organiser and Exhibitor Awards together with the EXSA-Illence Awards are open to all AAXO and EXSA members as long as they have been involved in an exhibition or event within 2016.

In line with AAXO's strong 2016 focus

of growth, knowledge sharing and driving standardisation and credibility within the exhibition industry, this event is designed to offer recognition and appreciation to hardworking and innovative industry players who continue to raise the bar and contribute to exhibitions' respected rank as an effective marketing tool. Identifying synergies in focus, EXSA saw it beneficial to unite and join efforts with newly established AAXO as a way of honoring and paying homage to members as a whole.

All ROAR entries will be judged by a panel on their successful exhibition strategy incorporating marketing, public relations, operations, activation, social responsibility and sustainability.

All EXSA-Illence entries will be judged on their successful incorporation of design, production and manufacture as well as the incorporation of the client's marketing strategy.

Participating companies may also submit more than one entrant.

While details regarding who the official ROAR / EXSA-Illence judges are still emerging, it has been confirmed that the panel of judges will consist of distinguished specialists within exhibitions, communication and marketing. Judges will also be selected for their deep expertise in Trade, Consumer, Trade and Consumer, Confex and Table Top.

This prestigious awards event will provide role players who contribute to all

aspects in the exhibition and event with a platform to showcase their portfolio of work with ample opportunity to network with like-minded industry players and a broad selection of suppliers, further enabling growth opportunities.

Set to take place on 26 January 2016 this much anticipated event is only the start of what promises to be an eventful era for the South African exhibition industry.

"Traditionally, winning a stand award has been all about the stand construction, AAXO aims to change this by ensuring that all ROAR entries will be judged on their successful exhibition strategy incorporating marketing, activation, stand construction and ROI," explains Carol Weaving, AAXO Chairperson.

"This gives all suppliers, agencies and business enterprises involved in the activation and the build the opportunity to showcase their execution skills and promote their businesses."

Similarly, Phumulani Hlatshwayo, EXSA General Manager explains: "By collaborating with AAXO, EXSA is able to create a larger platform and pool of opportunities for our members. This ensures that every party within the exhibitions and events value chain will enjoy exposure and recognition for going above and beyond. In turn, we hope that initiatives such as this will encourage the industry to unite and continue to strive for excellence and deliver quality." 📍

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JOHANNESBURG EXPO CENTRE: THE VENUE OF CHOICE IN 2017

In over 30 years, the Johannesburg Expo Centre (JEC) has kept pace with the remarkable growth of the local and global exhibitions, conferences and events industry, evolving into a world-class facility that's unlike any other. Considered one of the top exhibitions and events venues in Southern Africa, the Expo Centre is the ideal venue to host your event in 2017.



Top 10 reasons the JEC is unique:

1. Multipurpose facilities providing more than 50 000m² of indoor space
2. More than 100 000m² of versatile outdoor space and 20 000 parking bays
3. Smaller upmarket facilities encompassing 4 000m² for conferences and conventions
4. A multipurpose arena that can accommodate up to 20 000 people
5. Prime location situated just 15 minutes from a variety of three, four and five star hotels and accessible from all major highways
6. Located 30 minutes from both OR Tambo International Airport and Lanseria Airport
7. Individual gates and entrances for each hall provide ease of access for event build-up and break-down
8. A registered helicopter landing base, managed by Capital Air
9. World-class facilities that have received the PMR Africa Award in 2007, 2011, 2013, 2014 and 2016
10. The JEC is a member of EXSA, UFI, SAACI and SOJO

An award-winning venue located just south of Johannesburg, the JEC is South Africa's largest purpose-built exhibition, conference and events venue. With multipurpose facilities that provide more than 50 000m² of indoor space and over 100 000m² of versatile outdoor space, the Expo Centre offers a unique setting that can accommodate any client.

"I think our strength lies in the diversity of our facilities that enable us to host anything from an international music festival to a professional trade exhibition," says JEC CEO Craig Newman. "Our unique facilities include a clubhouse that can seat up to 200 people, which provides the perfect setting for corporate dinners and events. We also have a monorail, a 4x4 track, a mini-golf course and a lake that can be used as a stage area for exhibitions and sets."

"We held Sexpo's 10th anniversary at the Expo Centre in October 2016 and we were determined to make it the biggest show yet," says Sean Newman, Chief Executive Officer of Sexpo SA. "Fortunately, the Expo Centre was the perfect venue to deliver a memorable performance. There is ample parking, easy access to and from the venue and large exhibition halls that satisfy every possible show requirement."

In 2016, the JEC also added film production to its arsenal of services with the launch of Studio Joburg - a fully-fledged film and television content hub. Studio Joburg is the result of collaboration between the owners of the Expo Centre and a consortium of leading film practitioners, which will give the city of Johannesburg its very own Universal Studios.

So why should you choose the JEC to host your next event? "We have the

capacity, experience, resources and strategic partnerships to host any occasion, regardless of size, across a broad client base," says Newman. "As a dedicated and award-winning exhibition, conference and events venue, we are more than prepared to meet the unique demands of every event."

For more information about JEC, visit www.expocentre.co.za
Facebook: [@jhbexpocentre1](https://www.facebook.com/ExpoCentreNasrec)
Twitter: [@jhbexpocentre1](https://twitter.com/jhbexpocentre1)





The Royal Baths

SUN CITY RELAUNCHES AFTER R1-BILLION UPGRADE

New suite of major attractions and revamped convention facilities opened.

On a hot December day in 1979, Sun International turned every notion of leisure and entertainment in South Africa on its head with the launch of Sun City. Rising from the dusty African bush, what has now become an icon of South African tourism instantly captured the hearts and imaginations of entertainment-starved South Africans.

Visitors were awed by the lush green paradise set in a craggy North West backdrop. For the first time, South Africans were exposed to the previously forbidden delights of showgirls and risqué topless Extravaganza dancers,

performances by A-list international stars like Queen and Frank Sinatra, and the exhilaration and glamour of gambling.

Dubbed the 'pleasure palace' soon after its opening, over time the popular Sun City Hotel was joined by further development at the Cabanas, Cascades, Sun Vacation Club and the ultra-luxurious 5-star fantasy – The Palace of the Lost City. Entertainment attractions expanded to include the massive man-made lake at Waterworld large enough for water sports, the Valley of Waves and the world-famous Gary Player Golf Course that continues to attract the world's top golfers at the annual Nedbank Golf Challenge.

After just a year, Sun City had attracted more than 300 000 visitors to the Extravaganza and theatre shows alone, and had secured more international visitors to the Pilansberg in 12 months than had visited the entire country in the same period.

36 years later, after a five-year R1-billion refurb, Sun City has set its sights on growing its popularity still further, and increasing its share of the growing conventions business in South Africa.

Michael Farr, Group General Manager for Brand and Communications, says: "Sun City has remained popular since its opening, but we felt it needed a complete



Seers Court - Cabaret set up



The Show Lab for conferencing

overhaul and took the decision to invest over a billion Rand to do just that. We've put this investment into making the resort even more attractive to families, gamblers, convention visitors and a host of new, niche-tourists such as adrenalin-seekers, eco-tourists and millennials.

"We are confident that with this massive refurb and upgrade, Sun City will not only retain its status as South Africa's favourite leisure destination, but will also recapture its place as the premier convention venue in the country."

In addition to the new contemporary styled rooms and refreshed decor at the Cabanas and the self-catering Sun Vacation Club apartments, visitors will find:

- A brand new Sun Central boasting a suite of new family experiences, as well as a South African Hall of Fame honouring South Africa's outstanding sportspeople and performing artists. The original entertainment centre was built at a

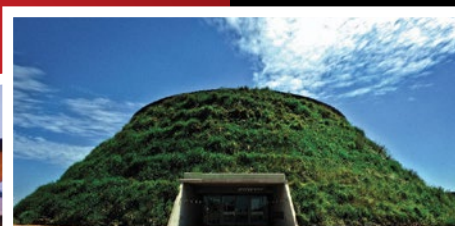
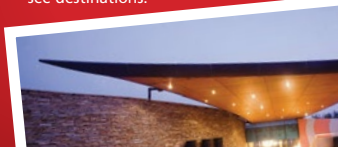
cost of R30-million and inaugurated on 24 July 1981 by Frank Sinatra.

- The new, highly flexible Sun Park indoor events area and outdoor space, capable of hosting a range of lifestyle events, music festivals and corporate launches.
- Soho hotel which has been repositioned as the resort's 'always on' party zone. Encapsulating the essence of the renowned Soho destinations located in London and New York which are known for their eclectic vibe and non-stop action. Soho hotel boasts an exclusive new dance venue, Encore, the chic and contemporary, with a retro feel, Vibes, the glamorous new Legends restaurant and the revamped Sun Prive and Prive Salon. The Sun City Casino, the casino that started it all was the first in South Africa to introduce the concept of million Rand jackpots.
- The Luma Bar and Lounge and the new Bocado Mediterranean restaurant at the Cascades, which replaces the Santorini restaurant.

- A sophisticated new VIP gaming experience at The Palace Villa and Salon and an upgraded breakfast buffet. The Grill Room has also been upgraded with a new lakeside terrace. A stylish new spa will be completed by 2017.
- A fresh new look at the Cabanas as well as a new restaurants and upgrades to the pool and the pool bar.
- Adrenalin seekers will love Adrenalin Extreme, the new adventure hub, while the entire family can enjoy the two brand new rides at the Valley of Waves water park, Noble's Descent and Ovango. Adventure hub comprises a range of outdoor activities including Drift Trikes, Hovercrafts, the Accelerator and the Grizzly 4x4 Quad Challenge.
- More action packed watersports at Waterworld. The venue now offers the new Kazooma Raceway and Rock Venture Mini Golf with its thrilling Grand-Prix-styled racing go-karts and an adventure golf course that will appeal to all ages. ①

EXPERIENCE THE STORY OF HUMANKIND

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QUALITY CONTROL IN EVENTS MANAGEMENT

Quality is achieved through project management principles that are the hallmark of successful events.

Scope

The majority of projects suffer from scope 'creep' and this not only affects the quality but can also severely influence the cost of an event. To reduce this, the scope of the event must be clearly defined at the onset of the project. The client's brief is the single most important document in events management, yet too often, it is not clearly articulated or even recorded.

