

AFRICA
BUSINESS TOURISM AND
MICE
MASTERCLASS



Redefining Tourism in Africa

13 - 15 JUNE 2018

Venue:
Grant Thornton Offices
Wanderers Office Park
52 Corlett Dr
Illovo
Johannesburg
2196

**“GROWING
DESTINATION
TOURIST ARRIVALS
THROUGH BUSINESS
TOURISM AND
MICE LEADERSHIP
DEVELOPMENT”**

Supported By:



Society for
Incentive
Travel
Excellence



CONTENTS

1
WELCOME MESSAGE

2
INTRODUCTION

3
BENEFITS

4
PROGRAM DAY 1

5
PROGRAM DAY 2

6
PROGRAM DAY 3

7
FACULTY

17
DELEGATES LIST

19
ABOUT

20
PARTNERS



Kwakye Donkor

CEO, Africa Tourism Partners,
South Africa

Welcome Message

Africa Tourism Partners is honored to welcome you to the Inaugural Africa Business Tourism and MICE Masterclass (Africa MICE Academy). The program is rich, varied and exciting. It is a blueprint designed to help move Africa business tourism economies' focus away from over-reliance on leisure to business tourism and Meetings, Incentives, Conferences and Exhibitions/Events (MICE) industry.

The aim of the academy is to educate, upskill and inspire the professionals and officials in the business events industry in Africa, and to further the missions of African countries, particularly in driving innovation and creativity.

As conveners, we believe that the success of this initiative was driven by passion and partnership. We therefore wish to thank our lead partner Grant Thornton, all faculty members, industry partners (South Africa Association for the Conference Industry – SAACI and Society of Incentive Travel Excellence – SITE Southern Africa) and our media partners Voyages Afriq, Southern Africa Tourism Updates, and Tourism Tattler who supported us to make the launch of our Africa MICE Academy a reality.

We also thank our delegates from over 10 African countries for their participation, and wish you all a very productive and fulfilled time for duration of the course.

info@tourismpartners.com
Tel No: +27 11 037 0332
www.africamiceacademy.com
www.africatourismpartners.com

INTRODUCTION

The ultimate goal is to optimize on the opportunities that the 21st century leisure and business tourism presents at national, continental and global levels. This, however, requires a new holistic and integrated capacity building approach, hence the need for this kind of Masterclass.

THE FACULTY AND CURRICULUM

Our diverse and comprehensive Masterclass curriculum is presented by a faculty comprising some of the world's most experienced leaders and experts in the MICE industry. It will particularly be valuable as there is no such integrated professional development programme being offered in Africa.

BENEFITS

This professional development programme will provide a holistic view of the opportunities for the Africa MICE industry. It will focus on among others, current issues, trends and key standards, while providing a tangible approach in addressing current and future challenges. It will equip delegates with a clear picture of what Africa MICE Tourism Industry is (and is not) as well as all the essential practical knowledge and skills delegates need to be successful in their new business role.



PROGRAM

DAY 1 - WEDNESDAY 13 JUNE 2018 08:00 - 16:45

08:00 - 08:20

Registrations, Welcome note and Introductions

SESSION 1

08:20- 09:15

Why Business Tourism and MICE?
A Global Context and Economic Impact of MICE

— **Christelle Grohmann - Director, Grant Thornton, South Africa**

SESSION 2

09:15 - 10:00

Business Tourism and MICE Unpacked - the nuts and bolts of the global MICE industry.

— **Gillian Saunders - Deputy CEO and Head of Advisory, Grant Thornton, South Africa**

10:00 - 10:15

TEA BREAK

10:00 - 10:15

SESSION 3a

10:15 - 12:00

New challenges and opportunities for the MICE industry in Africa in a dynamically changing tourism environment.

— **Christelle Grohmann - Director, Grant Thornton, South Africa**

12:00 - 13:00

LUNCH

12:00 - 13:00

SESSION 3b

13:00 - 14:00

Enhancing the competitiveness of MICE tourism in Africa: Lessons from Africa best-practice destinations & Nigeria as MICE source market

— **Prof. Adesoji Adesugba - Vice President, Abuja Chamber of Commerce, Nigeria**

SESSION 4

14:00 - 15:00

Partnership for Destination Success - Understanding Role of Convention Bureau, Government and Destination players for a successful Business and MICE Tourism destination.

