

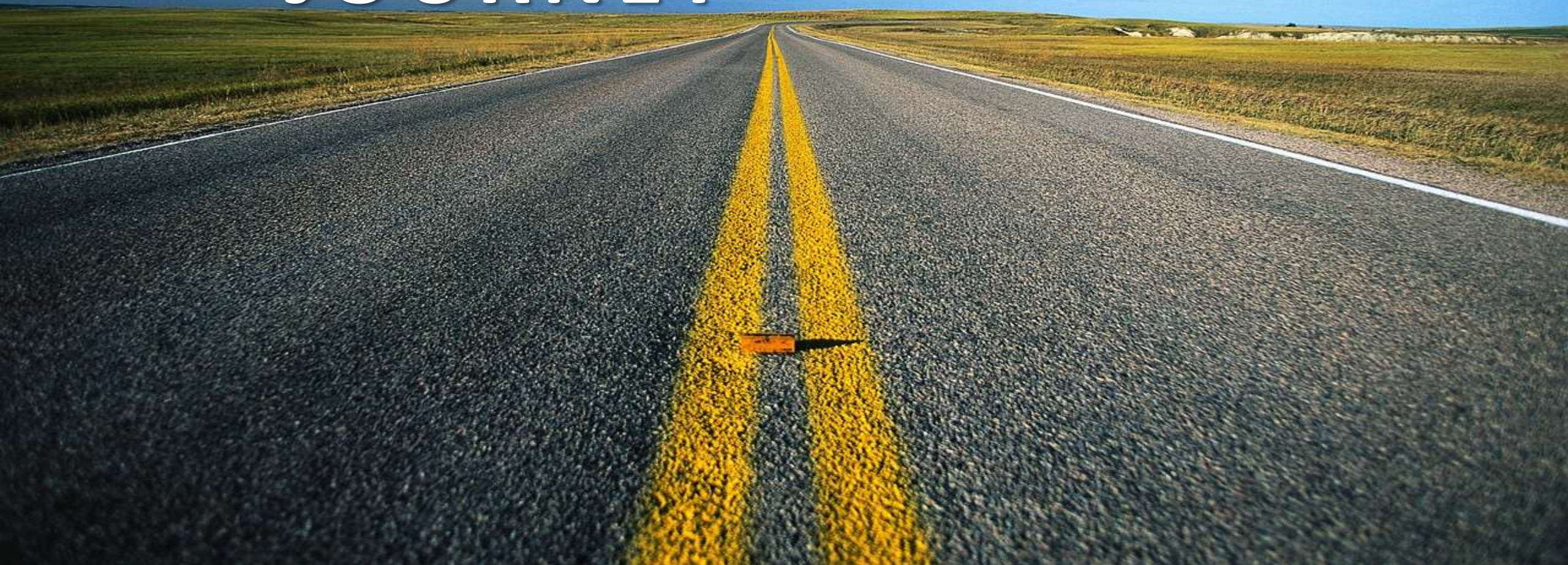


NATIONAL CONVENTION BUREAU

2012 – 2017 OUR FIVE YEAR JOURNEY



NATIONAL CONVENTION BUREAU



I PLEDGE TO INSPIRE MY COLLEAGUES AND THE ENTIRE SOUTH AFRICAN EVENTS INDUSTRY, TO CREATE TRULY UNFORGETTABLE BUSINESS EVENTS IN OUR COUNTRY, BECAUSE I BELIEVE THAT THERE IS NO LIMIT TO WHAT WE CAN BUILD WHEN WE WORK AS ONE. **WHEN WE WORK AS ONE, WE WIN AS ONE.** WHAT WE DO TODAY WILL REAFFIRM OUR POSITION AS A GLOBAL PLAYER; AS THE LEADING DESTINATION FOR MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS, BOTH BIG AND SMALL. **I BELIEVE WE ALL HAVE A PART TO PLAY IN OUR FUTURE SUCCESSES: CONVENTION BUREAUS, PROVINCIAL TOURISM AUTHORITIES, PROFESSIONAL CONFERENCE ORGANISERS, DESTINATION MANAGEMENT COMPANIES, HOTELIERS, CONVENTION CENTRES AND ALL BUSINESS EVENT SUPPLIERS...** BECAUSE THE MAGIC OF SOUTH AFRICA LIVES WITHIN ALL OF US, AND WE EACH BRING OUR OWN SPECIAL SOMETHING TO ENSURE OUR MUTUAL SUCCESSES TO WIN AS ONE, I PLEDGE TO WORK TOWARDS OUR COUNTRY'S NATIONAL BUSINESS EVENTS STRATEGY TO INCREASE THE NUMBER OF BUSINESS EVENTS IN SOUTH AFRICA BY 57%.