Part of this can relate to the client's vague terms of reference or brief – most people simply see the polished delivery of a first-class event, without being aware of the amount of effort required to produce such an event, similar to an audience's unawareness of the backstage of a theatre production. Part of this can also be attributed to a failure on the part of the events manager to elicitate all aspects of an event, according to an established project plan.

At this stage, the events manager can advise the client on programme constraints, financial risks and implications, price dynamics and risk-management factors that will add to costs. The element of availability and time constraints of people and material can be fully explored upfront.

Time

Internationally, events are planned anywhere from 1-4 years in advance and this allows for better pricing deals and extensive Gantt charts, detailing every aspect of the event. However, events are often suddenly required – because of a need to use up allocated budget or because the client has realised, quite far into the project, that professional help is required.

When time is squeezed, it can become difficult to produce a quality event. The most appropriate venue may not be available; the top entertainers may be booked; the keynote speaker in the subject may be unobtainable,



© AlexanderStein | Pixabay

The events manager can advise the client on programme constraints, financial risks and implications, price dynamics and risk-management factors that will add to costs.

etc. Professional events managers can work around short project cycles but this affects costs, if the quality is to be maintained.

Cost

Poor budgeting is one of the key reasons why events fail to reach the expected quality.

A major misconception about events management costs is that an event can pay for itself at its conclusion or that 'free' events only need be settled 30 days after the event. However, most venues require at least 50% deposit for a booking, as do the secondary suppliers of food, drinks, audio-visual equipment and entertainers. Without these deposits, no event can be guaranteed.

This requires the events management company to create a payment plan, where tranches are made according to

project phases. This can only be done if there is an official signed order and an understanding that this 'banking' privilege carries additional costs, as the events management company is at risk for several months leading up to the events and possibly another 60 days later.

Conclusion

A winning event is the combination of a professional events management team, fully versed in all aspects of project management, and the knowledgeable client, who understands that events require expert input to achieve winning outputs.

Courtesy of Beaulah du Toit, Operations and Logistics Director of Litha Communications. 📍

Experience Extraordinary

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

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Cape Town International Convention Centre



Modobag introduces the world's first rideable luggage. © Modobag



Captivated by virtual reality (via Huffington Post)

BUSINESS EVENTS OF THE FUTURE

With the constant evolution of technology, it's impossible for the business-events sector to remain unchanged. Kim Crowie looks at the tech trends that are influencing the meetings sphere.

According to a 2016 XING study called *Digital Transformation in the Event Industry*, the sector's movement towards digitalisation is reflected in the demand of attendees. 81% of attendees want digital solutions to be used during events, and it's crystal clear that the Internet of Things will be part of that transformation. Experts say that by 2020 about 21 billion end devices will be connected to the internet, and 68% of event organisers believe that digital transformation is both a current and long-term trend.

That said, technology in events is still considered a risk, particularly when it comes to technical problem-solving. "We're looking at event apps, but I've been to events where the technology hasn't worked so I get very wary of implementing it when it could go wrong," Charles Perkin, Event Manager at Defaqto told *C&IT* recently. It is therefore imperative that conference centres and organisers in Africa

ensure the most basic of infrastructure – Wi-Fi – is available to attendees.

But although transformation within the technological sphere is a given, what movements can we expect in 2017, and which digital event strategies should Africans be focusing their attention on? We're seeing the area of event marketing absorbing the most of these trends in the business-events industries, with 76% of organisers already using digital event management solutions, 47% using online ticketing options, and conversely, networking and event apps making relatively slow progress.

The Year in Review

Digital managements that are set to continue into the next twelve months and beyond are email campaigns, online marketing and ticketing, event apps, video streams, and live projections, among others. Some of the tech we've covered in the *Event* this year was online management

software such as MeetingHand and WeTrack, while the popularity of event apps will likely continue into the future. Renowned tech company Lumi recently released a real-time messaging and polling app called MeeToo, which encourages inclusivity and engagement at events.

Tech genius Corbin Ball predicted 15 years ago that mobile apps would be widely used at events – and it's come true. He now predicts that they will continue to mature into full-featured event intelligence and data analytic platforms. "They can provide a goldmine if information about participants' likes, dislike, interests, movements and more that can be used to improve future events."

Another trend that's set to continue is RFID, which is making the rounds at a number of South African music festivals including DSTv Delicious and Rocking the Daisies. In future, we may well see new innovations in this field as RFID technology becomes the norm. In



MeeToo interactive app on mobile © Lumi



The EHang 184 mega drone was launched at CES (via NBC News)

the same vein, Bluetooth Low Energy (BLE) technology like the iBeacon will continue to evolve and be deployed at events, with a range of international trade shows already making it a staple.

Surprisingly, email marketing continues to make an impact on the event tech world, with some of the best and biggest responses coming from effective email campaigns. Neuromarketing plays a large role in the success of these campaigns, with eye tracking research showing that putting products or desirable imagery in specific spaces receives more attention or response. According to *New Neuromarketing*, 'a cue for change' is a great hook for new products or experiences, particularly when social proof or results are shown. Event intelligence and analytics will grow in significance as this and other areas of data collection are increasingly used to monitor and better events.

Looking Ahead

One of the main trends to come out of 2016 was the rise of live streaming of events. Conferences like Leadercast have been running events like this successfully, and although the industry initially thought this tech would ruin the offline audience, it's safe to say that's no longer a fear. According to First Sight Media Director Richard Belcher, it's not the future, it's the now. "Mark Zuckerberg, when asked 'what are you most looking forward to?' he said, 'I'm most excited about live video'. They're pouring a lot of money into live streaming with Facebook Live, and there's much more to come."

Virtual reality is another area of visual tech that will continue to impact eventing – from destination marketing to experiencing a conference. Belcher says the general consensus is that if you're a larger company or a large event, you should be offering VR, particularly if it's educational. A great example of this was SA Tourism's recent marketing campaign in the UK where they used VR headsets that allowed potential travellers to have a virtual tourism experience.

Again, mobile is on the move, and one of the biggest trends in this environment we're going to see is the integration of apps with mobile devices and wearables. QuickMobile recently released the first mobile event app with Apple Watch integration, while airlines such as British Airways and Emirates have Apple Watch apps for departure, arrival and change notifications. Hotels, too, are jumping on the bandwagon, with the likes of Starwood, Accor, InterContinental – and even Century City Hotel – using mobiles and wearables for room entry. 📱

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What the...?

There are also the incredibly imaginative technologies in the world – here's a look at some of the more event-related ones.

- **Fancy a helicopter flip?** Soon you might enjoy a ride in an autonomous passenger drone, which looks just like a baby copter. The EHang 184 can travel up to 10 miles and folds to fit in a parking spot.
- **The second generation HTC Vive**, a virtual reality headset, has a camera on the front to avoid unpleasant 'dips' into reality, ensuring you never have to remove the headset!
- **If waking early for a conference is not your thing**, maybe the Sensorwake 'olfactory' alarm can help. It releases scents of ocean, jungle, croissant and coffee into the room to wake you.
- **Too busy to care about your sleep?** The Oura, a wearable ring, can track your sleep patterns better than the fitness bands or watches we have today – plus it adapts to what you do during the day to provide advice on getting a better night's rest.
- **And if those disgustingly long airport corridors are getting you down**, Modobag has the answer: introducing the world's first rideable luggage. You're welcome.



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Meetings Africa 2017: Events Programme

DATE	EVENT	TIME SLOT	VENUE	ATTENDEES
16 November 2016	Event Greening Forum Greening Your Event Workshop	08:00 – 13:00	Sandton Convention Centre – Boardroom 1/2/3	Open for registration to all exhibitors and visitors. RSVP Lynn McLeod – lynn@eventgreening.co.za Cost - TBA
26 January 2017	Johannesburg Exhibitor Briefing Information-sharing session for Meetings Africa 2017 BONDay and Exhibition	TBC	Sandton Convention Centre – Committee Room 2	Open for registration to all exhibitors. RSVP Lorin Bowen – lorin@meetingsafrica.co.za
27 January 2017	Cape Town Exhibitor Briefing Information-sharing session for Meetings Africa 2017 BONDay and Exhibition	TBC	TBC	Open for registration to all exhibitors. RSVP Lorin Bowen – lorin@meetingsafrica.co.za
30 January 2017	Durban Exhibitor Briefing Information-sharing session for Meetings Africa 2017 BONDay and Exhibition	TBC	TBC	Open for registration to all exhibitors. RSVP Lorin Bowen – lorin@meetingsafrica.co.za
23 February 2017	Meetings Africa Golf Day Meetings Africa 2017 Networking Opportunity	07:00 – 15:00	Killarney Country Club	Open for registration to all Meetings Africa participants - RSVP Lorin Bowen – lorin@meetingsafrica.co.za
26 – 27 February 2017	SITE Educational Educational session for SITE Members	09:00 – 17:00	SCC – Committee Room 2 (Level 4)	Open for registration to all SITE members. RSVP Daryl Walthers – daryl@walthers.co.za
27 February 2017 BONDay	Association Day In conjunction with the ICCA Africa Chapter	09:00 – 17:00	SCC – Boardroom 1/2/3 (Level 2)	By invitation only
	IMEX-MPI-MCI Future Leaders Forum Top tourism students representing tertiary institutions from the Tourism Educators South Africa, competing for the International University Challenge at Meetings Africa 2017	09:00 – 17:00	SCC – Boardroom 6/7 (Level 2)	By invitation only
	Event Greening Forum Annual General Meeting	09:00 – 10:00	SCC – Ballroom 2 (Level 2)	Open for registration to EGF members. RSVP Lynn McLeod – lynn@eventgreening.co.za
	Exhibitor Educational Exhibitor educational session in conjunction with SAACI, SITE, EXSA, ICCA Africa Chapter	11:00 – 15:00	SCC – Ballroom 2 (Level 2)	Open for registration to all Meetings Africa exhibitors - RSVP Lorin Bowen – lorin@meetingsafrica.co.za
28 February 2017	Morning Live Live outside broadcast of SABC's Morning Live Breakfast Show	06:00 – 09:00	SCC – Exhibition Hall 1 (Level 0)	N/A
	The Meet-Up Session Speed Marketing session	09:00 – 13:30	SCC – Ballroom 2 (Level 2)	Corporates: Tshepo Maseko – tshepo@southafrica.net Exhibitors: Lorin Bowen – lorin@meetingsafrica.co.za
	Opening Ceremony Official opening ceremony of Meetings Africa 2017	09:30 – 10:10	SCC – Exhibition Hall 1 Restaurant Area (Level 0)	Open to all attendees
	Minister's Walk-Around The Minister of Tourism does his official walk-around of the Meetings Africa exhibition floor	10:40 – 11:30	SCC – Exhibition Hall 1 (Level 0)	N/A
	Business Talks A panel discussion on key business events matters on the African continent	14:00 – 15:00	SCC – Exhibition Hall 1 Foyer (Level 0)	Open to all attendees
	Meetings Africa Official Welcome Function	17:00 – 18:30	SCC – Ballroom 1/70 (Level 2)	Open to all attendees (Ts & Cs apply)
	The Meet-Up Sessions Corporate Buyer interaction with exhibitors and a speaker platform	09:00 – 15:00	SCC – Exhibition Hall 1 (Level 0)	Online registration
	Green Stand Awards Awards Ceremony for the top green stands at Meetings Africa 2017	15:00 – 16:00	SCC – Exhibition Hall 1 – SANCB Stand (Level 0)	Open to all attendees

