

## Business tourism conference a first for SA

The first business tourism conference in South Africa will be held in conjunction with Meetings Africa early next year. The country accounts for more than 63 percent of all conference activities in Africa, with the industry producing more than R21 billion annually. South African Tourism CEC Moeketsi Mosola will launch the national business tourism marketing campaign, BusinessUnusu at the event.

On the conference programme are lessons from international case studies, the perceptions of international business tourists by leading international speakers, opportunities stemming from the Soccer World Cup in 2010, highlighted by the CEO of the organising committee, Danny Jordaan. South African provincial tourism leaders will discuss business opportunities through partnerships before, during and after the tournament.

"The conference and exhibition will thus be a one-stop-shop for captains of business tourism, as strategy be linked to action in the creation of an ideal business environment for both exhibitors and delegates, make a real difference in their business in future," said Thebe Exhibitions and Events Group Managing Director Carol Weaving.

At the closing function, delegates will be hosted at the Cradle of Humankind, one of South Africa's World Heritage Sites and a premier tourism attraction, officially opened by President Thabo Mbeki on 7 December 2005.

Meetings Africa will be presented in cooperation with the Gauteng Tourism Authority, the Johannesburg Tourism Company and South African Tourism. International buyers will be sponsored by the Department of Trade and Industry.

The International Congress and Convention Association currently ranks South Africa in 27th place worldwide.