

Cape Town to host International Egg Conference

Cape Town has won its bid to host the Conference of the International Egg Commission (IEC) in 2013. Since April, 2010, Cape Town has won 10 association conferences with an estimated economic impact of R119.5 million.

"The business tourism sector has worked hard to reach the phenomenal total of 10 secured association conferences just half way through the financial year. It is also fitting that this conference should be held in a province that houses the Cape Garden Route and Klein Karoo, as well as the Cape Karoo - renowned for ostriches, which produce the largest eggs in the world," commented Calvyn Gilfellan, CEO of Cape Town Routes Unlimited, the destination-marketing organisation of Cape Town and the Western Cape.

Joint efforts

The bid was secured as a result of the joint efforts of various stakeholders in the tourism industry, spearheaded by the Cape Town & Western Cape Convention Bureau, which is a strategic business unit of Cape Town Routes Unlimited.

According to CTICC CEO Rashid Toefy, the CTICC is looking forward to hosting the event. "CTICC has set itself the vision of being the best long-haul convention centre by 2020 and it is events such as these that play a pivotal role in positioning Cape Town as a leading global business tourism destination. I am confident that the 400 delegates attending this event will have the time of their lives as they sample the world-class facilities and take in the beauty of our breathtaking destination," he said.

R37 million injection into local economy

In addition to the Egg Conference, Cape Town has secured the following:

- International Mesothelioma Interest Group Conference in 2012
- International Conference on Emergency Medicine in 2016
- IFEA Endodontic World Congress in 2016

Combined, these four bids will inject approximately R37 million into the local economy. The four are in addition to the six bids secured earlier this year.