Disclaimer: The Events Programme is subject to change



TGCSA SEES A SIGNIFICANT INCREASE IN GRADED ESTABLISHMENTS IN 2016

2016 is set to be the year of grading success for the Tourism Grading Council South Africa (TGCSA), a business unit of South African Tourism. The TGCSA Management Information (MI) mid-year reports indicate a significant increase of about 10% in graded establishments and/or rooms. This vast improvement is indicative of the tourism industry's commitment to quality assurance and also its pledge to contributing in greater means to the South African economy.

According to the report, the initial increase in graded establishments and rooms came in May and June 2016. This coincided with the launch of the Tourism Analytics Programme (TAP), an online-based system that collates guest reviews on tourism facilities on travel review platforms such as Bookings.com, Agoda and TripAdvisor.

The most significant increase in graded establishments happened in spring with a net increase of 69 new graded establishments joining the system during September and October 2016. During the same period, the TGCSA launched its coastal campaign targeted at establishments based in the coastal regions with the promise to partner with them in readying themselves for the Summer Holiday Season.

The TGCSA also partnered with VIA Tv Channel 147 on DStv and Ideas Magazine to produce the *'n Ster vir my Bed* reality show with local production house, Hi Mom. This 10-episode series showcased just how easy it is to transform an ordinary guesthouse, bed and breakfast or self-catering unit into a quality assured graded establishment by merely meeting the TGCSA minimum entry requirements and quality grading criteria.

This mid-year report suggests that South Africa's travel and tourism industry



Amanzi Island Lodge in Knysna is a TGCSA graded establishment © Amanzi Island Lodge

We appreciate the industry's support and trust in our system. Our aim to develop meaning partnerships with the industry and interact with them much more regularly is bearing fruit.

increasingly recognises TGCSA as the official quality assurance body for tourism products in South Africa and is dedicated to helping our country achieve the highest level of quality, promote optimal value for money and give 'customer expectation' the paramount position it deserves.

Chief Quality Assurance Officer Darryl Erasmus expressed his gratitude to the industry: "We appreciate the industry's support and trust in our system. Our aim

to develop meaning partnerships with the industry and interact with them much more regularly is bearing fruit. Let us continue towards positioning South Africa as a quality assured destination of choice for international and domestic leisure travel and business events."

To have your establishment graded visit the TGCSA website: www.tourismgrading.co.za/get-graded

ENGAGE WITH AfSAE AT MEETINGS AFRICA

Connect with a worldwide community of association practitioners.

The prime opportunity for AfSAE to engage with its members, potential members and other stakeholders is at the Annual Education Conference held again this year in conjunction with Meetings Africa. There is no better time or place for the industry to gather than at the largest business-events trade show on the continent. Attendees are primed to engage, learn and network – and that is what we are all about!


From the formal sessions to the networking time and then to the tradeshow floor, it is about finding others who are dealing with the same challenges that you are, and then finding solutions or

hearing alternative ideas and perspectives that may help you find an answer that you would not otherwise have had the opportunity to hear. As not-for-profit professionals we all have many of the same challenges, though our approaches may be quite different. We know what works for professional societies may not work for trade associations or cause-related organisations, but elements of their solutions may help you figure out yours!

Our 2017 Education Conference topics range from Association technology to finance, membership to strategy and many things in between. Our 2016 attendees asked for more time for

Questions and Answers and for more Roundtables for specific challenge areas. More of that self-directed time has been built into the schedule for 2017.

Three Keynote sessions will look at the value of bidding for International Meetings in your field, Top Trends in Association Management worldwide and an overview of Africa's political and economic position going into 2017 and the next few critical years.

All this and networking receptions and lunches to let attendees meet and share with each other. A great opportunity to extend your professional network and knowledge. 



AFRICAN SOCIETY
OF ASSOCIATION
EXECUTIVES

Who we are

We were created for African Association Managers and Volunteer Leaders by African Association Professionals. Formed in 2015 as the professional society for those within the not for profit management space and their supplier partners.

Our Purpose

1. To provide a forum for the education, training and sharing of knowledge about the practice of association or not-for-profit management in Africa.
2. To promote the association model and value of associations to national and continental development.

Contact Details

Telephone: 011 465 0334 | Email: info@afsae.org
Fax: 086 664 9767 | Website: www.afsae.org



Membership Benefits

1. Connect to the worldwide community of association and not for profit management practitioners
2. Create and build your own Continent-wide network of association management professionals
3. Join "communities of interest" and on-line "member only discussion groups" within the AfSAE
4. Receive discounted registration fees to AfSAE events
5. Access to exclusive content throughout the year delivered on-line through Afsae.org
6. Take advantage of discounts from supplier partners made available to AfSAE members
7. Vote as a professional member of AfSAE
8. Participate in leadership opportunities on Committees and Task Forces in AfSAE



Radisson Blu Hotel and Convention Centre Kigali © Carlson Rezidor



JSE Cape Town



The Grey Boutique Hotel exterior © The Grey



Spier Hotel Terrace

INVESTMENT IN MEETINGS INFRASTRUCTURE ON THE RISE

The African continent has seen significant investment in hotel and conferencing infrastructure over the last few years, with a number of venues and hotel chains upgrading their meeting offerings or expanding to accommodate the influx of business event delegates. We bring you a roundup of new and refurbished venues in the region.

Africa has seen billions ploughed into and invested into its hospitality and meeting venues sectors in 2016.

Large hotel groups such as Marriott, Starwood, and Sun International

have grown their portfolios, and at this year's Africa Hotel Investment Forum, many more investments were announced for the years ahead.

According to a recently released study by the W Hospitality Group entitled *Hotel*

Chain Development Pipelines in Africa 2016, the continent remains attractive to investors, with the total number of rooms in the pipeline up by almost 30% on 2015 – an extraordinary increase. This is largely due to growth in sub-Saharan



Radisson Blu Hotel and Convention Centre Kigali © Carlson Rezidor



Radisson Blu Hotel and Convention Centre Kigali Lobby © Carlson Rezidor

Africa, which includes AccorHotels' mega-deal in Angola, there they signed with AAA Activos LDA for the management of 50 hotels with over 6 200 rooms throughout the country, all under construction and many ready to open. The survey also found that in 2016, North Africa saw 87 new hotel developments and 278 in sub-Saharan Africa, bringing the total of new rooms

to 64 231. All except 14 African countries have signed with international chains for new hotels, and many more new venues can be expected in the next few years.

In this feature, we explore some of the jewels in South Africa and the wider continent to come out of these business deals, and the refurbished staple venues that you can expect to visit or attend a conference at in 2017.

New Venues to Look Forward to Kigali Marriott Hotel

In early October, the Kigali Marriott Hotel was completed and opened for business. The international conglomerate has partnered with Akilah Institute for Women so that 40 graduates can work and train in Marriott hotels, and through the Kigali property they have created 500 jobs. It has 254 rooms and 10 conference halls.

Golden Tulip Westlands Nairobi

Louvre Hotels Group inaugurated its eighth property in Africa with the Golden Tulip Westlands in April 2016. The hotel offers conference facilities for between 20 and 600 delegates, and also includes a gym, sports bar, rooftop swimming pool and high-end restaurants.

The Grey

A new boutique hotel in De Waterkant, Cape Town, The Grey was launched in December and features 13 double rooms with en-suite bathrooms, and stunning views of Table Mountain. Ideal for trendy travellers looking to explore the city, it offers the Pink Parrot rooftop bar and the famed Piano Bar downstairs for those seeking an intimate live music experience.

JSE Cape Town

The Johannesburg Stock Exchange has been one of the most significant contributors to the history and economy of South Africa since its inception 129 years ago. And now that this iconic company has a Cape Town venue, you can give your next conference space a touch of heritage, class and gravitas. >

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



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



© Namakwa Guest Farm



CTICC East Interior view of the concourse (via Future Cape Town)

According to Carol Crozier, Manager of JSE Company Services, the meeting space can accommodate 60 people for presentations and up to 100 for cocktail or networking events, and smaller rooms are available for business meetings. "We believe that the location is what sets this venue apart. We have ensured that it is close to asset managers so that clients are able to attract guests without taking them out of their way. The space is also completely flexible and lends itself equally to networking events, as well as full day conferences."

Namakwa Guest Farm

An exclusive property offering an idyllic experience in Namakwaland, this guest farm brings the best of comfort and nature to your doorstep. It is a family-run establishment of four-star quality offering breath-taking

views and events venues catering to up to 450 guests banquet style. They also have a lovely boardroom facility for up to 20 and a pool deck for cocktail events.

Fresh, Bold and Iconic Revamps Bulawayo Continental Hotel

In October 2016, Bulawayo Continental Hotel in Zimbabwe completed a US\$80 000 revamp, including an additional 10 rooms, and a conference centre extension. The venue can now accommodate 130 delegates, while plans are underway to establish another branch in Victoria Falls in 2017.

Cape Town International Convention Centre

CTICC's world-class convention space will double its existing exhibition capacity in early 2017 by adding 10 000m² of flexible space. The R832-million budget is jointly funded by the venue's

CTICC's world-class convention space will double its existing exhibition capacity in early 2017 by adding 10 000m² of flexible space. CTICC East will include a 40 000m² development alongside a new hospital.

