

Cape Town, Western Cape



Western Cape Exhibition Planners Guide

Find your Feet in South Africa

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NATIONAL CONVENTION BUREAU

southafrica.net



**When it comes to exhibitions,
the evolving needs of our clients
and the future of the industry
has accelerated.**

Progressive destinations and venues reimagined their identities beyond physical places and spaces. In response to this, South Africa, as an exhibition destination, adopted a future-fit mindset and gained valuable expertise in its offering in response to these trends. Combining experience with ease of access, top infrastructure, affordability, and an amazing all-year climate. South Africa as a top exhibition destination is ready and able to host exceptional world-class exhibitions in a distinct, unforgettable way. In recent

years, South Africa has hosted Electra Mining Africa (having celebrated 50 years in September 2022), Africa Automation Technology Fair, SAITEX 2022, Africa Agri Tech, Hostex 2022, Meetings Africa 2022, The Hotel & Hospitality Show 2022, World Travel Market Africa 2022, and Propak Africa 2022. This track record has left the destination with expertise in hosting city-wide events.

**If you're looking for something
that is more than just an
exhibition destination,
we would like to advocate
South Africa.**

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South Africa: An Exhibition Destination that Ignites Curiosity

Exhibitions are a critical part of any industry for the opportunities they offer. A gathering of like-minded professionals exposing buyers and exhibitors to alternative and ground-breaking ways of working and operating.

Exhibitions are also the most powerful, versatile, and cost-effective marketing tool available according to The Global Association of the Exhibition Industry's (UFI's) Global Exhibition Barometer. South Africa offers an evolved service to exhibitors and attendees that showcases the country's agility, top infrastructure, and digital expertise.

If you're looking for a destination offering world-class venues and infrastructure, combined with unique spaces and places against a landscape of beach, bush, or mountain, look no further than South Africa.

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Reasons to Exhibit in South Africa

01

Modern, innovative English-speaking hi-tech cities

02

World-Class exhibition and trade show venues

03

Incredible connectivity and broadcasting technology

04

Proven track record of hosting international business events

05

Incredible value for money in a unique location

06

Home to the Gautrain, South Africa's urban rapid transit railway system

07

Over 30 direct international flights

08

State-of-the-art exhibition-ready infrastructure

09

Economic powerhouse of the African continent

10

Easy access for post-event excursions and tours

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The Western Cape:

An Exhibition Destination that Ignites Passion

As an exhibition destination, the Western Cape offers flexibility, state-of-the-art infrastructure, diversity and custom-built exhibition centres set against incredible scenic backdrops.

Its capital city, Cape Town, is one of the most dynamic economies in Africa, the second largest municipal economy in South Africa, and also the second most important contributor to national employment.

It is home to the award-winning Cape Town International Convention Centre (CTICC), a first-class exhibition centre that holds accolades as Best International Conference and Exhibition Venue – Africa 2020 and Best MICE Events Venue 2021 from the MEA Business Awards.

Without a doubt, the Western Cape is one of Africa's most esteemed business events destinations boasting world-class infrastructure, exhibition facilities, and good airline connectivity with a number of international flights flying directly to Cape Town.

As a destination, the Western Cape has iconic landmarks, stunning scenery, beautiful beaches, and the majestic Cape Winelands, which will make your exhibition all the more memorable.

Exhibitions are a critical part of any industry for the learning and networking opportunities they offer. A gathering of like-minded professionals exposing visitors to alternative and ground-breaking ways of working and operating. Hosting your exhibitions in a vibrant, picture-perfect cosmopolitan destination such as the Western Cape opens the doors of the imagination for your attendees.

Key Sectors and Markets

The exhibitions industry plays a vital role in the global economy as a key driver for economic growth and development.

The sector experienced steady growth and was contributing an impressive R75 billion to the South African economy per annum*.

The industry also contributed to the tourism sector, through the attendance of more than 1 million exhibition visitors to the tune of R23 billion annually.

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Key Sectors for Western Cape



Due to its advanced technology and infrastructure (and dominated by the City Town), the Western Cape boasts a dynamic and diverse economy which is led by the following key sectors.

- Consumer Goods and Services
- Tourism and Hospitality
- Agriculture
- Building and Construction
- Industrial Engineering
- Financial and Business Services
- Real Estate
- Oil and Gas
- Engineering
- Marine Industries

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Hybrid Exhibition and Events

**All venues in the Western Cape
have re-engineered, reimagined,
and reinvented their offerings
and offer a blend of virtual
and in-person exhibitions.**

However, by adopting the latest cutting-edge audio-visual technology to digitising aspects such as ticketing, registration, monetisation, and sponsorship opportunities, visitors can now also experience a world-class exhibition and productive events online.

