

5th Africa Business Tourism &
MICE
Masterclass
@ Meeting Africa 2022

Theme:

“Forging the power of a common purpose through inspirational Solutions”



Date: 28 February 2022
Venue: Sandton Convention Centre
Johannesburg South Africa





INTRODUCTION

Until Covid-19 pandemic hit world, corporate meetings and events were in exponential growth. This however slowed down in 2020 and 2021 due to the Covid-19 pandemic, without a doubt, with severe setback. Nonetheless, 2022 is marking a turning point but with a number of unknown scenarios and new rules of the MICE game. It seems this people-centred industry has finally resurfaced with face-to-face meetings, although it will be the same as before, digital tools will definitely help event organizers overcome their remaining challenges.

The global MICE industry size was valued at \$805.0 billion in 2017, and is estimated to reach \$1,337.4 billion by 2028, registering a CAGR of 21.3% from 2021 to 2028, (Businesswire 2021). Brandessence Market Research & Consulting (2021) also reports that global spending forecast for spending remains even more promising, with an improved growth rate of 61.7% in international travels, and 52.6% in domestic travel spending. Researchfive.com also indicates that the global MICE industry is anticipated to hit U\$1,619.3 billion between 2021–2028 period.



FUTURE OUTLOOK

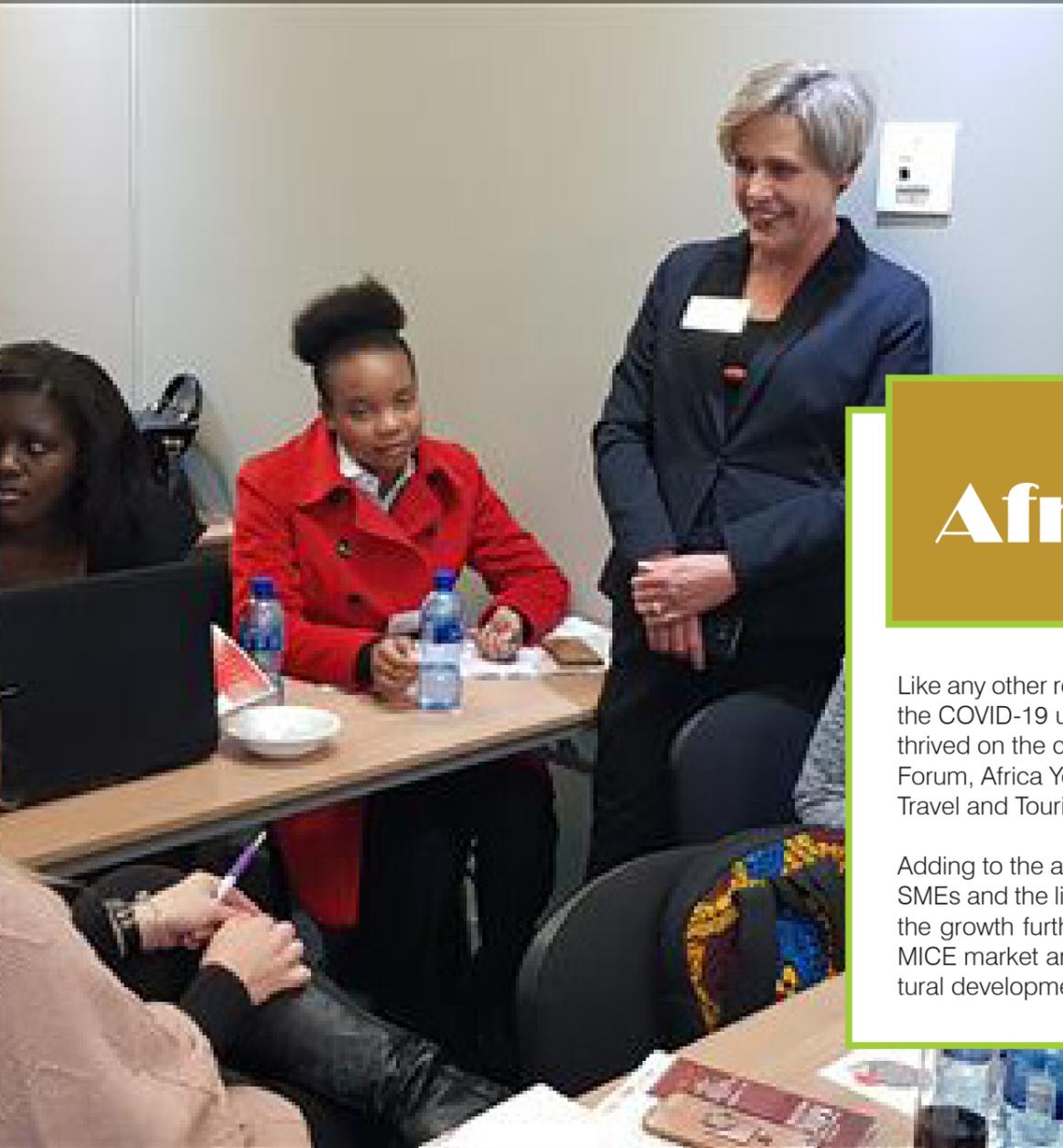
Despite the slump, the underlying value of these events to host countries, Convention Bureaux, participants and companies remained as strong as ever. The reason being that stakeholders know that when delegates come to new destinations, they spend money, create jobs and impact not only local tourism industries but also marketing, technological, design and production. Another critical benefit is also an opportunity to build a more competitive knowledge economy that directly and indirectly make business events happen.

