



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

INCENTIVE, BUSINESS TRAVEL AND MEETING EXHIBITION (IBTM): BEIJING, CHINA

“INVITATION TO SUBMIT APPLICATIONS HAS BEEN EXTENDED FOR IBTM CHINA EXPO”

The National Department of Tourism (NDT) through the Tourism Incentive Programme (TIP) invites eligible tourism enterprises to apply for the IBTM China Expo that will take place from 23-24 August 2017 in Beijing, China.

IBTM China is a unique hosted buyer programme, hosting over 450 top level decision makers who place international business, and facilitating over 8 900 one to one appointments between exhibitors and buyers. IBTM China has over 4 000 attendees from around the world. Exhibitors includes international venues, hotels, destinations, technology, business travel and events services providers essential for meetings. It provides the ultimate platform for the world's leading suppliers to **MICE** industry to meet top level buyers with strong purchasing power who are responsible for organising and planning meetings, events and business travel, both in China, Asia and the rest of the world.

The National Department of Tourism under the International Market Access Support Programme (IMASP) will support a limited number of enterprises to attend the 2017 IBTM China Expo and is specifically aimed at assisting small and medium tourism enterprises that wishes to showcase packaged experiences to buyers in the China market. For the IBTM China Expo 2017, the Department will offer partial financial assistance on a reimbursement basis, to qualifying enterprises in respect of capped amounts towards the cost of airfare and accommodation, as well as participation/exhibition fees.

Reimbursement of costs incurred is subject to the following capped amounts:

- Accommodation- R2 620 per person per night, linked to the duration of the exhibition
- Flight- R 26 316, based on an economic class return flight, and
- Participation/exhibition fees – R55 586.40 towards exhibition fees will be paid by the Department directly to the exhibition organiser.

For more information on the IBTM China, visit <https://www.cibtm.com>

The guidelines and application form for the International Market Access Support Programme are available on the Department's website to download and complete. Should you wish to apply, please access these documents on the following webpage: <http://www.tourism.gov.za/CurrentProjects/TIP/Pages/Tourism-Incentive-Programme.aspx>

All applications received will be acknowledged and qualifying applicants will be notified upon approval and will be required to sign a contract with the Department. **Please note that any costs incurred prior to approval will be at an applicant's own risk.**

Please also note that if you have been approved three times and have participated in all three events, you should not submit your application as it will not be considered as per the IMASP Guidelines.

Application Forms are to be submitted to the following E-mail address tipapplications@tourism.gov.za
(You will receive a unique number confirming receipt of your application within three (3) working days from the Department. Should you not receive a unique number after three (3) working days, please follow up with the officials below for assistance. The department will not be held responsible for any non-delivery of applications).

Closing date of application forms: 17 June 2017

For enquiries kindly contact:

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