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Supplier Partners

The Western Cape has a wide range of supplier partners that have a strong understanding of the local market and can operate at a world-class level.

As your partner on the ground, they have access to the right service providers with the right credentials to take your exhibition and/or event to the next level. Service providers have worked to evolve their way of working to adapt to the needs of the exhibitor of today.

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Other Major Provinces

Gauteng

Gauteng is South Africa's economic hub accounting for a third of the country's gross domestic product. Home to the country's executive (administrative) capital, Gauteng is steeped in a rich and poignant history.

Key Sectors:

- Banking and Finance
- Mining (especially relating to gold)
- Manufacturing
- Television and Film
- Business Services and Outsourcing

KwaZulu-Natal

Durban was the first city to establish an international convention centre and was the trailblazer in the growth and development of the business events industry in the country.

Key Sectors:

- Agriculture
- Automotive
- Mining
- Maritime
- Import and Export

Exhibition Venues

Cape Town International Convention Centre

The Cape Town International Convention Centre (CTICC) is in the beautiful northern foreshore and provides a wide offering in terms of multifunctional exhibition spaces for all event sizes. With an impressive 11 000m² of exhibition space – there is no better place to host your next exhibition.

Where to Stay

As a popular global holiday destination, Cape Town offers a wide variety of accommodation options and has about 20 000 formal 3-, 4-, and 5-star hotel bedrooms. Most of these hotels are located within the City Bowl, Waterfront, and Atlantic Seaboard areas, all in close proximity to the Cape Town International Convention Centre.

There are also many deluxe boutique hotels, serviced apartments, and B&Bs in the area, including:

- The Westin Cape Town
- AC Hotel by Marriott Cape Town Waterfront
- The Onyx Apartment Hotel
- Southern Sun Cullinan and Waterfront
- Hotel Sky



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DHL Stadium

The impressive DHL Stadium, which was constructed for the 2020 FIFA World Cup, is a venue of choice for exhibitions, product launches, and live events. With more than 31 587m² of space to work with, there is no doubt you can transform your exhibition into a first-world event.

Where to Stay

- Radisson Blu Hotel Waterfront Waterfront
- Cape Diem Lodge – Boutique Hotel
- Protea Hotel by Marriott Breakwater Lodge

Radisson Blu Hotel Waterfront



Cape Diem Lodge



Protea Hotel



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Century City Conference Centre

Voted as Africa's most sustainable venue in 2019, at the Global MICE Awards, this high-tech, sustainable award-winning 'mixed-use' venue, with 1 029m2 has incredible spaces designed to cater for all types of exhibitions, product expos, gala dinners, and/or concerts.

Where to Stay

- Century City Hotel Bridgewater
- Cape Town Marriott Hotel Crystal Towers
- Century City Hotel Urban Square

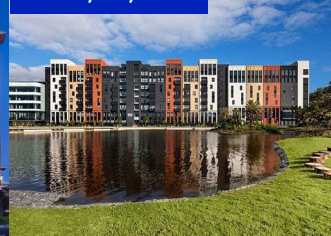
Century City Hotel Bridgewater



Cape Town Marriott Hotel



Century City Hotel



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Accessibility

Cape Town is easily accessible via Cape Town International Airport, with direct flights to and from multiple local and international destinations.

The Cape Town International Airport is just a short 20-minute drive from the Cape Town Central Business District and is also just a 2-hour connecting flight from OR Tambo International Airport in Johannesburg (the largest airport in Africa). Cape Town is a walking city, with several hotels situated close to the Cape Town International Convention Centre (CTICC).

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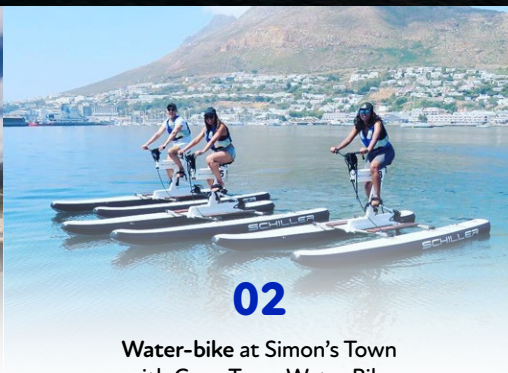
Cape Town, Western Cape