Even though global lockdowns and emergence of new COVID-19 variants have impacted future forecast of the global MICE market, it is important to note that an increase in corporate activities such as client meetings, brand promotions, employee training activities, and others will catalyse growth in the sector.



MEETINGS AFRICA
Advancing Africa Together





African Perspective

Like any other region, it is not a surprise that the Africa MICE industry did not escape the COVID-19 unscathed. Nonetheless in 2021, virtual and various hybrid business thrived on the continent including this Masterclass, Africa Tourism Leadership Forum, Africa Youth in Tourism Innovation Summit and South Africa Tourism's Africa Travel and Tourism Summit.

Adding to the above, there is a general rise in government programmes to promote SMEs and the liberalization of market entry to increase FDIs are anticipated to boost the growth further. In Africa, some of the crucial drivers that will fuel growth of the MICE market are Africa Continental Free Trade Area (AfCFTA), improved infrastructural development and continuous technological advancement.



Africa Business Tourism & MICE Masterclass @ Meetings Africa 2022

This Pan-African Africa MICE programme continued to bring together industry professionals, National Tourism entities and Convention Bureaux, even during the COVID-19 era.

Since inception in 2018, the annual Africa Business Tourism & MICE Masterclass (ABTMM) in collaboration with BDO South Africa and South African Tourism, the Masterclass has grown from strength to strength. It has brought over 700 industry professionals, practitioners, youth, SMMEs and Convention Bureau as well as National Tourism officials to learn, share experiences and knowledge as insights on how to collectively grow intra-Africa MICE/Business together.

The 5th ABTMM at Meetings Africa 2022 is a Pan-African platform that celebrates diversity and forges a common purpose while sharing learning experiences across Africa's MICE landscape. The programme also strives for equity and inclusion of small enterprises, entrepreneurs, tourism authorities, private sector, educational institutions, women in tourism and the youth.

Why the 5th edition - MASTERCLASS 20202 @ MEETINGS AFRICA?

- * To continue to collaborate with South Africa National Convention Bureau, BDO and UNWTO to provide an opportunity for stakeholders to reconnect in person after a long break to review goals.
- * Do business and set clear goals with measurable Return on Investments/Engagements.
- * To underscore the need for the industry to return to its core purpose of driving commerce, connecting communities and sharing experiences.
- * To offer Africa MICE leaders and players a platform to dialogue and create a roadmap for the return and recovery of business events in the region.
- * Feature multiple sessions delivering a cross-sectional view of MICE in COVID-19 era, technology advances and opportunities from across the continent.
- * To showcase and give visibility to the transformation of the sector and its added value, while learning about trends and innovative strategies for business recovery.
- * To seek insights from MICE industry panel of leaders, experts and prominent professionals on the international scene.
- * To analyze the present and short-term future of the sector while creating a roadmap and highlighting the main challenges that MICE industry is facing.
- * To connect African MICE leaders and professionals, global experts and thought leaders.



WHY ATTEND ABTMM?