I PLEDGE TO WORK TOWARDS:

- **GROWING OUR INDUSTRY'S CAPACITY AND SKILLS**
- **IMPROVING OUR PROFESSIONALISM**
- **CONTINUING OUR PROGRAMMES TO CREATE JOBS, DEVELOP SKILLS AND HARNESS OUR KNOWLEDGE AND CREATIVITY**

I PLEDGE TO HONOUR OUR COLLECTIVE SPIRIT AND ENERGY, TO CREATE A WINNING BUSINESS EVENTS DESTINATION... **AND I PLEDGE TO DO IT IN MY OWN UNIQUE SOUTH AFRICAN WAY.** TOGETHER WE WILL WIN AS ONE.



NATIONAL CONVENTION BUREAU

The logo for "Win as One". The word "WIN" is in a bold, blue, sans-serif font. The word "AS" is in a smaller, blue, sans-serif font, positioned inside a light blue circle. The word "ONE" is in a bold, blue, sans-serif font, positioned below the circle. The entire logo is set against a white background.

... BECAUSE THE MAGIC OF SOUTH AFRICA LIVES WITHIN ALL OF US,
... WE EACH BRING OUR OWN SPECIAL SOMETHING TO ENSURE OUR MUTUAL SUCCESSSES
... TO WIN AS ONE, I PLEDGE TO WORK TOWARDS OUR COUNTRY'S NATIONAL BUSINESS
... EVENTS STRATEGY TO INCREASE THE NUMBER OF BUSINESS EVENTS IN SOUTH AFRICA
... BY 57%.

- I PLEDGE TO WORK TOWARDS:
- GROWING OUR INDUSTRY'S CAPACITY AND SKILLS
 - IMPROVING OUR PROFESSIONALISM
 - CONTINUING OUR PROGRAMMES TO CREATE JOBS, DEVELOP SKILLS AND HAPPINESS
OUR KNOWLEDGE AND CREATIVITY
- I PLEDGE TO HONOUR OUR COLLECTIVE SPIRIT AND ENERGY, TO CREATE A WINNING
BUSINESS EVENTS DESTINATION... AND I PLEDGE TO DO IT IN MY OWN UNIQUE SOUTH
AFRICAN WAY. TOGETHER WE WILL WIN AS ONE.

Handwritten signatures:
Loren
Kina
Dany
B. M.
A. M.
A. M.



Business Events Arrivals

South Africa's Total Venue Population: 2 620
South Africa hosts on average **211 000**
international and national meetings,
conferences, conventions and exhibition



Business Events Arrivals

South Africa is host to approximately **1 MILLION international** business events delegates annually whose primary purpose of visit is to attend **meetings, convention, conference or exhibition.**



Job Creation and Economic Impact

Annually the international business events industry supports on average some 252 000 direct and indirect job equivalents in South Africa, and contributes (in total) over R115 billion to GDP annually in South Africa.

Market Priorities: Key Industries

BUSINESS PROCESS OUTSOURCING

South Africa is in a position to attract and develop outsourcing and offshore support activities, particularly in the following areas:

- Financial services
- Insurance
- Telecoms
- After-sales
- IT



MANUFACTURING

South Africa excels in a number of areas of manufacturing that include:

- Automotive
- Chemicals
- Pharmaceuticals
- Agri-processing
- Electronics
- Biofuels



CREATIVE INDUSTRIES

South Africa's creative industries are growing and becoming more competitive in international markets. In addition, this sector helps promote the ZA brand around the globe. Key segments include:

- Film and video
- Music
- Crafts



INFORMATION AND COMMUNICATION TECHNOLOGY

Clearly the leader in information and communication in Africa, South Africa's reputation in the domain is improving annually. Key areas include:

- Software development
- Electronic financial applications
- Fraud prevention



MINING AND METALS

South Africa is one of the world's leaders in mining and a leading source of minerals. Key areas for development are:

- Precious metals and minerals
- Mining expertise and technology
- Minerals beneficiation



LIFE SCIENCES

The strength of South Africa's health and medical establishments is recognised the world over. Events in the following areas should be developed:

- Medical specialities
- Biotechnology
- Medical devices



Key Considerations: Bidding Support

MICE

- Only Meetings, Incentives, Conferences and Trade Exhibitions will be supported

Number of Delegates

- Number of Delegates from outside SA (40% International Events / 20% African Regional)

Economic Sectors

- Economic Sectors linked the NDP

Export Stimulus

- Does the business event demonstrate any export stimulus

Foreign Direct Investment

- Does the business event demonstrate any Foreign Direct Investment Stimulus

Trade

- Does the business event demonstrate any Trade Industry Stimulus

Service Industry

- Does the business event demonstrate any Service Industry Stimulus

Knowledge and Creative Industry

- Does the business event demonstrate any Knowledge and Creative Industry Stimulus