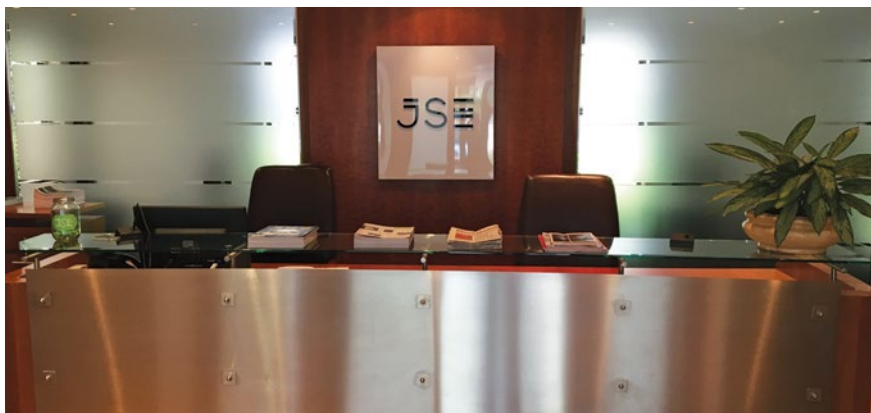
majority stakeholders, the City of Cape Town and the Western Cape Provincial Government. CTICC East will include a 40 000m² development alongside a new hospital. >



Side view of CTICC East (via Future Cape Town)

JSE LAUNCHES A CAPE TOWN EVENTS VENUE

Carol Crozier, Manager: JSE Company Services elaborates.



A Cape Town branch of the JSE events venues is an interesting concept. What led to the decision to extend the JSE's event offering to the Cape Town market?

The JSE has a number of clients based in Cape Town and the move to open our office was to enable more engagement with our corporate clients. This thinking led us to offer the space to clients for their events.

Which sector of the event market does this venue appeal to?

This is ideally suited for clients who wish to engage with their investors, however any corporate client wishing to host a seminar or have a networking cocktail event will find the venue perfectly located.

What facilities and amenities do you offer clients?

The Simonsberg room can seat 24 pax cinema style and 10 pax boardroom style. The Helderberg dining room can seat 6-8 pax. Table Mountain 1 can seat 60 pax cinema style or 32 schoolroom style. Table Mountain 2 can host 20 pax cocktail style. The Cedarberg bar area can accommodate six tables and leads onto a picturesque terrace.

How is the JSE's brand reflected in the design?

We have wanted to make sure that we offer a professional, corporate environment which is accessible to our clients. We believe that the JSE brand is about enabling and facilitating business and that the venue is designed around this premise.

Why should local and international event planners choose the JSE's Cape Town venue?

We believe that the JSE has been one of the most significant contributors to the history and economy of South Africa for the past 129 years and that having your event at our venues imparts the JSE gravitas and premier experience.

To receive special rates, use promo code: **EventJan**. *Terms and conditions apply. Promo code is valid until 31 March 2017.*

Contact details:

Tel: +27 11 520 7131
Email: companyservices@jse.co.za
Website: www.jse.co.za/events-and-facilities/venues



JSE



Cloud 9 Boutique Hotel and Spa

The 16-bedroom in Tamboerskloof, Cape Town, is being transformed into a 53-room hotel. R80-million has been invested in the Cloud 9 Boutique Hotel and Spa, which connects five heritage properties through a central reception and secluded courtyard. The venue also has spectacular views of the mountain from their rooftop bar.

Fancourt Hotel

Fancourt in George, Western Cape, has recently completed refurbishments to its conference facilities. These include fitted carpets and curtains, reupholstered furniture and new external doors and windows. The conference centre can host up to 400 delegates and has seven meeting rooms for smaller groups of 20-70 people.

Kenyatta International Convention Centre

In addition to announcing in September that Kenya will have an official convention bureau – currently housed at Kenyatta International Convention Centre – the venue has also announced that an expansion is in the works for 2017. The Ministry of Tourism plans to build another Tsavo Ballroom on the Comesa Grounds, and is also planning another convention centre in Mombasa in a 2.5 acre piece of land.

Kigali Convention Centre

President Paul Kagame launched the Kigali Convention Centre in July of 2016. The much-anticipated complex hosted the African Union Summit, and is operated by Radisson Blu under the brand Radisson Blu Hotel and Convention Centre Kigali. Valued at over US\$300 million, the centre includes a five-star hotel with 292 rooms, a conference hall for up to 2 500 delegates, several meeting rooms and an office park.

Lion Roars Hotels and Lodges

Lion Roars Hotels and Lodges has added new luxury safari tents to Hlosi Game Lodge and Bukela Game Lodge in the Amakhala Game Reserve in the Eastern Cape. Hlosi has eight additional tents including four for families, which include full en-suite bathrooms, air conditioners, electric blankets and minibars. The venues use energy efficient water and room heating facilities.

Protea Hotels

Protea Hotel by Marriot Durban uMhlanga

recently completed a massive expansion project with addition of a new 15-storey tower. The group has more than doubled its accommodation with the addition of 130 new bedrooms and is suited to both corporate and leisure travellers. Protea Hotel Cape Town Sea Point also recently opened its new conference facilities after a refurbishment. The venue can now seat up to 150 delegates and can also cater to exhibition stands.

Spier

A wine estate that's been around for the better part of two centuries, Spier now offers a newly refurbished Fair Trade-accredited hotel and conference centre with 12 meeting spaces including a formal conference space, exquisite boardrooms and wine-tasting venues – not to mention the historic Manor House. The estate offers unique, 'conscious conferencing' packages, while its hotel has 153 rooms clustered around six leafy courtyards, each with its own swimming pool.

Sun City

Sun City, situated in the North West province of South Africa, has undergone a five-year makeover that was finally completed in late November. Up to R1-billion was spent on the upgrades, with the theme park and resort expecting a million visitors over the holidays and beyond. New features include a fresh entertainment centre, a SA Hall of Fame, a flexible Sun Park indoor events area and outdoor space, a 24 hour Las Vegas-style party zone at Soho, and more.

The President Hotel

Cape Town's President Hotel announced in November it is undergoing an upgrade of facilities. It has just launched a newly refurbished conference centre which includes ergonomic wooden furniture from Germany, HD projectors and screens, as well as automated sound, lighting and aircon. It also offers access to high-speed internet. "Our conference and event facilities lend themselves to an almost inexhaustible range of adaptations to suit varying requisites, and the in-house events team is on hand to smooth organisation and preparation," says Jeremy Clayton, General Manager of the President Hotel. The current revamp includes a new Deck Bar and children's area for dedicated activities and educational toys. 📍



Hilton Nairobi Upper Hill © Hilton

In the Pipeline

- The Zimbabwe International Trade Fair (ZITF) is looking for US\$11-million to construct a 500-seater international convention centre in Bulawayo.
- Hilton is set to open Africa's tallest development – the US\$110-million Hilton Nairobi Upper Hill – in 2020. The 255 room property will be its 50th in Africa and will have meeting rooms of approximately 1 400m².
- Starwood Hotels and Resorts have announced the Sheraton Kigali, set to open in Rwanda in 2018 with 185 rooms and 15 apartments estimated to cost over US\$66-million.
- The V&A Waterfront in Cape Town has announced the construction of a restaurant and an event space at the Cruise Terminal in E Berth of the port. The upgrade totals R50-million.
- Peermont will be undertaking multi-million-rand hotel extensions and resort refurbishments. The group announced at INDABA 2016 that their two key hotels would see an additional 100 rooms added, as well as a variety of other refurbishments worth R168-million in total.

WORK HARD. PLAY *Fair*. STAY *Gentle*.

Our newly refurbished Fair Trade-accredited hotel and conference centre has been refreshed for 2017, using repurposed elements, natural materials, local skills and small scale producers.

Our hotel and conference centre is focused on doing business with integrity. Welcome to Spier Hotel and Conferencing. Located on a 300-year-old Stellenbosch wine farm, the hotel is surrounded by meticulously restored historic buildings and a pristine environment. At Spier there are 12 meeting venues with different capacities and ambience. Choices vary from our large and formal Conference Centre, to the hushed and historic Manor House. Our 153 rooms cluster around 6 leafy courtyards, each with its own pool. Spier is known for its custodianship of South African arts, nurturing people and community, and conserving, recycling and restoring with future prosperity in mind.

Our Conscious Conferencing packages plug into a more mindful approach. Excellent wines, farm-to-table food, seamless service and a welcoming spirit are all part of the conferencing experience at this recent Gold winner at the Virgin Holidays Partners in Sustainability Awards.

Spier is 20 minutes from Cape Town International Airport, and half an hour out of Cape Town.



R310 BADEN POWELL ROAD, STELLENBOSCH, 7600

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¹⁶⁹²
Spier



A CHAT WITH SA TOURISM CEO SISA NTSHONA

As Mr Sisa Ntshona takes on his role as South African Tourism's new Chief Executive Officer, we find out what we can expect in the months that lie ahead.



Sisa Ntshona, SA Tourism CEO

Mr Sisa Ntshona is the new head of SA Tourism, and he's entirely up for the challenge. Although he comes from a strong banking background, he's already set his sights on further promoting tourism in South Africa from a holistic, economic point of view. He speaks to the Event about this and more.

How have things been so far in your new role as CEO?

It's been awesome – very different from what I've traditionally done, having moved from banking into tourism. But it was a great decision and environment. I think something that's really attracted me to this position was its potential to contribute more to GDP than where it's currently at. And when you contribute more to GDP, you also end up lowering the unemployment rate, economic prosperity, and, and, and...

There is a very clear Treasury

mandate that I carry out that says the traditional contributors to GDP, such as mining and manufacturing, are going down. Tourism is our 'next gold'. So we'll make a business out of this thing and make sure it contributes more.

What are your goals and strategic plans, particularly in the following year, to grow tourism in and to South Africa?

I think the keyword is inclusive growth. We have one of the world's widest gaps in income equality, and what tends to happen is that when the economy does well, it only does well for certain segments of the population – but it leaves a whole lot of others behind. So I've got to maintain a delicate balance of growing the sector, but also making sure that it becomes inclusive to those that are outside of the economy.