— **Miller Matola - CEO, Millvest and Non-Executive Director, Africa Tourism Partners, South Africa**

SESSION 5

15:00 - 16:00

Understanding Strategic Digital Trends in Business Tourism & MICE - Tourist Boards, Convention Bureau, Conference Facilities and PCO's perspective

— **Kwakye Donkor - CEO, Africa Tourism Partners & Tara Turkington, CEO, Flow Communications, South Africa**

16:00 - 16:15

TEA BREAK

16:00 - 16:15

SESSION 6

16:15 - 16:45

Plenary & Synthesis of key challenges and opportunities highlighted during day

— **Prof Ernie Heath, Emeritus Professor, University of Pretoria, South Africa**

SESSION 7a		
08:30 - 09:30	The Sales Process - Lead Generation, Bidding and securing business - how it all comes together	Sugen Pillay, Business Development Director, Reed Exhibitions, South Africa
SESSION 7b		
09:30- 10:20	Reporting on ROI & ROE - Practical approach	Nomasonto Ndlovu, CEO, Limpopo Tourism Authority, South Africa
SESSION 7c		
10:20 - 11:00	Business / MICE Tourism destination promotion and marketing trends – A critical component of Business / MICE tourism sales and facilitation	Kwakye Donkor - CEO, Africa Tourism Partners, South Africa
11:00 - 11:15	TEA BREAK	11:00 - 11:15
SESSION 8a		
11:15 - 12:30	The benefits of the Association Meetings Market – ICCA's perspective	Esmaré Steinhofel: Regional Director, ICCA, Africa, South Africa
12:30 - 13:30	LUNCH	12:30 - 13:30
SESSION 8b		
13:30 - 14:30	Critical consideration for creating and hosting a successful confex	Miller Matola, CEO, Millvest, South Africa
SESSION 9a		
14:30 - 15:30	Strategic leverage of Venues: ICC is a strategic lever for MICE growth - A case Study	Dirk Elzinga, Managing Director, Convention Industry Consultants, South Africa
15:30 - 15:40	TEA BREAK	15:30 - 15:40
SESSION 9b		
15:40 - 16:00	Learning and understanding the role of Professional Conference Organiser (PCO) / Event and Meeting planners in Business Tourism & MICE	Tes Proos - Owner and CEO, Crystal Events, South Africa
SESSION 10		
16:00 - 16:30	Synthesis of key challenges and opportunities highlighted - Plenary Session	Christelle Grohmann - Director, Grant Thornton, South Africa

SESSION 11a	08:00 - 09:00	Gearing up and rolling out: critical resources and processes for MICE destinations — Frank Murangwa - Destination Marketing Director, RCB, Rwanda
SESSION 11b	09:00- 10:00	Building a career in the Business/MICE tourism sub-sector through recognized and relevant Industry Professional Certification programmes. — Rudi van der Vyver - CEO SAACI & Tes Proos, Owner & CEO, Crystal Events, South Africa
SESSION 12	10:00 - 11:00	Global Meeting: Managing Risk & Legal Matters. — Pieter Swart - CEO, Business Events Strategist & Managing Director ConSA (Pty) Ltd, South Africa
11:00 - 11:15	TEA BREAK	11:00 - 11:15
SESSION 13	11:15 - 12:15	Future critical success factors to take MICE Tourism in Africa from good to great - presentations, facilitated interactive discussions and plenary session — Amanda Kotze-Nhlapo - Chief Convention Bureau Officer South Africa Tourism, South Africa
SESSION 14	12:15 - 13:00	Enhancing the competitiveness of MICE tourism in Africa: Lessons from international best-practice destinations - The Case of Rwanda — Frank Murangwa - Director, Destination Marketing, Rwanda Convention Bureau, Rwanda
13:00 - 14:00	LUNCH	13:00 - 14:00
SESSION 15	13:00 - 14:00	Synthesis of key challenges and opportunities highlighted at the Masterclass - Plenary Sessions — Kwakye Donkor, CEO, South Africa
SESSION 16	14:00 - 17:00	Study Tour & Technical Visit to Constitutional Hill — Thembi Mthembu - Business Development Manager, Africa Tourism Partners, South Africa
SESSION 17		Post - Masterclass webinars and online networking sessions — Africa Tourism Partners / Southern Africa Tourism Updates / CNBC Africa (TBC),



Gillian Saunders

Deputy CEO,
Grant Thornton and Head of
Advisory, South Africa

Ms Gillian Saunders, Deputy CEO, Grant Thornton and Head of Advisory Gillian has more than 25 years' consulting experience and carries out market feasibility studies, financial viability assessments, macro research and economic impact assessments, IT consulting, valuations, strategic management consulting, marketing strategies and other general market research.

