

Tourism Minister Van Schalkwyk invites you to the official opening of Meetings Africa 2012

South African National Tourism Minister, Mr. Marthinus van Schalkwyk, warmly invites you to the official opening of Meetings Africa 2012.

Meetings Africa is the biggest b-2-b business tourism exhibition on the continent. This year's event introduces the industry to the National Convention Bureau of South Africa, an entity that will give the larger industry a strategic and operational platform from which to boost the destination's business tourism global competitiveness. The National Convention Bureau will be central to South Africa's ambition to leverage the global opportunities to remain Africa's number one host of meetings and conferences.

Meetings Africa 2012 will host more than 200 international buyers who will come from each of South Africa's key markets to meet and do business with the South African and regional trade. It features an Association Lekgotla; a corporate speed dating day and a series of educational workshops. These events ensure that, besides being the biggest event of its kind in Africa, it will be the most useful, too.

Date Tuesday, 28 February 2012

Venue Sandton Convention Centre

Time 11h30 for noon

RSVP: bongiwe.seeti@ireland-davenport.co.za by Tuesday 21st February

Meetings Africa is the only MICE (Meetings, Incentives, Conferences and Exhibitions) event in Southern Africa aimed at profiling and showcasing the capabilities, services and products South Africa offers the industry.

Meetings Africa 2012 is held at the Sandton Convention Centre from Tuesday, February 28 to March 1, 2012. The exhibition is owned by South African Tourism, national destination marketing organisation of South Africa.

For media accreditation please register online at www.meetingsafrica.co.za.