

Tourism News

SOUTH AFRICAN TOURISM

The South African National Convention Bureau (SANCB) has appointed the exhibition organiser, Scan on Show, to manage its flagship business event programme, Meetings Africa. The contract is for a two year period. The Sandton Convention Centre has also been secured as the preferred venue for the next two years.

Meetings Africa is Africa's biggest and most influential business event trade show which provides a brilliant networking platform for the continent. This year, 2 884 delegates attended Meetings Africa, which included over 147 international buyers, of which 78%, has never been to South Africa. The new international buyers represented 23 markets outside of South Africa - a feat for a show which aims to have a Pan African focus.

"We are excited about the strategic focus Meetings Africa 2014 is taking to become a continental show. We are also confident that Meetings Africa 2014 will be bigger and better than previous years and will bring us closer to achieving our R6,2 billion target in direct spend for business events over the next five years," says Thulani Nzima, CEO of South African Tourism.

The decision to appoint Scan on Show for two years is to the benefit of the industry. Regular Meetings Africa exhibitors will be able to sign up for two years and get a discount through a loyalty programme. Additional discounts will also be given to TOMSA, TBCSA members and all the graded establishments, as well as to those exhibitors that have been exhibiting at the show for more than five years.

Meetings Africa 2014 takes place from the 24th to the 26th February at the Sandton Convention Centre and will expand on the theme 'Advancing Africa together.' The broader vision is to continue to build on its Pan-African focus and reach. Exhibitor registration will be open online mid September and notifications will be sent to the trade directly.

"Our commitment to the success of the region and across the continent remains a pivotal focus for us. We look forward to welcoming more African delegates, buyers and exhibitors and ensuring continental participation in future Meetings Africa meetings," concludes Nzima.

For more information visit www.meetingsafrica.co.za

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<http://www.southafrica.net/media>

South African Tourism is the national tourism agency responsible for the marketing of South Africa as a preferred tourist destination. It is headed up by Chief Executive Officer Mr Thulani Nzima

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