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Tourism Minister Lindiwe Sisulu to launch “Live Again” global campaign

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Minister of Tourism Lindiwe Sisulu will on Monday launch the “LIVE AGAIN” Global Campaign during the opening of Meetings Africa.

The launch will be held at the Nelson Mandela Square, Sandton on the 28 February.

Meetings Africa, one of the African continent’s premier business events trade show, will once again welcome almost 1,000 exhibitors, buyers and delegates from around the world.

The theme “Shared Minds, Shared Economies” aptly captures the intention of Meetings Africa 2022 as it calls for a cross-pollination of people and ideas.

The COVID-19 pandemic resulted in many international and regional business events being cancelled, and others hosted virtually. The SANCB, with the local industry, had to postpone 36 events in the last two years. These events, now going ahead in 2022 and 2023 in hybrid formats, will potentially attract 18,473 delegates to the country, generating 144 event days with an estimated R461-million contribution to the economy.

The business events industry is an integral part of the tourism economy. Other highlights of Meetings Africa 2022 include the Sustainability Village, showcasing among the best crafters in South Africa. Delegates are encouraging to support these entrepreneurs and contribute to their growth and sustainability."

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