As things automate – where robots literally replace people in the workplace in something that's being called the

fourth industrial revolution – tourism will mitigate that. Tourism touches on so many other sectors, and has what we call a ripple effect. It becomes a nice attraction for many other the industries in which we operate.

Business events, trade shows, exhibitions play a large role in bringing long-term tourists to SA. How are you hoping to grow that area of the sector?

Business tourism is huge and we've barely scratched the surface. If you just look at Sandton Convention Centre, CTICC, Durban ICC, they're usually busy throughout the year. And it's up to us to win a lot more convention bids to be held in this country. In fact, there's a wonderful term that was coined, 'bleisure', that is, business and leisure. People come here for a conference but while they're here they explore the country. What happens next is they want to come back with their family.



Indaba at the Durban ICC © SA Tourism

Another thing we've found is that business tourism brings numbers. So with one conference we'd have 2 000, 3 000, 4 000 delegates, and that in itself keeps a healthy volume of foot traffic. It also touches on other economic areas such as retail, restaurants, etc.

What about pre- and post-event tours and incentive travel industries?

This again is an extension of business tourism. We've got to make South Africa an aspirational place for people to want to come and spend their holidays or travel to. It requires that we position this country as idealistic, as a country that offers so many different experiences – in the same way that the likes of Mauritius has done with incentive travel.

Are there any other sectors that you're hoping to focus on in 2017?

Oh, right across the board! But sports tourism has become something that we really want to focus on, both domestic and internationally. For example, our PSL is the richest soccer league on the African continent yet our stadiums are mostly empty. So how do we use that as part of the tourism experience where you basically follow your team around the country?

We've also got wonderful golf courses that are on par with any course in the world. We know Americans and South Asians are crazy about golf, so it's looking at how we use that as a magnet to bring people to our golf courses.

There's also medical tourism in the sense that because of exchange rates, we're very affordable for the rest of the world, yet we've still got quality private care facilities across the country. So we have people coming here for a 'nip and tuck', who spend another week recovering in the bush and then go back happy – and no one knows where they've been. So it's in the packaging of all we have to offer that will drive more tourism to SA.

In this holiday season which places would you recommend for going a Sho't Left?

Sho! It's like asking me to choose who my favourite child is! I think it depends if



Meetings Africa © SA Tourism

As things automate – where robots literally replace people in the workplace in something that's being called the fourth industrial revolution – tourism will mitigate against that. Tourism touches on so many other sectors, and has what we call a ripple effect.



View of Cape Town's stunning beaches 'beach, bush and berg' of South Africa © SA Tourism

you're a beginner or a seasoned traveller. If you're a beginner, you'll want to find something you're comfortable with or are curious about. If you've never been to the beach, you have so many options on our fantastic coast. The seasoned traveller

stays away from the hustle and bustle and chooses a secluded safari or trip to the mountain. It really depends – and that's the beauty of South Africa. It offers something for everyone, from a one-star camping tent to a six-star experience. 🌟



© ibtm world

INSIGHTS INTO SOUTH AFRICA'S MEETINGS INDUSTRY REVEALED AT IBTM CONFERENCE

The South Africa National Convention Bureau (SANCB) unveiled the preliminary results of its three-year study into the South African business events industry at the IBTM World conference in Barcelona, Spain.

Extracts from the study, based on two years of research, were shared with key decision-makers and media at the leading global event for the meetings and events industry, ahead of the final findings being released in 2017.

Using methodology employed by the United Nations World Tourism Association as a benchmark, the study is aimed at gaining a broader understanding of the South African meetings industry and its contribution to the local tourism economy.

The research, commissioned by the SANCB and conducted by Ground Control Research in conjunction with Grant Thornton auditors, is being compiled using information from interviews with delegates, organisers and venues.

Data collected so far reveals fascinating delegate and market behaviour patterns that are emerging in relation to the international association conferences hosted in South Africa.

"We are so excited about this study because it contains insights which will prove to be invaluable to planners looking at South Africa as a potential destination for their business events. It will enable them to organise quality events armed with a closer, more intimate knowledge of our country," says Amanda Kotze-Nhlapo, Chief Convention Bureau Officer at the SANCB.

Among the insights gleaned so far are:

In 2014 and 2015, the main source markets for business events closely mirrored South Africa's core leisure tourism markets. Delegates chiefly hailed from the United States, the United Kingdom, Nigeria, Turkey, India, Australia, Germany, China, France and Kenya. This is a significant finding,

bearing in mind South African Tourism's strategy to convert more international business travellers into leisure tourists.

Accommodation market "disruptors" such as peer-to-peer homestay websites have not yet had a significant effect on the South African business-events industry, with traditional accommodation options still dominating. Between 69% and 85% of international delegates are still booking into hotels and a growing number are opting for guesthouses, game lodges and bed-and-breakfast establishments while attending business events.

The places that were visited most during the period under review were the urban centres of Johannesburg, Cape Town and Durban, but Sandton, Bloemfontein, Pretoria, Port Elizabeth, Polokwane and Pietermaritzburg were also in the mix. Tourist destinations such as the Drakensberg, Pilanesberg, Soweto, Sun City, Parys, Rustenburg, the Kruger Park, Hermanus, Franschhoek

and Stellenbosch also featured strongly in delegates' itineraries, suggesting an overlap of business and leisure tourism

Approximately half of the delegates interviewed spent between six and 10 days in South Africa on their business trip during the two years under review. During the same period, a significant proportion stayed for between three and five days, but only about 10% visited for 11 to 15 days. This data suggests that efforts need to be redoubled to extend delegates' length of stay by formulating and promoting attractive leisure tourism add-ons to business trips.

About half of business delegates are accompanied by one other person on their trips to South Africa, and a significant number are joined by three or more fellow travellers. Whether they are accompanied by colleagues or family members, these delegates could be encouraged to extend their stay in order to experience South Africa's leisure tourism attractions.

The full report, containing three years

Whilst the business-events industry has a significant economic contribution, the impact thereof is way beyond that of tourism, with an even stronger effect on the knowledge economy.

of research data and insights, will be made available at Meetings Africa at the Sandton Convention Centre in Johannesburg, South Africa, from 27 February to 1 March 2017.

"This research, together with our performance numbers, is proof that South Africa has a capable business events industry. The insights from this research allow us to further cater to conference delegates," adds Kotze-Nhlapo.

"Whilst the business-events industry has a significant economic contribution, the impact thereof is way beyond that of tourism, with an even stronger effect

on the knowledge economy. Through this industry, sharing and distribution of knowledge, as well as collaborations, South Africans attending these events gain new knowledge which generates new ideas that lead to innovation and further growth in our economy," concludes Kotze-Nhlapo.

South Africa hosted 90 international and regional association conferences between January and October 2016. The estimated economic impact of these conferences is over a billion rand (about \$70-million), with the total number of delegates estimated at 60 911.



ibtm world welcome reception © ibtm world 2016



Opening ceremony at ibtm world © ibtm world 2016



ibtm world 2016 © Natalia Cedres



A session at ibtm world 2016 © ibtm world



SOUTH AFRICA REMAINS RESILIENT IN OFFERING INNOVATIVE BUSINESS EVENTS AND INCENTIVES

South Africa has always led continental partnerships aimed at growing local industries. This in turn contributed towards growing continental capacity and ultimately spearheaded substantial transformation in Africa, so said Amanda Kotze-Nhlapo, Chief Convention Bureau Officer at the South Africa National Convention Bureau.

"As a country, we may have experienced numerous challenges in recent times. But, it is such challenges that fundamentally make our country a vibrant and innovative environment," Kotze-Nhlapo elaborates. "Such experiences stimulate us to come up with real solutions to address real challenges that one will not necessarily get in first world countries. This is how we, as a country, remain resilient in innovation and breakthroughs."

Accordingly, South Africa has developed ground-breaking approaches to business events, amongst which is Meetings Africa 2017, facilitating the conversion of its gains into long-term economic stability and sustainable growth. Not only for itself however, but for the African continent as a whole. More so, the global meetings industry now recognises Africa as a sought-after destination. In light of this, Meetings Africa showcases Africa's diverse offering of services and products where African associations and African meetings industry professionals can partner to help transform the continent.

"The business-events industry is a great driver of economic development and South Africa's business-events strategy is focused on building and accelerating its knowledge," she added. "Meetings Africa is not just another trade show,



Amanda Kotze-Nhlapo

but an experience that is packed with insightful discussions and opportunities to network with industry players."

For 2017, Meetings Africa will ensure that all attending buyers are exposed to products and services which prove that Africa is a great place to host meetings, incentives, conferences and exhibitions. This will then leave room for African countries to work together to become a strategic international force, pioneering coherent and inclusive development plans for the world.

While Africa hosts hundreds of international association meetings held around the world, on a yearly basis, this is still a very small percentage of the global meetings market. Therefore, the continent is not yet globally competitive. From a South African perspective, the stature as the

Meetings Africa has generated quick wins for the business-events industry on the entire continent.

leading host destination for international association meetings is well established in spite of the 2015 drop in rankings.

Kotze-Nhlapo said: "The international association industry is a very competitive market, and it is driven by membership-growth opportunities. Many of these rotating conferences have never been to the African continent, and Africa offers them a growth opportunity that cannot be matched by any other continent. This is a powerful endorsement of our country's professionalism and excellent infrastructure."

To date, Meetings Africa has generated quick wins for the business-events industry on the entire continent. Furthermore, the South Africa National Convention Bureau developed dedicated corporate buyers' programmes at the event.

"These are aimed at strengthening and growing collaboration on the continent and this created new opportunities for the industry. This was in keeping with the global trend that national and corporate meetings events are just as important as international business events in growing the industry. As a result, seeing Africa as of little consequence will turn out to be a disastrous mistake," Kotze-Nhlapo concluded. 📍

UNPACKING THE HOSTED BUYERS ADVANTAGE



The Media Face Off event at Meetings Africa 2016 © Reg Caldecott

In recent years, hosted buyer programmes have become popular in the meeting and event industry. It's a concept that was designed by Ray Bloom, founder and director of the IMEX Group as a more structured way for buyers to engage sellers during the trade show, based on their needs and requirements. Keeping up with best practices in meetings and conferencing industry, in 2013 Meetings Africa introduced the first qualification process to improve the quality of the programme.

