

Meetings Africa on track for 2006

Bookings have opened for exhibition space at Meetings Africa 2006, set to take place at the Sandton Convention Centre on 28 February and 1 March 2006.

Group managing director Carol Weaving says that while the event was held in July this year with predominantly positive feedback from exhibitors, many have indicated that February is a more appropriate time in their financial year: "What will make Meetings Africa 2006 different is that it will only be held for two days instead of three, in response to comments received from exhibitors.

"However, it will be preceded by a business tourism conference arranged by our group, with the possibility of a Meetings Africa roadshow to Durban and Cape Town after the show."

Meetings Africa is a one-stop shop for, among others, meeting planners, event organisers and incentive travel professionals.

Weaving says business tourism is clearly a market on its own as, for instance, only five percent of this year's exhibitors also participated in Indaba, South Africa's biggest leisure tourism show, in May.

While Meetings Africa saw exhibitors from five African countries this year, including Kenya and Tanzania, Thebe Exhibitions plans to extend participation from companies across the continent.

"There will also be a far stronger focus on the local corporate market," says Weaving, "as well as the inclusion of emerging entrepreneurs in the business tourism industry."

For more information or bookings, visit www.ThebeExhibitions.co.za