Things appear to be returning to pre-recession levels with the demand for meetings rapidly growing. The events industry has demonstrated its resilience, reinventing itself by being able to adapt to the different situations in the past. This has been demonstrated with a strong will and commitment to resuming activity through hybrid events and moving towards face-to-face formats, always guaranteeing all health security measures and protocols to create safe events. Therefore, the 2022 Masterclass is crucial for the following:

- * Analysing the global trends and opportunities in the Meetings & Business Events industry for the African industry.
- * Guiding professionals to craft strategies and tactics focused on growing arrivals, sales, revenues and conversion future of events and meeting tourism as the engine of economic recovery for COVID-19.
- * Offering a platform for destinations, convention bureaux, convention and conference centres, hotels and others to showcase innovative and sustainable products and solutions that are driving forward MICE industry.
- * Allowing dialogue, gaining new insights, networking and ultimately creating a path way for a more innovative industry.
- * Inspiring and demonstrating how destinations and Africa MICE and Tourism leaders and professionals should develop a roadmap for the future of the industry.
- * Look into how Africa MICE industry in COVID-19 era is benchmarked against the rest of the world

TENTATIVE PROGRAMME

28 February 2022

Time	Topic	Speakers /Moderators
09h00	Introduction	Kwakye Donkor , CEO, Africa Tourism Partners
09h05-	Welcome and introduction of Deputy Minister of Tourism, South Africa	Amanda Kotze-Nhlapo – Chief National Convention Bureau Officer
09h05 - 09h15	Keynote Message: Africa Business Events Sector - Catalyst for Africa's economic recovery and strengthening its knowledge economy for sustained growth.	Deputy Minister of Tourism – Hon. Fish A. Mahlalela
09h15 - 09h25	Expert Insights and Context: The world view of Business Events/MICE in Covid-19 environment – 2022 and beyond	Christelle Grohmann – Director, BDO
09h25 - 09h50	Africa Continental Free Trade Area (AFCFTA) Perspective: Understanding the significance of public-sector support intra-Africa homegrown events for the benefits all Africans - Why and how?	Desire Loumou – Trade-in-Services Officer, AfCFTA, Ghana
09h50 - 10h00	<i>Participant's View, Questions and Answers</i>	Moderator: Givemore Chidzidzi – ACEO, Zimbabwe Tourism Authority
10h05 - 10h35	Practitioner perspective: Learning about how Convention Bureaux are adapting national MICE strategies, Innovation, Revival and Practical lessons from South Africa	Amanda Kotze-Nhlapo – Chief National Convention Bureau
10h35 - 10h45	<i>Participant's View, Questions and Answers</i>	Moderator: Prof. Nellie Swart, CMP – Associate Professor, Tourism Management University of South Africa
10h45 - 11h00	REFRESHMENT & NETWORKING SESSION	
11h00 - 11h50	Learning from global good practice: Planting seeds of recovery: Preparing business continuity and competitiveness for business events organisations swift recovery – Lessons from around the world and action plan from 2022 to 2030	Didier Scaillet - CIS, CIP - CEO, Meeting, Luxembourg
11h50 - 12h00	<i>Participant's View, Questions and Answers</i>	Moderator: Miller Matola - CEO, Millvest, South Africa

Time	Topic	Speakers /Moderators
12h05 - 12h50	Learning from practitioners: A transformational approach to sales and improving revenue mix in a changed MICE world – Venues/hotels, PCOs, OTAs, DMCs perspective	Daryl Keywood - CEO, Walthers DBS, South Africa and Africa Rob Kuchera – Director , Radisson Group, East Africa and Direct Radisson Blu and Kigali Convention Centres Bjorn Hufkie – General Manager: MIC Sales, South Africa Tourism Hamza Farooqui – CEO, Millat Investments & CEO Hyatt Rosebank, South Africa Linda Balme – Commercial Manager, Travel Start & Innovation City, Cape Town, South Africa
12h50 - 13h05	<i>Participant's View, Questions and Answers</i>	Moderator : Frank Murangwa , Director, Destination Marketing, Rwanda Convention Bureau, Rwanda
13h10 - 14h00	LUNCH & NETWORKING SESSION & VISUAL INSERT BY TRAVEL START & INNOVATION CITY, CAPE TOWN, SOUTH AFRICA	
14h05 - 14h35	ICCA Insights for growth: Unpacking how African National Tourism Organisations and Convention Bureau can support PCOs/DMC for swift recovery and growth in the Covid-19 environment	Désirée C.T. Baltussen - Chief Business Development Officer, ICCA, Netherlands
14h35 - 14h45	<i>Participant's View, Questions and Answers</i>	Moderator: Esmare Steinhofel – Regional, Director, Africa, ICCA
14h45 - 15h30	Building back better: Remodelling practical steps of writing innovative and citizen-centred bid proposal to host Business Events – Lessons for PCOs, DMCs and Destinations	Dr. Rob Davidson – Managing Director, MICE UK
	<i>Participant's View, Questions and Answers</i>	Moderator: Lee-Anne Bac, Director, BDO, South Africa
15h30 - 15h45	Africa business events industry recovery snapshot – SA Events Council's Perspective	Glenton De Kock – CEO, SAACI & President, SA Events Council
15h45 - 16h00	Synthesis and outcomes of the day Closing Remarks	Miller Matola - CEO, Millvest Kwakye Donkor - CEO, Africa Tourism Partners