Exhibitors know that the traditional trade show isn't the easiest way to provide measurable sales ROI so they do not want to stand in a booth all day hoping for a buyer that may have business to stroll by. Exhibiting becomes more worthwhile if they can schedule meetings with buyers they know for certain want and need their specific product and services.

Hosted buyers are selected from applications of prospective buyers. The pre-selection criteria include categories such as geographical representation, purchasing power and the potential for business. Once confirmed as a buyer, online matchmaking appointments with sellers (i.e. registered exhibitors) are

scheduled to maximise their time and value at the exhibition. Relationships are established pre event so onsite face-to-face appointments are productive. The key benefit for both parties is the time efficiency with real business on the line.

Generally the qualified buyer will have most of his or her travel expenses paid for by the show planner. That is where the name "hosted buyer" comes from. In most cases, the buyer receives dedicated face time with supplier participants, attends the entire exhibition for free and experiences valuable education, earning clock hours to enhance his or her career.

Meetings Africa's hosted buyers

programme has three categories; International hosted buyers, Local Corporate Hosted Buyers and African Associations Hosted Buyers. These buyers will have the unique opportunity to meet key industry suppliers from over 15 African countries; receive invitations to exciting networking events; educational events with a line-up of thought provoking speakers and facilitators and a personalised diary of meetings enabling the buyers to have one-on-one meetings with key African suppliers, Convention Bureaus and Tourism Bodies. All buyers receive complimentary economy-class flights and transfers as well as complimentary 4* and 5* accommodation. They will be accommodated in the VIP Hosted Buyers Lounge on the trade floor where continental lunches will be provided. African Associations, also receive the opportunity to attend that will enhance individual and associations' knowledge.

Perhaps the ultimate benefit of being a hosted buyer at Meetings Africa is that the meeting is hosted by the South Africa National Convention Bureau and buyers are invited on a complimentary pre or post tour where they can explore the destination offerings of South Africa.

If you would like to be invited to apply as a buyer, then visit Meetings Africa 2017 website and give your future meetings the advantage.

Courtesy of the South Africa National Convention Bureau

Perhaps the ultimate benefit of being a hosted buyer at Meetings Africa is that the meeting is hosted by the South Africa National Convention Bureau and buyers are invited on a complimentary pre or post tour where they can explore the destination offerings of South Africa.



IFES MASTERCLASS 2016

Almost 40 marketing professionals, architects, designers and project managers gathered for the first IFES Masterclass in Cape Town.

The Masterclass aimed to support networking, exchange knowledge, and enhance professionalism in cooperation with local exhibition industry associations.

The IFES Masterclass, held in late November at the Cape Town International Convention Centre, comprised keynote presentations, best practice examples and interactive workshops, punctuated by memorable dinners at some of the Cape's finest restaurants.

The target group of the IFES Masterclass is IFES members and friends of the exhibition industry, that are experienced and well educated,

and hold leading positions with high responsibility. The theme of the Masterclass was 'Translating Marketing Messages into Exhibitions and Events', which encompassed a 360-degree view from different perspectives linked to the exhibitions industry, explaining how to translate marketing content into relevant industry messages.

Andrew Ross gave an enthralling presentation entitled 'The Future of Events and Exhibitions – The Missing Link', which focused on information overload and the impact of real time messages on exhibitions and events. "Start from the assumption that people don't care", says

Andrew, "Communications and marketing need to break through the clutter just to be seen. The modern consumer wants to contribute, demands attention, has opinions, wants to feel engaged, and has a voice. 80% of consumers don't care if a brand disappears from their lives. Shift happens, and there needs to be disruption in exhibitions and live events."

Other keynote speakers included Karla Juegal, Stefan Ebling, Klara Tiyani, Eddie Choi, and Allesandro Barbisotti. A tremendous thank you goes to Scan Display, and IFES Treasurer Justin Hawes for making the IFES Masterclass in Cape Town such an excellent event. 📌



SCC WELCOMES NEW STAFF MEMBERS AHEAD OF JAM-PACKED YEAR

Nasrin Hoosen and Daksha Vallabh have joined the SCC team.

2016 has been a year of positive change and growth at Sandton Convention Centre with two new key appointments: Nasrin Hoosen, has been appointed as Sandton Convention Centre's new International Sales Manager; while Daksha Vallabh joined the Sandton Convention Centre team as Exhibition Sales Manager.

Says SCC General Manager, Shaun Bird of these appointments: "These dynamic women will breathe new life into these key positions. We are excited to tap into the wealth of knowledge they are bringing with them."

Nasrin is positive about the industry and enthusiastic about her sojourn at Sandton Convention Centre: "My approach to my new role at SCC will involve working with internal and external stakeholders to develop international business for SCC, to the benefit of the greater metropolitan area. I intend to work closely with local tourism associations and convention bureaus to bring international conferences to Sandton."

As an avid follower of industry trends and developments, Nasrin is passionate about international travel, and the thriving MICE industry. She is hooked by the never-ending challenge of selling space and is - by her own admission - always looking for better ways to prospect, engage people, overcome obstacles, and beat tough competitors. Every day is an adventure in her diary!

Daksha Vallabh joined the Sandton Convention Centre team as Exhibition Sales Manager in October 2016 bringing with her many years of experience in the industry, as well as in other sectors.

Her interest in the exhibition industry took root when she was approached by Kagiso Exhibitions and Events to be an



Daksha Vallabh — SCC's newly appointed Exhibition Sales Manager.

event organiser and run their exhibitions. She studied further and achieved a national diploma in Exhibitions, Events and Conference Management from Damelin in 2006 and a certificate in Project Management from Wits University in 2009.

She identifies highlights in her career as "planning and project managing Meetings Africa, one of the biggest business tourism exhibitions in Africa; the exhilarating opportunity to travel abroad to manage the South African Tourism Pavilion at various international exhibitions; my position as Key Accounts Manager for Associations at Sun International; and more recently, my new position at Sandton Convention Centre. I have always admired the culture at SCC and I regard this position as a major highlight in my career."

Vallabh's position at SCC entails

maintaining good relationships with exhibition organisers whose exhibitions are hosted by the SCC, while also sourcing new exhibitions. "It's exciting to promote the SCC as a venue because it is ideal with all the world-class facilities necessary for exhibitions, as well as its location in the heart of Sandton, the business hub of South Africa, and close to many reputable hotels, including several Tsogo Sun hotels."

Her years of varied experience in the industry, the relationships she has built up over the years, as well as her passion for the industry, have prepared her well for her position at SCC. Meeting her clients' needs and working side-by-side with a great and highly efficient team of people in such a prestigious venue makes her new role even more appealing and exciting.

Vallabh acknowledges that the industry in South Africa does face the challenges of overcoming international perceptions of safety and security issues here as well as a turbulent political climate, but "we have a very dynamic team that has fresh and innovative ideas on how to grow our respective portfolios – and I have no doubt that the SCC will continue to be a leading host venue for major international events."

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



**SANDTON
CONVENTION CENTRE**

Johannesburg | South Africa



© Safari Park Hotel gardens

KENYA

A hub of tourism in East Africa and home to some of the most famed natural settings on the continent, Kenya has a strong business-events industry to match.

Kenya has long been known as the go-to country in East Africa for meetings, incentives, conferences and events. Located near the Horn of Africa and flanked by Somalia, Ethiopia, Rwanda, Tanzania and Uganda, it is a tourism leader in the region.

The nation has been plagued in recent years by terror attacks, most notably the Westgate Mall saga. These days, however, stronger brand recognition, an improved security climate and higher impact capacity are driving growth in the business-events sector. It saw 117 630 foreign arrivals in 2015 which took part in business-events activities – 15.6% of all international tourist arrivals for the year.

To further boost the sector, Najib Balala, Cabinet Secretary for Tourism,

announced in September 2016 the formation of a special task force to establish a Kenya Convention Bureau. This is under the purview of the Kenyatta International Convention Centre and the Kenya Tourism Board.

"Incoming conferences will be positive for tourism, and will also create confidence," Jacinta Nzioka Mbithi, CEO of the KTB, told Oxford Business Group recently. "Significant improvements have been made in terms of security, while media spending has also surged, which has helped perceptions."

In 2016, it hosted the UN Conference on Trade and Development, the Tokyo International Conference on African Development, and the Africa Green Revolution Forum 2016. 2017 will see Kenya host the Africa Health Agenda

International Conference, Power and Energy Kenya, and the Oil, Gas and Mines Africa Exhibition and Conference. Kenya is also working to solicit new events and will be bidding for the 2018 SKAL Global Congress.

Key Venues

Kenyatta International Convention Centre

An internationally renowned venue within walking distance of several five-star hotels, Kenyatta International Convention Centre hosts over 40 exhibitions annually. It is equipped with world-class infrastructure to host small, medium and large events of up to 4 000 delegates in its 17 conference and meeting venues. KICC also has Simultaneous Interpretation Equipment with a capability of up to seven languages, as well as a modern business centre. For more info, visit www.kicc.co.ke.

Located near the Horn of Africa and flanked by Somalia, Ethiopia, Rwanda, Tanzania and Uganda, it is a tourism leader in the region.

Kenyatta International Convention Centre

Meeting Place	Specifications	Plenary
Tsavo Ballroom A and B	2 666m ²	5 000 theatre, 4 000 cocktail, 3 200 classroom, 2 500 banquet
Amphitheatre	2 666m ²	800 tiered seating
Aberdare and Lenana Halls	355m ² and 295m ²	500 maximum pax, 300 theatre, 200 classroom, 150 banquet
Shimba Hills Room	205.41m ²	150 theatre, 120 classroom
Comesa Grounds	7 497m ²	N/A (outdoor venue)

Safari Park Hotel

The Safari Park Hotel, also located in Nairobi, is an African gem with a wide selection of conference venues. It is one of the largest conferencing

spaces in the country, and offers up to 20 meeting spaces, each with breakout areas. It can hold up to 1 000 delegates theatre style. For more info, visit www.safaripark-hotel.com.

