



tourism

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Meetings Africa unveils programme, show format

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Meetings Africa 2015 will consist of two exhibition days on February 24 and 25 at the Sandton Convention Centre that are preceded by Business Opportunities Networking Day (BOND Day), a day of workshops and seminars.

BOND Day takes place on Monday, February 23, and is aimed at driving engagement in the industry. The BOND Day programme will include the International Association of Convention Centres (AIPC) Africa Summit, a full day forum that will cover global and African industry trends, marketing and sales. The forum will also cover topics including the relevance of trade shows and Africa's standing from a global perspective. [To see the full AIPC Summit programme, click here.](#)

Further highlights on the Monday include the Event Greening Forum, which takes place from 09h00 to 12h00 and the Council of Event Professionals (CEP) Africa Summit from 13h00 to 16h00.

The show's opening ceremony will take place on Tuesday morning and will be officiated by Tourism Minister **Derek Hanekom**.

Programme highlights include corporate business-to-business, speed marketing sessions on Tuesday and Wednesday and the Unique Speakers Bureau (USB) corporate buyers showcase on the Wednesday. The showcase brings together over 40 local and international professional speakers as well as other providers to the conferencing industry and is aimed at corporate events planners.

The programme will also include a media face-off, under the theme 'Business Events: Gearing a Continent Up for Growth', which will examine the state and the contribution of the business events industry on the continent; the growth of South Africa's business events industry over the last decade; and how collaboration across the continent will benefit Africa.

To register to attend or more information, please visit www.meetingsafrica.co.za.

Source: [Tourism Update](#)