

# Events worth R200m lined up for Joburg

The Johannesburg Tourism Company's (JTC) Convention & Events Bureau (CEB) has announced that several successful bids have been awarded, with estimated economic benefit to the city of more than R200 million.



a world class African city

## Conservation and Hunting Congress

The JTC returned from a marketing trip to St Petersburg, Russia with the hosting of the 59th CIC Conservation and Hunting Congress secured for 2012. South Africa was selected as the suitable destination due to its unique wildlife ranching model, demonstrating its international leadership in sustainable use.

"Where wildlife is threatened or endangered, CIC through its relationships has been able to provide technical, legal and in some cases financial support, to bring value back to the species and create a sustainable future" says Gary van den Berg of the International Council for Game and Wildlife Conservation South Africa. "South Africa has moved beyond conservation in many of the species, to a potential for food security, of importance to the African continent."

According to him and other African counterparts, 2012 is not just a routine CIC General Assembly, but one that will make Africa a focal point, enhancing the view that as a BRICS' member, South Africa is the gateway to Africa, which makes Johannesburg the ideal destination for the conference.

## Events cover many disciplines

Later in 2011, the city will be hosting a variety of high profile events, including the Tenpin Bowling World Championships to be held in November.

2012 will be another busy year for Johannesburg. In addition to the CIC General Assembly, the city will also host the International Small Business Congress, the Europe Africa Business Summit and the 4th Annual Mr Gay World Competition.

Following Joburg's successful hosting of the 2010 FIFA World Cup, the city will host the World Anti-Doping Congress in 2013, a demonstration of FIFA's confidence in Johannesburg.

In 2013, it will host the 18th Agility World Championships (AWC), an annual event of the Fédération Cynologique Internationale (FCI), an international federation of 84 member countries of kennel clubs, in association with the Kennel Union of Southern Africa, the first time this event will be held outside Europe.

In 2014 Johannesburg will host the 21st General Meeting of the International Mineralogical Association, which will see some 1700 delegates spending seven days in the city.

## **Joburg open for business**

"We are certainly on there on the international campaign and bidding trail, demonstrating that Joburg is open for business, with the capacity to host events across a spectrum of size, scope and price," says JTC CEO Lindiwe Kwele.

The Johannesburg CEB remains focused on aggressively promoting the city as a leading global destination for business tourism, as a key driver for economic growth and development. The CEB team is geared to assist with supplying all the necessary advice and solutions relating to meetings, conventions, exhibitions and incentives.

"One of Johannesburg's major competitive advantages is its international recognition as the business and commercial capital of the African continent," adds Kwele. Given its accessibility by air (55 international airlines fly in to Johannesburg), that 75% of corporate headquarters are based in the city and it is the only city in South Africa that has four venues capable of hosting more than 5000 delegates each, the city's success as a tourism destination pivots on business.

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