Safari Park Hotel		
Meeting Place	Specifications	Plenary
Jambo Conference Centre (Tsavo, Amboseli, Samburu)	630m ² with partitions accommodating smaller functions including a dedicated holding room and integrated selection of syndicate rooms	1 200 maximum pax, 1 000 cocktail/theatre, 550 banquet
Mt Elgon D	184m ²	150 cocktail/theatre, 100 banquet
Kumbaya Room	156.75m ²	150 theatre, 100 cocktail, 60 banquet
Boragia Room	78.5m ²	50 theatre, 40 banquet, 35 classroom
Mt Kenya D	67.5m ²	40 cocktail, 30 theatre, 25 classroom

Incentive Travel Products

As the land of safaris, it's not uncommon for DMCs to arrange game experiences in Kenya. Lake Nakuru offers observers the delight of viewing up to a million flamingos in the greatest bird spectacle on earth, while the Amboseli National Park at the foot of Mount Kilimanjaro is one of the

best places in Africa to come up close and personal with free-ranging elephants.

Kenya also has a number of coastal water-sport options such as scuba-diving, snorkelling, water skiing or surfing. Ali Barbour's Cave Restaurant in Diani offers a unique dinner experience ten metres below ground in an open air coral cave.



Mount Longonot Kenya © Lisa H, Unsplash



Kenya International Convention Centre © via mapio.net



Access

Jomo Kenyatta International Airport in Nairobi is the main gateway to East Africa. It services both local and international carriers and offers connections to other cities in the region. Airlines flying to Nairobi include:

- Air Arabia
- Air India
- Air Mauritius
- Air Seychelles
- Air Tanzania, Saudi Arabia Airlines
- British Airways
- Egypt Air
- Emirates
- Ethiopian Airlines
- Etihad Airways
- Gulf Air
- Kenya Airways
- KLM Royal Dutch
- Qatar Airways
- South African Airways
- SwissAir
- Turkish Airlines



Climate

Thanks to its location on the equator, Kenya has a **hot climate** with a rainy season and a dry season. The country's coastal climate ranges from **tropical** along the coast to **hot and arid** in the interior.



Currency

Kenya Shilling	South African Rand (ZAR)	US Dollar (USD)	Euro (EUR)	Chinese Yuan
50.00	6.69	0.49	0.46	3.67



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Balloon over the Serengeti in Kenya © Wajahat Mahmood



KWAZULU-NATAL

A region of unparalleled and diverse natural beauty, KZN also offers a paradise of venues and hotels to accommodate all kinds of conference and event needs.

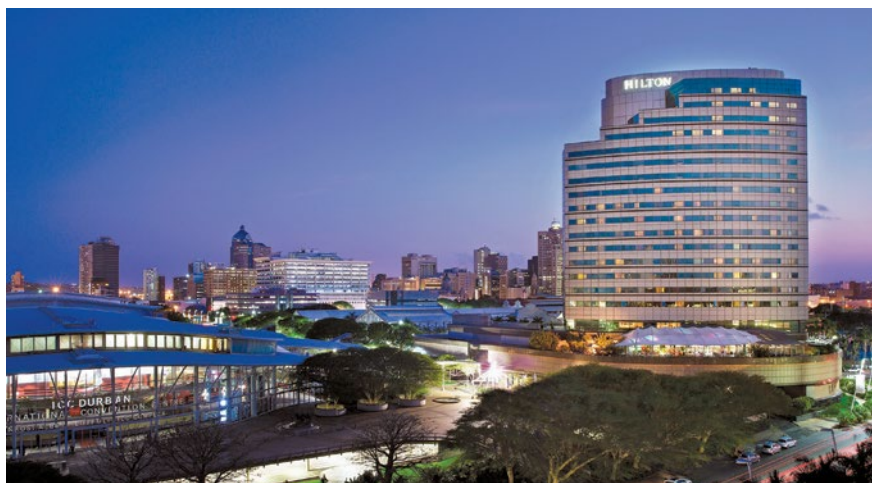
One of SA's tourism capitals, KwaZulu-Natal is an adventure paradise. It offers a myriad panoramas and natural attractions that lend themselves to some incredible outdoor activities. From Durban's popular Golden Mile of excellent beaches to the uKhahlamba Drakensberg Park and iSimangaliso Wetland Park – its beauty is breath-taking.

Coupled with some fantastic tourism options is the province's strength as a business-events leader. Not only has Durban won many accolades for its exceptional services in the conferencing sector, but the world-renowned Durban ICC ranks among the top 15 convention centres in the world, and was a finalist in the 2016 AIPC Apex Awards for Best Client Rated Convention Centre. "It is a great honour for our dedicated and passionate team to receive this tribute. This accolade emphasises our position as Africa's leading convention centre, a title which we strive to live up to every day," says Durban ICC CEO Lindiwe Rakherebe. The World Travel Awards also honoured the ICC for the 15th time in 2016, demonstrating their ability to deliver remarkable, memorable events of any kind consistently. It has ICC hosted a number of high-profile conferences, awards and events such as the 21st International AIDS Conference in July last year that saw over 18 000 delegates in attendance.

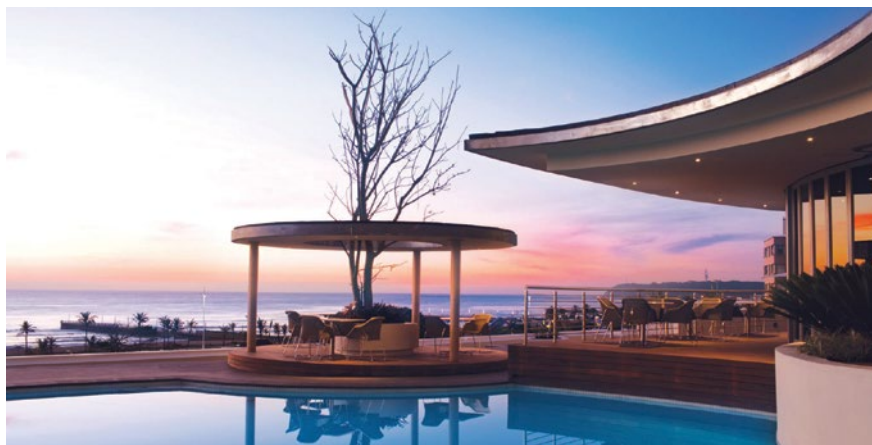
Key Venues

Durban International Convention Centre

Durban ICC is an award-winning venue with world-class facilities. It caters to the needs of local and international conferences, special events and exhibitions, and has an intelligent design with flexibility for all sorts of meeting needs. All convention halls are multi-purpose, while the centre also offers internet connectivity and caters to up to 12 000 delegates for plenary sessions and 5 000 banquet style. For more info, visit www.icc.co.za.



Durban ICC against the city's skyline © Wan Ifra



View from the pool of Durban © Southern Sun Elangeni and Maharani

Durban International Convention Centre

Meeting Place	Specifications	Plenary
Main Convention Hall	11 600m ² (Can be subdivided into 22 separate halls of various sizes using operable walls)	12 000 maximum pax
Hall 1 (Hall of Stars)	1 448m ² (divisible into Halls 1A – 1B)	1 000 theatre, 750 classroom 500 banquet (plated)
Hall 2	2 760m ² (divisible into Halls 2A – 2H)	2 500 theatre, 2 200 cocktail 1 350 classroom
Hall 3	2 346m ² (divisible into Halls 3A – 3C)	2 000 cocktail, 1 800 theatre 1 000 banquet
Hall 4	1 628m ² (divisible into Halls 4A – 4D)	1 400 theatre, 960 classroom 640 banquet (plated)
Hall 5	1 656m ² (divisible into Halls 5A – 5D)	1 500 cocktail, 1 400 theatre 600 banquet (plated)
Hall 6	612m ² (divisible into Halls 6A – 6B)	400 cocktail, 300 theatre 230 classroom

Southern Sun Elangeni & Maharani

Southern Sun offers a number of quality meeting spaces in their hotels in Durban, however the best known venue is the Elangeni & Maharani, situated on Durban's beachfront, and is well-versed in catering to a large conference's accommodation and

conferencing needs. Elangeni & Maharani offer a number of meeting spaces with its largest plenary being 500 theatre style. It hosts Durban FilmMart and various events for the annual Loerie Awards in August. For more info, visit www.tsogosun.com/southern-sun-elangeni-maharani.

Southern Sun Elangeni & Maharani		
Meeting Place	Specifications	Plenary
Great Ilanga	420m ²	500 theatre/cocktail, 400 classroom, 350 banquet
Small Ilanga	258m ²	150 cocktail, 100 theatre, 80 banquet
Suites 1-5	564m ²	500 cocktail, 400 banquet
Umgeni and Congella	142m ²	100 cocktail, 80 theatre, 60 classroom/banquet
Sky	293m ²	150 cocktail, 120 banquet

Incentive Travel Products

As home to the historic Battlefields, the Valley of a Thousand Hills, iSimangaliso Wetland Park – a World Heritage Site – blue flag beaches and the incredible natural beauty the Wild Coast holds,

KwaZulu-Natal is full to the brim with natural wonders that will keep any incentive traveller content. From game experiences to adventure tourism, deluxe shopping malls to health and wellness spas, there's something for everyone in KZN.



© SA Tourism

The World Travel Awards also honoured the ICC for the 15th time in 2016, demonstrating their ability to deliver remarkable, memorable events of any kind consistently.



Durban ICC © SVA International



Access

As one of SA's busiest port cities, Durban is both an air and sea gateway to South Africa. King Shaka International Airport connects both local and international carriers to the region. Airlines flying to Durban include:

- South African Airways
- Mango Airlines
- Kulula Airlines
- British Airways
- Emirates
- Turkish Airlines
- Qatar Airlines
- Ethiopian Airlines



Climate

KwaZulu-Natal has a sub-tropical climate with a hot, humid summer and rainfall from September to April. It is ideal for year-round holidays and events thanks to its warm weather.