Gillian also facilitates strategic planning workshops, as well as provides analysis and recommendations to support the strategic plans and initiatives of her clients. Gillian is also the Chairperson of the Board of the University of Johannesburg's School of Tourism & Hospitality



Frank Murangwa

Director of Destination Marketing
Rwanda Convention Bureau,
Rwanda

Frank Murangwa is currently the Director of Destination Marketing before this position, he served as the Acting CEO of Rwanda Convention Bureau from January 2016 to November 2017. Mr Murangwa's core mandate is to drive the growth of Rwanda's MICE industry. He has experience in tourism marketing and tourism quality assurance. Rwanda Convention Bureau is a destination Marketing Organization that is charged with marketing and promoting Rwanda as a premier MICE Destination.

Mr. Frank Murangwa was voted AFRICA's MICE ICON 2017 by Street of Gold Foundation.

Frank Murangwa has a strong tourism educational background and practical experience in the tourism sector, and has also gained significant expertise in developing strategies for tourism destinations.

Graduated in Tourism Management, his marketing skills are reinforced by a strong tourism background. Frank Murangwa holds a Bachelor of Degree in Tourism Management from Makerere University of Uganda and a Master's degree in Tourism Destination Management from Breda University of Applied Science (NHTV) Netherlands. Frank is fluent in English and Kinyarwanda.

Frank is passionate about traveling to different destinations to experience new cultures, explore beautiful sceneries and enjoys sport as well.



Christelle Grohmann

Director, Grant Thornton,
South Africa

Christelle has more than 23 years' consulting experience and carries out and heads project teams for macro research, economic impact assessments, valuations, marketing and organisational strategies, market feasibility studies, financial viability assessments, business case assessments and transaction advisory assignments.

Christelle has also facilitated numerous workshops and large meetings and is proficient in using a range of facilitation approaches and tools



Prof Ernie Heath

Emeritus Professor,
University of Pretoria,
South Africa

Ernie Heath is an Emeritus Professor of University of Pretoria and a Visiting Professor of University of Bremen, Germany. He is an experienced educator, consultant and facilitator in the tourism sphere, who has played a leadership role in the successful promotion of tourism, both in Southern African and also at the international level. He is currently involved in teaching, consulting and facilitation in South Africa, as well as at the international level. During the early Nineties, firstly as Chief Director and later as Deputy Executive Director of South African Tourism, he championed various tourism marketing initiatives to advance South Africa's competitiveness.

Ernie is author and co-author of fifteen local and international books on tourism and destination management (including one of the first international books on destination management, entitled "Marketing Tourism Destinations: A Strategic Planning Approach"); more than 150 tourism management research and consultancy reports; and more than 100 tourism papers and contributions at international conferences and seminars in more than 40 countries. Some of his most significant contributions relate to the more than 50 tourism destination planning processes that he has facilitated for towns, cities and provinces in Southern Africa.

At the international level he played a key role as a member of the UNWTO Education Council and the UNWTO Tedqual Certification Committee. He is also a founding trustee of Open Africa, a social enterprise which has established more than 60 tourism routes across Africa.



Rudi van der Vyver

CEO Southern African Association
for the Conference Industry
(SAACI), South Africa

Rudi van der Vyver was appointed as CEO of the Southern African Association for the Conference Industry (SAACI) early 2017, bringing a wealth of management experience in the financial services, business consulting and hospitality industries to the umbrella body of the business events sector in Southern Africa.

A driven, innovative and creative individual with a comprehensive management and leadership background, van der Vyver brings 15 years of extensive and diversified experience, a comprehensive training foundation and an exemplary career at leading organisations to SAACI.

Rudi van der Vyver holds a BCom (Hons) degree in marketing with the designation of Chartered Marketer CM (SA) and is a Professional Business and Life Coach. Van der Vyver has a clear vision to implement a SAACI strategy of continuous sharing, collaboration, innovation and growth, ultimately ensuring efficiency and professionalism across all aspects of the business events sector. He is very passionate about the business events industry and the business of events.



Tes Proos

Owner & Founder of
Crystal Events and Incentives,
South Africa

Tes has been in the hotel and hospitality industry for nearly 30 years, having started out as a hotel management trainee with the Southern Sun group of hotels in 1985. She spent 5 years at Sandton Sun Hotel before joining the opening team of Gallagher Estate in 1993.

From there her career included a 5 year stint with Sun International and she started working as a DMC since July 2000.