Profile

- Will the business event put SA in the International limelight of the particular sector or industry

Seasonality

- What time year is best suited to host the exhibition

Market Priorities

ASSOCIATIONS CONVENTIONS / CONFERENCES

Associations with South African Key Contacts

Associations relating to South African Specialisation

Markets: US, Europe and Africa

SANCB focus on the European, American and regional associations. Associations with South African contacts and which are connected to South African areas of specialisation should be a key focus

INCENTIVES

Incentive Agencies

Corporate Companies

In House Planners

SANCB put its incentive market focus mostly on incentive houses and corporate travel agencies. Europe and the US are strong established markets, while Brazil and India are promising as shorter-haul large emerging markets

Market Priorities

CORPORATE MEETINGS

African product launches and user groups

African regional meetings of multi-national corporations

Local corporate meeting including multi national firms

SANCB's corporate meetings effort is focussed primarily on promoting South Africa as the Africa's best staging place for product launches and user groups organised by companies in the SADC, Europe, the US and Asia

EXHIBITIONS

Internationalising national shows

African versions of existing titles

Markets: SA, Europe and US

Internationalising shows that have South African and SADC producers should be the main focus for the SANCB. Europe should be the main focus for replicating titles



- Ambassador's are thought leaders, internationally recognised for achievements and contributions in their field, and enthusiastic in their support for South Africa.
- The aim of an Ambassador Programme is to identify and secure an increasing share of regularly occurring international association meetings that call for competitive bids from a local chapter of the association.

South Africa Business Events Ambassador Blazers



These Blazers will instill National Honor and Pride for our Ambassadors. The ambassadors wear their jackets to all events when representing South Africa.



Selection Criteria: Ambassadors

Ambassador Credentials

- Sits on executive committees of international associations
- Well-known in his/her field
- Future leader « incoming chair »
- Involved in winning or staging international events
- Leaders of key economic sectors
- National pride
- Offshore industry leaders with influence and connections

Benefits to Ambassadors

- Recognition of their work in hosting events
- Bid promotion assistance
- Networking with industry peers and politicians
- Media coverage
- Civic pride
- Greater alignment of objectives between government and industry
- Achieve personal goals
- Invitations to special events

Commitment by Ambassadors

- Peer-to-peer communication at top-level academic and professional circles
- Encourage colleagues to bid and host events
- Presentations to peers - potential hosts
- Identify opportunities for Bureau to meet potential hosts
- Give time to the programme
- Create case studies of their bid
- No monetary reward

Programme Management

- Ownership: SANCB, industry committee and group of associations
- Clear objectives/expected outcomes
- Term of ambassadors
- Explicit expectations of ambassadors
- Programme management through CRM system
- Resource to maintain and motivate ambassadors
- Have exit strategies
- Monitor activity and support by ambassadors

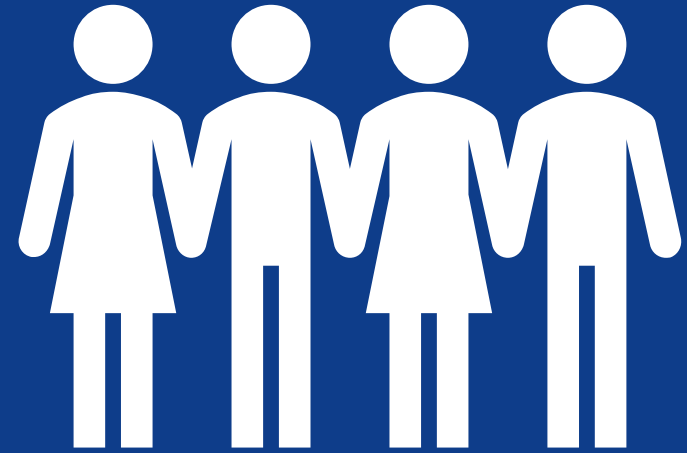
Programme Activities

- Bid support: Bid documents, strategies, financial analysis, bid marketing and bid-related travel
- Peer to peer presentations
- Newsletters
- Training: Presentations and media
- Sponsorship to be elected to position of influence

Ambassador Programme Launch Meetings Africa 2014



Business Development Capacitates: Ambassadors



12 Leads Generated for International and African Regional Conferences and Conventions



AFRICAN SOCIETY OF ASSOCIATION EXECUTIVES



The African Association professional community is thriving, contributing to the development and success of their organizations' missions and recognized for positively impacting national and continental development.

αεροβίαντα για βορηνικά μινεαπολίς παύουσι και συνέχισαν βελτιώνοντα
το πιο παραδοσιακό και γαστρονομικό οργάνωσαν, παύουσι και
το πιο παραδοσιακό και γαστρονομικό οργάνωσαν, παύουσι και

Thank You



NATIONAL CONVENTION BUREAU