FACULTY



Didier Scaillet, CIS, CITP - CEO, Meetings Profile, Luxembourg



Christelle Grohmann - Director, BDO, South Africa



Daryl Keywood - Managing Director & CEO, Walthers and Site International Board member for Africa Middle/East



Esmaré Steinhöfel - Regional Director: Africa International Congress and Convention Association (ICCA)



Amanda Kotze-Nhlapo - Chief Convention Bureau Officer, South Africa Tourism



Lee-Anne Bac - Director, BDO Advisory Services, South Africa



Miller Matola - CEO, Millvest, South Africa



Glenton De Kock - Chief Executive Officer Southern African Association for the Conference Industry



Linda Balm - Commercial Manager, Travel Start & Innovation City, Cape Town, South



Dr. Rob Davidson - Managing Director, MICE Knowledge, UK



Desire Loumou - Senior Trade Advisor on Trade in Services, AfCFTA Secretariat, Ghana.



Frank Murangwa, Director, Destination Marketing, Rwanda Convention Bureau, Rwanda



Hamza Farooqui - CEO, Millat Investments & CEO Hyatt Rosebank



Kwakye Donkor, CEO, Africa Tourism Partners



Désirée C.T. Baltussen - Chief Business Development Office, ICCA, Netherlands



Rob Kuchera - District Director East Africa Radisson Hotel Group & Complex General Manager - Radisson Blu Hotel & Convention Centre, Kigali



Givemore Chidzidzi - Acting CEO - Zimbabwe Tourism Authority Harare, Zimbabwe



Bjorn Huffkie - General Manager: MIC Sales, South Africa Tourism



Fish Mahlalela - Deputy Minister, South Africa Tourism Department

GALLERY OF PAST EVENTS



WHY ATTEND?

- * Networking is paramount at Africa Business Tourism and MICE Masterclass. As such, we offer a variety of opportunities to showcase your brand to industry leaders across the world.
- * Showcase your products, services and solutions first-hand in a live environment.
- * Meet with opinion leaders and gain access to a new range of potential customers.
- * Generate fresh business leads, create new connections, and deliver proven ROI.
- * Conduct face-to-face meetings with a highly targeted and engaged audience.
- * Engage with leaders and senior decision makers from across the sector.

THE APPROACH

- * The Masterclass is designed to accommodate all delegates – youth, SMMEs and established professionals, officials and practitioners to learn and refresh their knowledge after a long break.
- * In-person attendance only.
- * Attendance Fee: R4500 (US\$300)







About Africa Tourism Partners

Africa Tourism Partners (ATP) is an UNWTO Distinction Award winner and Pan-African tourism development and strategic destination marketing advisory firm. We specialise in strategy formulation, master planning and strategic marketing development in the travel, tourism, hospitality, aviation and golf sub-industries. The firm leverages the expertise it has established, global strategic partners and global networks to execute impactful and uniquely designed programs with measurable outcomes.

Based in Johannesburg, South Africa, Africa Tourism Partners (ATP) has country offices and key partners in Angola, Botswana, Ghana, Nigeria, Rwanda, Singapore, Scotland, Tanzania, USA and Zimbabwe. With demonstrated expertise of our leadership team, experienced global partners, representatives, and networks we execute uniquely designed with impactful results for all our clients.

About Meetings Africa 2022

Meetings Africa which is Africa's premier Meetings industry event will hold its 16th edition from February 28 - March 2, 2022, at the Sandton Convention Centre in Johannesburg, South Africa.

Meetings Africa is a tourism event featuring Africa as a destination spot. It aims at providing a comprehensive panorama in the field of the travel industry in Africa. It is a great place for connecting with a global network of decision-makers, executives or to simply book a vacation trip in the travel industry. This event strives to foster a healthy environment for business-to-client or business-to-business organizations all across the globe.

Africa Tourism Partners & Masterclass Contact details

For registration and further information please contact: Ms. Rejoice Chisamba
Website: www.africatourismpartners.com Email: rejoice@africatourismpartners.com
Tel/WhatsApp: + 27 81 303 7030 / +27 11 318 1741