



**MINISTRY OF TOURISM
REPUBLIC OF SOUTH AFRICA**

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Deputy Minister of Tourism leads SAT delegation to USA Trade show

14 October 2016

The Deputy Minister of Tourism, Tokozile Xasa, will be heading the South African Tourism (SAT) delegation to participate at IMEX America 2016 in Las Vegas. IMEX America is a trade show that sets the pace for doing business on an international scale, attracting thousands of buyers and exhibitors from the U.S. and around the world.

South Africa is an exceptionally capable, infrastructure-rich, experienced, cost effective, welcoming and globally competitive business event destination. Our participation demonstrates that South Africa remains open for business and that we are determined to increase our business events arrivals and to put the business events sector to work to create jobs and contribute substantially to economic growth.

The Deputy Minister will also use this visit to engage with the trade in New York and Washington to further position South Africa as a destination of choice and leverage economic growth. Tourism Moving South Africa Forward!

Dates:

New York: 17 October 2016
Las Vegas: 18 – 19 October 2016
Washington DC: 20 – 21 October 2016

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