Tes is the owner and founder of Crystal Events and Incentives which was founded in 2008 and also a proud winner of the 2014 Crystal Award for Best Motivational Programme.

She served as president of the SITE Southern Africa chapter from 2012 until March 2018.

Tes has extensive experience in hotel, operations and event management as well as sales and marketing within the tourism industry. She thoroughly enjoys sharing her knowledge and passion at all levels and consults to the industry on a regular basis.



Miller Matola

CEO Millvest,
South Africa

Miller Matola is the Founder and CEO of Millvest Investments and Advisory, a diversified company focusing on the tourism, hospitality, business events and energy sectors. He serves on the Advisory Board of the Africa Oil Week 2018 and is a non-executive director of African Exposium and Africa Tourism Partners.

He was the CEO the International Marketing Council of South Africa (now called Brand South Africa). He has previously been involved in the various executive positions within the tourism and business Events including being the CEO of Durban International Convention Centre (the home of Indaba), CEO – Tourism Kwa-Zulu Natal and SA Tourism Regional Manager for the America among others.

Miller has more than 20 years of management experience within global travel, tourism, hospitality, and nation branding sectors. Uniquely, he possesses unprecedented experience and networks amongst global decision makers in the tourism and the Meetings, Incentives, Conferences and Exhibitions sectors, both in business and government.

His passion and commitment to his work is evident in the numerous awards which he has received, such as the Kaelo- ABSA award for achievement (in 2004 and 2011), Leading Managers Awards (2009).



Sugden Pillay

Commercial Director,
Reed Exhibitions, South Africa

Event strategist, destination marketing and tourism expert, Sugden Pillay is currently the Commercial Director at Reed Exhibitions.

With over 22 years senior management experience in the events and tourism sectors, Sugden has served at all three levels of government. Over the years he has developed strong networks with industry players in the public and private sectors and has played leading roles in many of the major international events hosted in SA including the 2010 FIFA World Cup where he served as the Global Manager at South African Tourism.

During his tenure at SA Tourism he developed the National Event Tourism Strategy which guided South Africa's marketing plan for the 2010 FIFA World Cup. He also developed the concept for the annual Sports & Events Tourism Exchange which is a platform created to promote SA as an events destination. Sugden led the formulation of the SASCOC Sports Tourism Bidding & Hosting Strategy and the City of Tshwane Events Strategy.

Sugden holds a Master of Commerce Management degree from the University of KwaZulu-Natal. He completed his Bachelor of Arts degree in Political Science and Sociology at the University of Durban-Westville. He also won a British Council scholarship to complete a three-month coursework Master's Degree in Environment & Development at Sussex University in the United Kingdom.



Tara Turkington

CEO, Flow Communications,
South Africa

Tara founded Flow Communications in 2005 a spare bedroom in her home. She was joined soon after by her sister, Tiffany Turkington, Flow's MD and Flow's chairman, Bheki Shongwe, and in 13 years Flow has grown into one of South Africa's largest and best communications companies.

In the early part of her career, Tara was a journalist, teacher and university lecturer. Her energetic, empowering, yet friendly and relaxed and "glass half-full" approach to life is one of the reasons Flow has grown from strength to strength.



Amanda Kotze-Nhlapo

Chief Convention Bureau Officer, South Africa
Tourism, South Africa

Mrs Amanda Kotze-Nlapo is the Chief Convention Bureau Officer of the South African National Convention Bureau (SANCB) and was appointed in November 2011.

Mrs Kotze-Nhlapo joined South African Tourism following a successful tenure at the Cape Town and Western Cape Convention Bureau where she held the position of head of the Bureau for six years. Amanda has 20 years of experience in the industry.



Pieter Swart

CMP, CMM Business Events Strategist &
Managing Director Conference Consultancy
South Africa (Pty) Ltd, South Africa

Pieter is the Founder & Managing Director of Conference Consultancy South Africa (PTY) Ltd (ConfSA) since 1998. He has 32 years of experience in meeting management.

He was in the first group of South Africans to obtain the designation of Certified Meeting Professional (CMP) from the Event Industry Council (USA) in 2006 and in 2010 became the first and only person in Africa to obtain the Meeting Professionals International (MPI) Certification in Meeting Management (CMM).

Pieter was awarded the prestigious Global Meeting Executive of the Year in 2015 by the Professional Convention Management Association, a global body for Business Event Strategists at an award ceremony in Frankfurt, Germany.

ConfSA was awarded Best Conference & Events Organizer by peers from The Southern African Association for the Conference Industry (SAACI) in 2016, an award for which the company has been nominated also in 2015 & 2014.