What's New? Tours and Excursions



01

Woodstock Art Tour
with Juma Tours



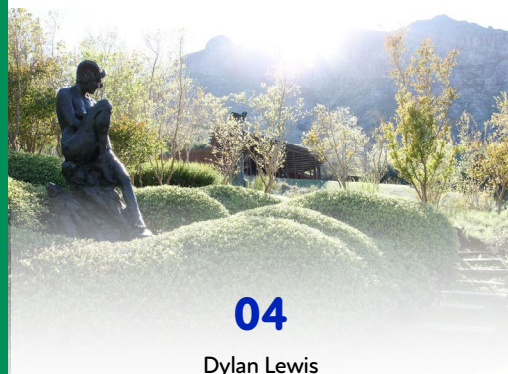
02

Water-bike at Simon's Town
with Cape Town Water Bike
Ocean Adventures



03

Sundowner at Gigi
Rooftop Restaurant & Bar



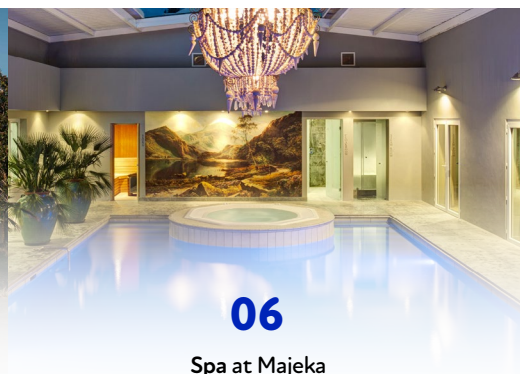
04

Dylan Lewis
Sculpture Garden



05

Quoin Rock Wine Estate
Wine Tasting



06

Spa at Majeka
House Hotel

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Novelties



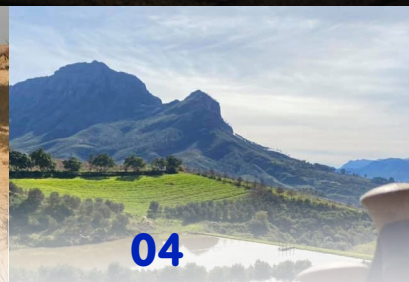
01
The World's Longest Zipline K3
 The world's longest zipline, more than 3km long.



02
Outdoor Cinema at Boschendal
 This outdoor big-screen cinema experience is open to groups and special bookings.



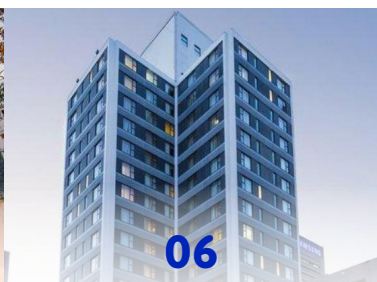
03
E-biking Western Cape
 This picturesque excursion will take you on a comprehensive tour of Cape Winelands.



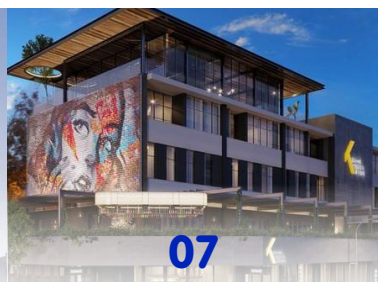
04
Stellenbosch Wine Walks
 Visit Stellenbosch has launched Stellenbosch Wine Walks.



04
Tsogo Sun - Southern Sun de Wagen
 Southern Sun de Wagen is an elegant boutique hotel.



06
Cresta Grande Hotel
 Cresta Grande Hotel is in Cape Town, offering an urban 242 Roomed hotel.



07
Kloof Street Hotel
 Kloof Street Hotel is situated on the popular Kloof Street, located close to Cape Town central.



08
Hotel Sky Cape Town
 Hotel Sky Cape Town is the ideal destination for both local and international travellers.

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Visa Regulations

Guests looking to visit South Africa must produce a valid visa before they can enter the country. A visa will be issued for a visit for tourism or business purposes and is valid for a period of 90 days (3 months).

Certain countries are exempted from visa control, which means that citizens from those countries do not need a visa to visit South Africa. For those that require visas, please note that visas are not issued at South African ports of entry, and airline officials must insist on visas before allowing passengers to board.

Find out more about the:

[Requirements for a visa](#)

[Types of visas](#)

[Countries exempt from South African visas](#)

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To Our Valued Partners

The SANCB has implemented a portal, which is a web-based platform allowing the business events industry to collaborate with the SANCB in bidding for the business events.

This tool provides personalised access and self-service by enabling convention bureaus and other business events stakeholders to solicit support from the SANCB and exchange information relating to bidding for business events. The system is integrated with the Customer Relationship Management system (CRM) for operational efficiency and allows for industry partner management, consumer marketing, forecasting and reporting.

Features of the portal and how will it assist our clients include:

- Personalised access
- A dashboard that provides a holistic view of all the user's projects
- Functionality to exchange information with the SANCB for bidding purposes
- Reporting functionality

Visit our portal for a step-by-step guide here:

<https://ncbportal.southafrica.net>

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