



**MINISTRY OF TOURISM  
REPUBLIC OF SOUTH AFRICA**

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**Tourism Minister officially opens Meetings Africa**

**24 February 2020**

The Minister of Tourism, Mmamoloko Kubayi-Ngubane, will on Tuesday address the official opening of Meeting Africa at the Sandton Convention Centre, bringing key business tourism sector players under one roof to help African countries to collectively advance the tourism interests of our continent.

Now in its 15 year, Meetings Africa to be held between 25 – 26 February, serves as a primary platform for Africa's business events professionals to showcase their diverse services and product offerings to global buyers. The aim is to encourage and stimulate the rotation of meetings on the African continent.

The business events sector is crucial to tourism and South Africa's economy, as well as that of the continent. As a premier business event, Meetings Africa has emerged as one the cornerstone events in South Africa's MICE (Meetings, Incentive, Conferences and Exhibition) sector. The industry directly and indirectly sustains more than 250 000 jobs and contributes an estimated R115 billion to South Africa's economy, underlining an incontestable fact, that business tourists spend more than leisure tourists.

Exhibitors from 17 African countries will take part at the 15th Meetings Africa, including hundreds of buyers.

**Details of the event are as follows:**

**DATE:** 25 February 2020

**TIME:** 09H00

**VENUE:** Sandton Convention Centre, 161 Maude Street, Sandton

**For more details, contact:**

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