



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

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Meetings Africa 2013

13 February 2013

South African National Tourism Minister, Mr. Marthinus van Schalkwyk, will officially open Meetings Africa on 19 February 2013.

Meetings Africa is the biggest business events exhibition on the African continent. This year's event will be hosted by the South African National Convention Bureau (SANCB), launched by the Minister a year ago at Meetings Africa 2012. The SANCB gives the larger industry a strategic and operational platform from which to boost the destination's business events global competitiveness and is central to South Africa's ambition to leverage the global opportunities to remain Africa's number one host of meetings and conferences.

At this year's opening ceremony Minister van Schalkwyk will deliver the keynote opening address about the increasingly important role business events play in regional economic growth and job creation. He will also announce South Africa's impressive bidding successes and give details about the number of large global business events South Africa will host in the next few years.

Date: Tuesday, 19 February, 2013
Time: 09h30 for 10h00 (proceedings start at 10h00 SHARP).
Venue: Sandton Convention Centre, 161 Maude Street, Sandton

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Meetings Africa is the only business events trade show (covering Meetings, Incentives, Conferences and Exhibitions) in Southern Africa, aimed at profiling and showcasing the capabilities, services and products South Africa offers the industry.

Meetings Africa 2013 is held at the Sandton Convention Centre from Monday 18 to Wednesday 20 February, 2013. The exhibition is owned by South African Tourism, and hosted by the South Africa National Convention Bureau.

*** Official proceedings end at 11h00. The South African Tourism Chief Executive Officer and the Executive Manager of the SANCB will be available for limited one-on-one media interviews after the Opening Ceremony between 11h00 and 11h30. Media interested in securing follow-up interviews are kindly asked to email alameent@ireland-davenport.co.za*

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