Pieter directed the planning and management of more than 150 conferences ranging up to 9,000 participants and has been involved in more than 400 events as strategic advisor, consultant or project manager. The largest conference was attended by more than 25,000 people and the largest event by more than 110,000 people.

Pieter has worked on conference project assignments in 17 international destinations.

He is project lead on a number of successful high profile international bids which, among others, includes the World Summit on Sustainable Development, The World Petroleum Congress and The World Social Sciences Congress. He frequently consults to local and international clients on strategic business event assignments and protocol matters.

As former Assistant Director and Head of the United Nations & Commonwealth Unit in the South African National Health Department, he planned and managed the first multilateral Government hosted conference since South Africa's return to the international community in 1994.

Pieter is the author and lead on several event management competence development programs facilitated through the Event Architecture™ Series, such as the Event Architecture™ Premier Workshop on Strategic Event Management Principles & Techniques and also the Event Architecture™ International Master Classes, presented by recognized global thought leaders on specific event management domains. An example is the forthcoming Event Architecture™ International Master Class on Neurosciences in Event Management by Janet Sperstad CMP, Program Director at Madison College, Wisconsin, USA on 28-29 November 2018 at CSIR ICC in Pretoria, South Africa.

Pieter is a member of the Tourism Program Advisory Committee of Department of Tourism at the University of South Africa and a Member of the Professional Convention Management Association Global Advisory Committee. He has a passion for classic cars and historic airplanes and a Patron of the Harvard Aero Club of South Africa, stationed at the oldest operational Airforce Base in the World, Swartkop AFB, in Pretoria. Pieter is married to Maryna and together they raised their daughter, who graduated earlier this year in BSc Landscape Architecture from the University of Pretoria.



Nomasonto Ndlovu

CEO, Limpopo Tourism
Authority,
South Africa

Nomasonto Ndlovu is the CEO of Limpopo Tourism Authority, South Africa. Sonto does not only have a passion for brands, but also the special touch of turning them into household names.

With more than ten years of classical brand marketing experience gained within the fast moving consumer goods (FMCG) industry, specifically at Unilever South Africa, she has already worked on various local and global brands in various positions over the years.

While at Unilever, she was seconded for three years in Kenya as a Brand Manager for OMO Brand, one of Unilever's biggest brands. She thereafter ventured into destination marketing in 2005 joining tourism board of Kwa-Zulu-Natal, where she held a position of General Manager: Marketing responsible for the "Zulu Kingdom" brand across business, leisure and events tourism.

She became the Global Manager: Business Tourism at South African Tourism (SAT) for three years, where she was responsible for marketing South Africa as a premier business tourism destination globally. Here, she led and contributed to growing Meetings Africa, a marketing platform to showcase South Africa as a business tourism destination

She has also held the position of Head: Brand Marketing, Sponsorships and Events at Standard Bank's Corporate and Investment Banking Division (CIB), where she was responsible for strategic marketing and profiling of various CIB products as well as utilising events strategically to achieve organisation's objectives.

She currently holds a position of Acting Group Head responsible for Group Communications and Marketing Department at the City of Tshwane. She is responsible for the repositioning of the city to reclaim its glory as a capital city of South Africa, and this has involved identifying and overseeing implementation of flagship events to position the city nationally and internationally. She successfully led the team to deliver the inaugural Tshwane Golf Open 2013, which put the city on the global map.

Nomasonto is also the former Chairman for the South African Golf Tourism Association.

She is a full-time mother of two enthusiastic boys (7 and 4), keen golfer and enjoys reading and traveling (particularly in Africa).



Dirk Elzinga

Managing Director, Convention Industry
Consultants, South Africa

Dirk Elzinga (1949) is Managing Director of Convention Industry Consultants (Pty) Ltd in Cape Town, South Africa. This specialized consultancy mainly assists governments and private organisations with feasibility studies and pre-opening marketing and management support for new convention centre initiatives and repositioning projects of existing venues and other organisations in the field of business events.

Dirk Elzinga was born and raised in the Netherlands. He studied tourism and business administration at the Netherlands Institute for Tourism and Transportation (NHTV) in Breda, and subsequently followed courses in public relations, marketing, general management, financial management and before his relocation to South Africa participated in the Advanced Management Training of international business school Insead in Fontainebleau near Paris.

Dirk has always fulfilled positions in communication and tourism related organisations. He worked for a local and a regional tourism bureau; he was vice president of one of the biggest PR consultancy firms in the Netherlands and joined the Amsterdam RAI Group in 1980 as their PR manager.

