



MEETINGS AFRICA

Advancing Africa Together

When shared minds
come together,
we advance Africa.

What is **Meetings Africa**?

Meetings Africa is a Pan-African Business Events Trade Show that has been in existence for 15 years.

The trade show was born in response to the global meetings industry's growing recognition of Africa as a sought-after premier business events destination. Meetings Africa is a two-day trade show with a dedicated Educational Day, which is executed in conjunction with the key industry associations (SAACI, SITE, EXSA, Event Greening Forum and ICCA). Meetings Africa 2020 will be held at the Sandton Convention Centre from 24 to 25 February 2020. Here, meetings industry professionals partner to enhance our continent through business events and tourism offerings.

24 FEBRUARY 2020: BONDAY
25-26 FEBRUARY 2020:

EXHIBITION

SANDTON CONVENTION CENTRE
JOHANNESBURG, SOUTH AFRICA



NATIONAL CONVENTION BUREAU

Brought to you by *South African Tourism*



Intent of Meetings Africa

Meetings Africa serves as the primary platform to enable the growth of South Africa, and the rest of the continent's business events industry and ultimately contribute towards the continent's economic growth.

Meetings Africa Hosted Buyer qualification requirements:

To be accepted into the Meetings Africa Hosted Buyer Programme, all applicants will be required to demonstrate the following:

1. Must not have attended Meetings Africa in the past three years.
2. One applicant per organisation from the following categories:
 - A recognised Incentive Travel House Executive/Senior Purchaser;
 - A recognised International Event Management Company Executive;
 - Corporate Meeting Director/Senior Purchaser;
 - An Association President/Executive/Director of Conferences; and
 - An Exhibition or Major Events Organiser.

*Applicants representing Travel Clubs, Weddings, Sport or Vacation Packages should not apply.



NATIONAL CONVENTION BUREAU

A stylized graphic featuring a large dark blue sun with bright yellow rays at the top. Below the sun is a blue mountain range with a dark blue valley. The background is a dark blue gradient.

Hosted Buyer

Criteria:

- Your organisation has given you purchasing authority for placing meetings, events, incentive or business travel.
- Your organisation consistently books meetings or incentive travel programmes outside of your geographic region, and proof of these is available on request for verification.
- Africa is a serious consideration in your organisation within the next two years, or the next two meeting rotations (in terms of Associations).
- You're able to communicate fairly well in the English language and have a willingness to engage with African suppliers (20 meetings in total).

Hosted Buyer

Benefits:

- Complimentary economy class flights and transfers.
- Complimentary four- and five-star accommodation.
- Access to the VIP Hosted Buyers Lounge and delicious lunches.
- An invitation to attend a complimentary pre- or post-tour and explore a breathtaking South African destination.
- A unique opportunity to meet key industry suppliers from over 12 African countries.
- Invitations to exciting networking events.
- A personalised diary of meetings enabling you to have one-on-one meetings with key African suppliers, convention bureaus and tourism bodies.
- For Associations, the opportunity to attend educational events that will enhance you and your Association.
- Buyers who do not qualify for the full hosting package, may still qualify for a partial hosting which excludes return air tickets. Other benefits remain the same as above.



NATIONAL CONVENTION BUREAU