Currency

South African Rand (ZAR)	US Dollar (USD)	Euro (EUR)	Chinese Yuan
50.00	3.71	3.36	25.16



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JANUARY

MEETINGS MOROCCO

12 – 13
MARRAKECH, MOROCCO

IITM COCHIN

12 – 14
KOCHI, INDIA

INTERNATIONAL CONFERENCE ON ACUTE CARDIAC CARE

15 – 17
TEL AVIV, ISRAEL

WORLD FUTURE ENERGY SUMMIT

16 – 19
ABU DHABI, UAE

INTERNATIONAL TOURISM TRADE FAIR (FITUR)

18 – 22
MADRID, SPAIN

SYTA SUMMIT

22 – 25
ALBERTA, CANADA

MULTIMODAL WEST AFRICA

24 – 26
LAGOS, NIGERIA

AGRITECH EXPO TANZANIA

26 – 27
ARUSHA, TANZANIA

EMITT

26 – 29
ISTANBUL, TURKEY

ADVANCES IN CEMENT AND CONCRETE TECHNOLOGY IN AFRICA

27 – 29
JOHANNESBURG, SOUTH AFRICA

POWER TECH AFRICA

30 – 31
NAIROBI, KENYA

FEBRUARY

INVESTING IN AFRICAN MINING INDABA

6 – 9
CAPE TOWN, SOUTH AFRICA

IBTM ARABIA

7 – 9
ABU DHABI, UAE

ICT 2017

7 – 9
LEUVEN, BELGIUM

ESMO SUMMIT AFRICA 2017

10 – 12
CAPE TOWN, SOUTH AFRICA

AFRICABUILD LAGOS

14 – 16
LAGOS, NIGERIA

SIGN AFRICA EAST LONDON

15
EAST LONDON, SOUTH AFRICA

MY BUSINESS EXPO JOBURG

15 – 16
JOHANNESBURG, SOUTH AFRICA

NSBC SUMMIT

15 – 16
JOHANNESBURG, SOUTH AFRICA

SATTE 2017

15 – 17
NEW DELHI, INDIA

AFRICA MARKETING WEEK

15 – 16
CAPE TOWN, SOUTH AFRICA

INTERNATIONAL CONFERENCE ON CLIMATE CHANGE

16 – 17
COLOMBO, SRI LANKA

CAPE TOWN ART FAIR

17 – 19
CAPE TOWN, SOUTH AFRICA

INTERNATIONAL YOUTH LEADERSHIP CONFERENCE AFRICA

19 – 25
CAPE TOWN, SOUTH AFRICA

SOLUTION FOR AFRICA CONFERENCE AND EXHIBITION

21 – 22
JOHANNESBURG, SOUTH AFRICA

AFRICA ENERGY INDABA

21 – 22
JOHANNESBURG, SOUTH AFRICA

SOLAIRE EXPO MOROCCO

21 – 23
CASABLANCA, MOROCCO

WAIPEC

21 – 23
LAGOS, NIGERIA

AIR CARGO AFRICA

21 – 23
JOHANNESBURG, SOUTH AFRICA

ECOMMERCE MONEY AFRICA CONFEX

22 – 23
CAPE TOWN, SOUTH AFRICA

AVIATION AFRICA

22 – 23
KIGALI, RWANDA

ACE OF MICE EXHIBITION

22 – 24
ISTANBUL, TURKEY

JOHANNESBURG HOMEMAKERS EXPO

23 – 26
JOHANNESBURG, SOUTH AFRICA

ULTRA SOUTH AFRICA

24 – 25
CAPE TOWN AND JOHANNESBURG,
SOUTH AFRICA

AFRICA REGION CONFERENCE

24 – 1 MARCH
OUAGADOUGOU, BURKINA FASO

MEETINGS AFRICA

27 – 1 MARCH
JOHANNESBURG, SOUTH AFRICA

AID AND INTERNATIONAL DEVELOPMENT FORUM AFRICA SUMMIT

28 – 1 MARCH
NAIROBI, KENYA

WORKING WORLD EXHIBITION

28 – 2 MARCH
PORT ELIZABETH, SOUTH AFRICA

31ST HPV 2017

28 – 4 MARCH
CAPE TOWN, SOUTH AFRICA

MARCH

DESIGN INDABA CONFERENCE

1 – 3
CAPE TOWN, SOUTH AFRICA

THE BLOCKCHAIN AFRICA CONFERENCE

1 – 3
JOHANNESBURG, SOUTH AFRICA

SAMSIG 2017

5 – 12
SERENA SERENGETI, TANZANIA

AFRICA TRADE SUMMIT AND EXPO

6 – 8
CAPE TOWN, SOUTH AFRICA

AFRICA NEW ENERGY

7 – 8
CAPE TOWN, SOUTH AFRICA

PROPAK EAST AFRICA

7 – 9
NAIROBI, KENYA

AFRICA HEALTH AGENDA INTERNATIONAL CONFERENCE

7 – 9
NAIROBI, KENYA

EAST AFRICAN PETROLEUM CONFERENCE AND EXHIBITION

8 – 10
BUJUMBURA, BURUNDI

OPEN EDUCATION GLOBAL CONFERENCE

8 – 10
CAPE TOWN, SOUTH AFRICA

SIGN AFRICA CAPE TOWN

15 – 16
CAPE TOWN, SOUTH AFRICA

CSAE CONFERENCE

19 – 21
OXFORD, UNITED KINGDOM

SACPM 2017

27 – 31
JOHANNESBURG, SOUTH AFRICA

POWER AND ELECTRICITY WORLD AFRICA

28 – 29
JOHANNESBURG, SOUTH AFRICA

THE SOLAR SHOW AFRICA

28 – 29
JOHANNESBURG, SOUTH AFRICA

THE WATER SHOW AFRICA

28 – 29
JOHANNESBURG, SOUTH AFRICA

**Adriaan Liebetrau**

**Outgoing Chief
Executive Officer
at SAACI**

SAACI 2016 HIGHLIGHTS

The Southern African Association for the Conference Industry (SAACI) is celebrating a very successful 2016 and is excited about what the new year will bring – another big year for the association as they'll be celebrating 30 years of professionalising the business events industry in Southern Africa and their 31st congress.

From 5 to 7 June, the 30th SAACI Congress took place within the wonderful surrounds of Mangaung/ Bloemfontein with the theme "With Knowledge, it's Possible" running like a golden thread through proceedings. During September Spier Wine Farm hosted the first ever Business Events Future Focus Conference. The conference was a massive success with over a 100 participants, and as noted by SAACI CEO Adriaan Liebetrau, "If this is what the future of the business-events industry looks like, then we are in good hands."

2016 saw five new SAACI branches launched: North West, Mpumalanga, Northern Cape, Limpopo and the Free State. And during their AGM, members were asked to vote to change our financial year to be aligned with the South African Tax year, which stretches from 1 March – 28 February. "We are happy to share that the motion

was carried by all members who cast their vote, with no objections."

SAACI CEO Adriaan Liebetrau will leave the organisation at the end of January 2017 to take up a new role as Sales and Marketing Manager Sandton for Tsogo Sun. "We wish to thank Adriaan for his passion, drive and commitment to the business events industry and for his leadership in the association, Adriaan has been a member of the SAACI board since 2010 and will remain on the board until the next election run in 2018.

"SAACI would like to extend gratitude towards our collaboration partners: Avis, British Airways, Greenpop, ICAS, Price Forbes and South African Airways. SAACI wishes to thank all our members for their support during 2016. We look forward to a great 2017 and the continued strengthening of our industry. We wish everyone a happy, peaceful and joyous holiday season – see you all in 2017!"

**Carol Weaving**

**Chairperson
of AAXO**

AAXO: EXPONENTIAL GROWTH IN 2016

Since its launch in February 2016, AAXO has grown exponentially – consistently proving itself as a trailblazer by hosting ground-breaking training events such as the vastly popular Organiser and Exhibitor training days and creating a platform for industry members to showcase their talent, like at the inaugural Exhibition of Exhibitions.

Today, AAXO boasts an impressive 80% share of SA's organising community as its members, compounding its ability to provide opportunities for world-class training, networking and knowledge-sharing.

2017 is set to be another eventful year for AAXO, its members and the exhibition industry at large. AAXO will continue to provide targeted research of global trends and provide our members with pertinent information in digestible formats.

One ground-breaking event that is being spearheaded by AAXO in 2017 is the AAXO ROAR Organiser and Exhibitor Awards. For the first time ever, a platform is being created for exhibitors to enjoy recognition for their substantial contribution to the industry.

As an industry champion, AAXO is also working hard to further create opportunity for its members to showcase their upcoming exhibitions and attend training sessions at the second annual Exhibition of Exhibitions to be held in the second half of 2017.





Phumulani Hlatshwayo

**EXSA
General Manager**

ENTRIES FOR THE EXSA-LLENCE AWARDS ARE OPEN

Celebrate success with the Exhibition and Events Association of Southern Africa (EXSA) at the Annual EXSA-LLENCE awards, taking place on 26 January 2017 at the Ticketpro Dome, in collaboration with the Association of African Exhibition Organisers' ROAR Awards.

The selection process for the 2016 stand EXSA-LLENCE Awards includes pre-screening, followed by deliberation from a panel of judges with expertise in design. The awards call companies to submit evidence of their own top quality projects via the format of a new PowerPoint template. The template allows for the inclusion of reference photographs, renders and plans, as well as a supporting rationale to fully represent design stand projects that have been realised during the 2016 year. This process has also been opened up to non-EXSA Members so as to allow for total industry inclusion and ensure that the best are rated against the best.

The deadline for entries is 12h00 on Tuesday, 10 January 2017. The final review process will then be held on Thursday, 12 January 2017 by a panel of senior designers and design professionals. All entries that achieve a Gold Level Status from the first round of judging will be judged by an external panel of design experts to find a category winner.

To find out more about the judging process, awards evening, or to have your stand judged, please email info@exsa.co.za.



Craig Newman

**UFI Vice Chair:
Africa and
Middle East**

UFI HOST RECORD-BREAKING CONGRESS

The Global Association of the Exhibition Industry, UFI, saw over 600 events professionals from more than 50 countries gather in Shanghai for the 83rd UFI Global Congress. CEOs, young leaders, and international experts showed how businesses can thrive in today's fast-changing exhibition industry environment, with UFI Leaders meeting to review the organisation's work in 2016, and set out plans for the year ahead.

UFI's 2016 goals included involving more active members and drawing a broader audience to UFI events. Besides its ambitious awards programme, UFI launched new projects such as the Next Generation Leadership Grant (NGL), research publications on exhibition visitors and sustainable development, and, together with associations around the world, Global Exhibitions Day – which will run again on 7 June 2017. The 84th UFI annual Global Congress, to be held in South Africa on 1-4 November 2017.





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