In 1987 he was appointed as the general manager of the RAI Congress Centre in Amsterdam, on behalf of the RAI he became managing director of the Maastricht Exhibition and Congress Centre (MECC) in 1990 and in 1995 he returned to Amsterdam to become division director of the RAI Group, responsible for their exhibition- and congress venues.

In July 2000 the Board of Directors of the new to be built Cape Town International Convention Centre (CTICC) selected Amsterdam RAI as the preferred operator of the new centre at the Foreshore in Cape Town. Amsterdam RAI was asked to contribute to the design process and take the responsibility for the pre- and post-opening management and marketing of the CTICC. The RAI agreed to appoint a managing director for the CTICC two years before the opening of the centre. On August 1 2001 Dirk Elzinga, was appointed in this position.

Dirk Elzinga has served as a board member and chair person in a number of institutes like the Netherlands Convention Bureau, the Amsterdam Convention Bureau and the International Congress and Convention Association (ICCA), the leading trade organisation for the congress industry. Dirk has been vice president of ICCA and chairman of their Category Congress Centres. In 2004 he accommodated the annual ICCA congress in Cape Town and served as the chairperson of the local host committee. More recently, from 2010 till 2012, Dirk was regional chairperson and national board member of the Federated Hospitality Association of South Africa (FEDHASA) and of the Exhibition Industry of South Africa (EXSA). In 2012 he was appointed as member of the marketing subcommittee of the board of South African Tourism for the South African National Convention Bureau.

On the occasion of the Dutch national day in April 2006, Dirk was bestowed a Royal Honour (Orde van Oranje Nassau) by Queen Beatrix of the Netherlands. The Cape Times awarded him in 2008 the Judges' award for the Cape Town business personality of the year, in 2011 EXSA recognized his role in the exhibition industry by including him into their 'hall of fame' and during its 2017 congress in Prague the International Congress and Convention Industry Association (ICCA) awarded him the honorary member status.

After the management contract between Amsterdam RAI and the CTICC came to an end in 2010 Dirk Elzinga stepped down from his position as Managing Director of the CTICC. He decided however to stay in South Africa and continues to be involved with many projects in the global meeting industry. For this purpose he created the consultancy company Convention Industry Consultants (Pty) Ltd. Over the past eight years Convention Industry Consultants has been involved with new convention centre initiatives in several Asian and African countries.

Dirk is married with his wife Anya van der Merwe, a well known South African architect. His two daughters and their families live in the USA and in the Netherlands.



Esmaré Steinhöfel

ICCA Africa: Regional Director,
South Africa

Esmaré currently fulfils the role of Regional Director for Africa for the International Congress and Convention Association.

She has extensive experience in the international business events arena having worked at the Cape Town International Convention Centre, the 5* Westin Cape Town and she was also part of the team that started the Cape Town Convention Bureau. Esmaré is currently a member of SAACI, the Southern African Association for the Conference Industry, and serves as Board member of the SAACI Western Cape Chapter. She also serves on the Board of the African Society of Association Executives. She has been awarded the SAACI Fellowship Award in 2017 as well as the Top 40 Women in MICE in both 2017 and 2015.



Prof. Adesoji Adesugba

Vice President, Abuja Chamber of Commerce,
Abuja, Nigeria.

A lawyer and an Administrator, with over 32 years experience in Investor Advisory Services, Marketing Communications, Organizational Development and Inter Governmental Relationships in both the Public and Private sectors.

Adesoji is a Research Fellow at the Switzerland based Direct Investment Advisory Services and was for four years the Chairman of the Industrial Arbitration Panel (IAP) in Nigeria till October 2013. Prior to that time, he served as a director at the Nigerian Investment Promotion Commission (NIPC) where he was responsible for the development and application of strategies to promote investment in Nigeria. At various times, he also served as the Technical Adviser to the Nigeria Minister of Labor and Productivity, the Head of Marketing, Communication and External Relations at the Bureau of Public Enterprises, the privatization agency of the Federal Government of Nigeria and a senior officer at the Nigeria Customs Service.

