



MINISTRY  
TOURISM  
REPUBLIC OF SOUTH AFRICA

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**Deputy Minister of Tourism, Maggie Soty, Meetings Africa Trade Floor opening speech**

**DATE : 25 FEBRUARY 2025**

**TIME: 08H30**

**VENUE: SANDTON CONVENTION CENTRE**

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**PROTOCOL:**

Minister of Tourism, Patricia de Lille

Chairperson of the Parliamentary Portfolio Committee on Tourism, Members of the Parliamentary Portfolio Committee on Tourism

Members of the Select Committee

African Tourism Ministers present

African Deputy Tourism Ministers present

Premier of the Gauteng Province, Panyaza Lesufi

MEC of Economic Development in the Gauteng Province,

Executive Mayor in the City of Johannesburg XX

MMC of Economic Development in the City of Johannesburg, Councillor Nomoya

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South African Tourism Board Chair and Board Members;

Director General at the Department of Tourism, Mr Nkhumeleni Victor Vele;

South African Tourism Chief Executive Officer, Nombulelo Guliwe,

DDGs of the Department of Tourism;

Executive Management of South African Tourism

Board members of the various Provincial Tourism Authorities

Board Chairperson of the Tourism Business Council of South Africa, Mr Jerry Mabena

Board members of the Tourism Business Council of South Africa

Chief Executive Officer of the Tourism Business Council of South Africa, Mr Tshifhiwa Tshivhengwa

CEOs and Executive Management of Provincial Tourism Authorities

All our hosted delegates

All our continent-wide Industry Associations, and Tourism Stakeholders and partners,

All media representatives,

Ladies and Gentlemen.

It's truly a pleasure to be surrounded by so many well-respected individuals who are passionate about shaping the future of Africa's business events sector.

Meetings Africa holds significant importance for the African business events sector playing a pivotal role in fostering collaboration and growth, both for the rest of the African continent and South Africa specifically. This interaction is particularly crucial because geographical distances might otherwise hinder such valuable collaborations.

Talking about collaborations, this is a theme that our remarkable leader, Minister Patricia de Lille is very fond of and continues to pursue and execute in her portfolio.

I have the distinct privilege of introducing a remarkable leader who has been at the forefront of championing South Africa's tourism sector since she took office in **March 2023** as the Honourable Minister of Tourism for our beautiful country, South Africa.

She is a trailblazer, and she is no stranger to public service. She has consistently demonstrated an unwavering commitment to the growth and development of our beloved nation.

Throughout her illustrious career, she has shown remarkable dedication, resilience, and innovation, earning her a well-deserved reputation as a transformative force in the political landscape.

In her current role as the Minister of Tourism, she has been instrumental in steering the industry through unprecedented challenges, always advocating for a sustainable and inclusive approach to tourism.

For years, the minister has been active in politics striving to make a change in the policies that influence the outcome of the country, a member of parliament and an enthusiast of unlocking the full potential of the tourism sector.

As we eagerly anticipate her address, let us reflect on the impact of her dedicated service.

Please join me in extending a warm welcome to Minister of Tourism, the Honourable Patricia de Lille as she comes forward to give us her keynote address.

Minister's full bio is here: <https://www.tourism.gov.za/AboutNDT/Ministry/pages/minister.aspx>