

Royal Natal National Park, Drakensberg KwaZulu-Natal



KwaZulu-Natal 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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KwaZulu-Natal:

A World-Class Exhibition Destination

KwaZulu-Natal, proudly known as the Zulu Kingdom, is the third closest coastal province to Gauteng via the N3 highway and is bordered by 3 foreign countries, namely Mozambique, Swaziland, and Lesotho.

KwaZulu-Natal is where you will find the bustling port cities of Durban and Richards Bay, which handle almost 60% of SA's cargo tonnage with Richards Bay producing over 4% of the global exports of aluminium. The province also has a bustling agricultural sector as the country's main producer of timber and sugar cane.

KwaZulu-Natal has an award-winning Convention Centre Complex (Inkosi Albert Luthuli International Convention Centre Complex), and the third largest airport in South Africa, King Shaka International Airport, which directly connects to more than 8 international destinations. This makes it a convenient destination for exhibition visitors.

Local and international visitors are attracted to KwaZulu-Natal all year round, thanks to its consistently warm climate and people. Hosting your trade exhibition in an incredible destination such as KwaZulu-Natal will make for a memorable event and leave a lasting impression on your attendees.

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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.

**Association for African Exhibition Organisers (AAXO) – Economic Impact of the Exhibition Industry. April 2017.*



Key Sectors for KwaZulu-Natal



With an economy based on a large manufacturing and agriculture base, the KwaZulu-Natal economy contributes more than 16% and is driven by the following key sectors:

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



Hybrid Exhibition and Events

**All venues in KwaZulu-Natal
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

KwaZulu-Natal 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

Western Cape

Cape Town is rated as the Number 1 Convention City in Africa. The Cape Town International Convention Centre (CTICC) has been a leading world-class venue host offering state-of-the-art facilities.

Key Sectors:

- Consumer Goods and Services
- Tourism and Hospitality
- Agriculture
- Building and Construction
- Industrial Engineering
- Financial and Business Services

Exhibition Venues

Inkosi Albert Luthuli International Convention Centre Complex

(Incorporating Durban International Convention Centre, Durban Arena, and Durban Exhibition Centre)

Incorporating Durban's International Convention Centre, the Durban Arena, and the Durban Exhibition Centre and awarded South Africa's Best Convention Centre and Africa's Best Convention Centre at the World MICE Awards 2021, the Inkosi Albert Luthuli International Convention Centre Complex is a world-class facility boasting 21 820m² of column-free, flat-floor, multipurpose space that can take various configurations. The exhibition centre has 5 halls, the largest of which has 6 000m² of space. When combined with the adjacent venue, capacity is increased to more than 9 200m². The venue offers excellent service and advanced technical facilities, and caters for the physically, visually, and hearing impaired.

Where to Stay

- Southern Sun Elangeni & Maharani
- City Lodge Hotel, Durban
- Suncoast Towers



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Olive Conference Centre

With a total of 5 000m² of flexible floor space, The Olive Theatre at the Olive Convention Centre is a multi-form venue with a multi-tier, wrap-around auditorium and a second-level gallery area that overlooks the main hall. Olive Convention Centre offers a versatile, flexible, practical, and technologically advanced facility that can be configured for exhibitions.

Where to Stay

- ONOMO Hotel, Durban
- Belaire Suites Hotel
- The Royal Hotel by Coastlands Hotels & Resorts

ONOMO Hotel, Durban



Belaire Suites Hotel



The Royal Hotel



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For an exhibition with a touch of old-school charm, Greyville Convention Centre at the prestigious Greyville Racecourse is a perfect choice. Able to accommodate 1 200 stands in multi-flexible spaces, the venue also has an indoor venue with pillar-free 1 529m² with an incredible view of the Durban skyline.

Where to Stay

- The Blue Waters Hotel
- Southern Sun Elangeni and Maharani
- Road Lodge Durban



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Accessibility

Durban is easily accessible through King Shaka International Airport, with direct flights to and from several international destinations.

It is also a short, 60-minute connecting flight from OR Tambo International Airport in Johannesburg (the largest airport in Africa). Other cities are served via a short 60-minute connecting flight from OR Tambo International Airport in Johannesburg.

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Key Attractions



01

600-kilometre coastline and some of the finest beaches in South Africa.



02

iSimangaliso Wetland Park a unique UNESCO World Heritage Site.



03

The Battlefields Route boasts South Africa's largest concentration of significant battle sites.



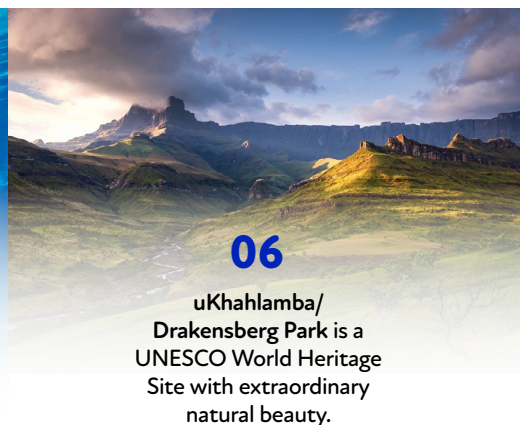
04

Zululand is an unspoilt haven offering everything from traditional Zulu village experiences to spectacular Big 5 game viewing.



05

uShaka Marine World is a 16-hectare theme park offering visitors a world of fun, entertainment and excitement from aquarium shows to water rides.



06

uKhahlamba/ Drakensberg Park is a UNESCO World Heritage Site with extraordinary natural beauty.

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What's New? Tours and Excursions



Wow Zulu

Off-the-beaten track experiences of a lifetime in the heart of rural KwaZulu-Natal.

Allowing travellers to connect with friendly communities in stunning locations. The organisation encourages adventure and making new friends.



Back Yard Umhlanga

At the Back Yard, Umhlanga Arch, you can enjoy drinks and cocktails.

Durban's best rooftop tiki bar with beautiful views of the Indian ocean.

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Novelties



Hilton Garden Inn

Umhlanga Arch's 4-star Hilton Garden Inn is being dubbed as the province's first smart hotel. The new Durban establishment launched with a 207-room hotel, which is the first Garden Inn property in South Africa.



The Premier Hotel, Umhlanga

Offering 130 bedrooms, a restaurant and bar, a swimming pool and a gym, the Conference Centre at The Premier Hotel Umhlanga is fully sub-divisible into 3 noise-dampening, acoustically designed for visitors' comfort and offers meeting capacities for up to 300 attendees.



Protea by Marriott Hotel, Durban, Umhlanga

Umhlanga is your gateway to golden beaches, lush surroundings and the joyous escape of holidaying in Durban. There are three room types: Standard, comprising the bulk of the rooms with 32 king and 87 twin rooms; four Suites and one Universal Access room.



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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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