Adesoji is a Doctor of Business Administration candidate at the California Southern University, Irvine. He holds a Masters Degree in Investment Promotion and Economic Development from Edinburgh Napier University, Scotland, a B.Sc. in Business Administration; LLB Degree in Law from the University of Lagos (Nigeria); an MBA from the Ogun State University (Nigeria). He was called to the Nigerian Bar in 1989. Adesoji is a Fellow of various professional associations including the Chartered Institute of Taxation of Nigeria, National Institute of Marketing of Nigeria, Debt Collectors Practitioners Association of Nigeria and a member of the Chartered Institute of Arbitration (UK). He is a co-founder of the Corporate Social Responsibility and Governance Institute, Nigeria; the International Institute for Investment Promotion, Baden Switzerland; and the Vancouver based Canada Africa Investment Advisory Services.



Kwakye Donkor

Chief Executive Officer,
Africa Tourism Partners,
South Africa

Kwakye Donkor is Chief Executive Officer (CEO) of Africa Tourism Partners (ATP) – www.africatourismpartners.com. He is also a Director of African Institute of Technology and Entrepreneurship (AITE) and the Founder of Africa Tourism Leadership Forum. He has over 25 years combined experience in Research, Strategic Marketing, Brand Management, Business Development, Customer and Stakeholder Relationship Management and Corporate communications in a wide range of environment.

Prior to becoming the CEO of Africa Tourism Partners, Kwakye was the Marketing and Communications Director of the Regional Tourism Organization of Southern Africa (RETOSA), from 2009 to March, 2017. He also worked as an Executive Marketing Director of Fancourt, one of the leading golf resorts in the world from 2002 to 2009, National Marketing and Communications Manager at Provident Financial (UK and South Africa), African Bank Investment Ltd (ABIL). He is guest lecturer at Tshwane University of Technology, Business School in South Africa.

Kwakye has played, and still plays a leading roles in Africa's tourism development and destination marketing, provides advisory services in tourism development, destination marketing, business tourism (Meetings, Incentives, Conferences and Exhibitions), Tourism Marketing and market development. He is actively involved in Brand Africa's equity enhancement.

He is an award winning Chartered Marketer and has spoken at numerous UNWTO and International including UNWTO, SADC, EU, World Bank, GIZ, JICA, ECOWAS, International Tourism Safety and Security Conference and NDT and SAT Tourism Conferences, Events and Workshop, most which he was the key note speaker.

DELEGATES LIST

COUNTRY	TITLE	FIRST NAME	SURNAME	ORGANISATION	POSITION
Botswana	Mr	Tshepho	Mmokele	Botswana Tourism Agency	Mark Exec Hospitality & MICE
Botswana	Ms	Mmammedi	George	Fairground Holdings	Fairs, Exhibitions & Events Manager
Botswana	Ms	Gorata	Gabaraane	Fairground Holdings	Chief Executive Officer
Botswana	Ms	Tshepiso	Mganga	City & Safari International	Marketing Director
Botswana	Ms	Lerang	Lephole	Chartermice	Financial Management Exec
Ghana	Ms	Comfort	Maadai	JetAway Travel And Tours	Chief Executive Officer
Kenya	Ms	Beatrice	Salatt	OLE-SERENI HOTEL	Sales & Marketing Manager
Malawi	Mr	Noah	Nansongole	Malawi Tourism Authority	Senior Manager
Malawi	Mr	Charles	Kachelenga	Malawi Tourism Authority	Senior Manager
Mocambique	Ms	Katia	Gaspar	Mocambique Tourism Agency	Chief Executive Officer
Nigeria	Mr	Adedayo	Adegsuba	Nexus 318 Hospitality Management	Chief Exececutive Officer
Nigeria	Prince	Adetokunbo	Kayode	Abuja Chamber Of Commerce & Industry	President
Nigeria	Prof	Adesoji	Adesugba	Abuja Chamber of Commerce and Industry	Vice Chairman
Rwanda	Mr	Dennis	Dernault	Radisson Blu - Hotel Kigali	Complex General Manager
Rwanda	Mr	Frank	Marangwa	Destination Marketing, Rwanda Convention Bureau	Director
South Africa	Ms	Adele	Von Well	GL Events - Johannesburg	Head of PR and Marketing
South Africa	Ms	Mpumi	Mthembu	Africa Tourism Partners	Administrator
South Africa	Mr	Johannes	Siziwa	NH The Lord Charles Hotel	Sales & Marketing Manager
South Africa	Mr	Leroy	Ferreira	Plattner Golf Pty Ltd T/A Fancourt	Managing: Corporate Sales
South Africa	Mr	George	Magwabeni	PIB / MAMI GROUP HOTEL	Manager
South Africa	Mr	Mike	Tauatsoala	Limpopo Tourism Agency	CommunicationManager
South Africa	Mr	Rudi	van der Vyver	SAACI	Chief Executive Officer
South Africa	Mr	Dirk	Elzinga	Convention Industry Consultants	Managing Director
South Africa	Mr	Miller	Matola	Millvest	Chief Executive Officer
South Africa	Mr	Kwakye	Donkor	ATP	Chief Executive Officer
South Africa	Mr	Sugen	Pillay	Reeds Exhibition	Business Dev. Director
South Africa	Mr	Pieter	Swart	Business Events Strategist / ConSA	CEO & Managing Director
South Africa	Mr	Enos	Sebati	Africa Tourism Partners	Project Specialist
South Africa	Ms	Khethang	Phume	Park Inn By Radisson	Director of Sales
South Africa	Mr	Minister	Kganyago	ATKV RESORTS	Manager: Business Events Marketing
South Africa	Ms	Kim	Jackson	Greyville Convention Centre	General Manager

DELEGATES LIST

COUNTRY	TITLE	FIRST NAME	SURNAME	ORGANISATION	POSITION
South Africa	Ms	Octavia	Shangase	Greyville Convention Centre	Senior Manager
South Africa	Ms	Maggie	Moeketsi	Constitutional Hill	Tourism Sales & Earned Revenue
South Africa	Ms	Lulama	Tshabalala	Limpopo Tourism Agency	Executive Tourism & Marketing
South Africa	Ms	Ella	Mabuza	Limpopo Tourism Agency	Information Officer
South Africa	Mr	Mike	Tauatsoala	Limpopo Tourism Agency	Communication Manager
South Africa	Ms	Junese	Viljoen	Peermont Group	International Sales
South Africa	Ms	Tes	Proos	Crystal Events	Chief Executive Officer
South Africa	Ms	Gillian	Saunders	Grant Thornton	Deputy CEO & Head of Advisory Services
South Africa	Ms	Christelle	Grohman	Grant Thornton	Director
South Africa	Ms	Nomasonto	Ndlovu	Limpopo Tourism Agency	Chief Executive Officer
South Africa	Ms	Tara	Turkington	Flow Communications	Chief Executive Officer
South Africa	Ms	Esmare	Steinhofel	ICCA	Regional Director - Africa
South Africa	Ms	Palesa	Kaizer	Africa Tourism Partners	Administrator
South Africa	Ms	Thembi	Mthembu	Africa Tourism Partners	Business Development Manager
South Africa	Prof.	Ernie	Heath	University of Pretoria	Emeritus Proffesor
Tanzania	Ms	Devota	Mdachi	Tanzania Tourism Board	Managing Director
Tanzania	Ms	Mkunde	Mushi	Arusha International Conference Centre	Director of Conference and Marketing
Zambia	Mr	Marco	Zinanni	Radisson Blu - Hotel Lusaka	Senior Sales Manager Outbound Sales
Zambia	Ms	Agatha	Kapungwe	Radisson Blu - Hotel Lusaka	Sale Director
Zimbabwe	Ms	Josephine	Noah	Zimbabwe Tourism Authority	Head Incentive Travel National Convention Bureau

ABOUT AFRICA TOURISM PARTNERS

African Tourism Partners (ATP) is a solution-driven Pan-African, strategic marketing, brand management, and sales agency specializing in the travel, tourism, destination marketing, hospitality and golf industry. We are based in Johannesburg, South Africa, and have country offices in Ghana and Tanzania. We also have strategic partners in Angola, China, Nigeria, Kenya, Rwanda, Singapore, Belgium, Singapore, UK, USA and Zimbabwe. With demonstrated expertise, our experienced team and alliance partners execute uniquely designed and impactful programs for all our clients.

OUR SERVICES

Whether you are a destination, hotel or product owner, we leverage the expertise of our team, global footprint and trade connections to render the following services:

- Destination marketing and sales representation
- Marketing and sales representation for Hotels, convention centres, and convention bureaux
- Meetings, Incentives, Conferences, Exhibitions and Events (MICE)
- Capacity building and Executive Coaching
- Investment promotion and facilitation
- Advisory services in strategy formulation and execution
- Advisory services in golf tourism, marketing and events

ORGANISER



Redefining Tourism in Africa

LEAD SUPPORTING PARTNER



SUPPORTING PARTNERS





The team that's right for you, not convenient for us.

We put our clients' needs ahead of everything. That means more attention from partners, accessible people and teams built according to your needs, not ours.

[grantthornton.co.za](https://www.grantthornton.co.za)



Grant Thornton | An instinct for growth™

Audit | Tax | Advisory