



MEETINGS AFRICA
REPORT - 2025



MEETINGS AFRICA

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MEETINGS AFRICA

INTRODUCTION

Meetings Africa is an esteemed regional Trade show founded 20 years ago in 2005. This year marked its 19th instalment. It was founded in response to the global meetings industry's growing recognition of Africa as a sought-after business events destination. Meetings Africa is a great platform where African products showcase and meet with buyers from across the globe

The study focused on brand performance, level of satisfaction by buyers and exhibitors, value derived benefits in attending Meetings Africa 2025 and business conversion.

The survey was sent out to:

292 Buyers | Completes: n = 92 | Response rate: 32%
415 Exhibitors | Completes: n = 33 | Response rate: 8% (low base)



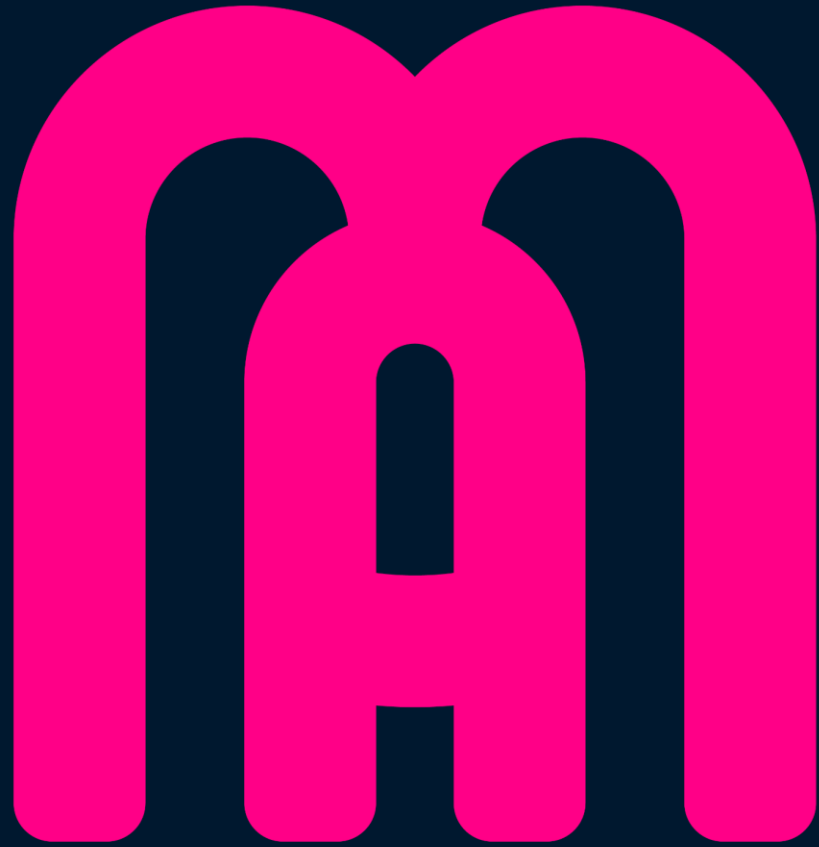
MEETINGS AFRICA

BUYER RESULTS





BUYER SECTION



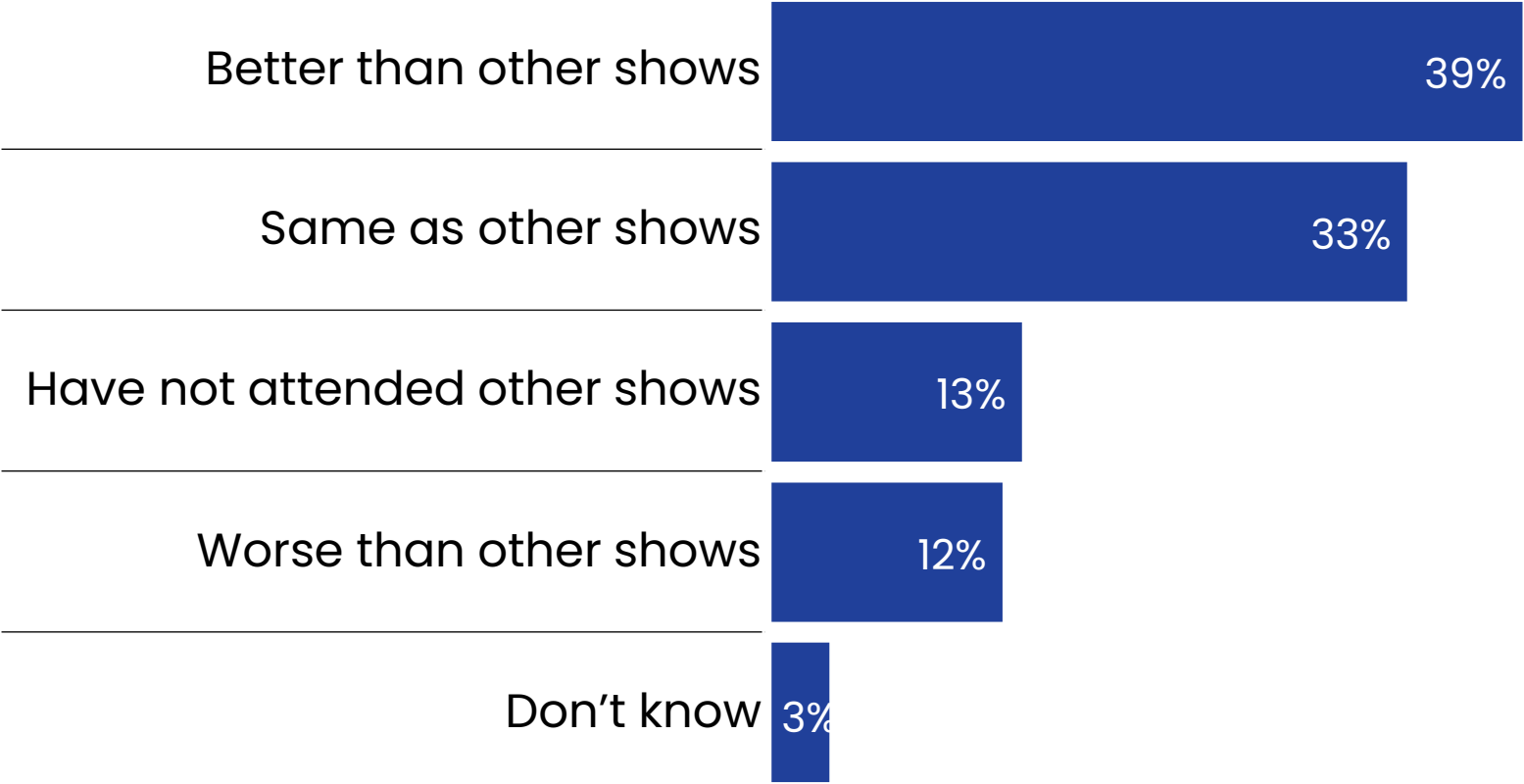
BRAND

MEETINGS AFRICA 2025 VS OTHER SHOWS

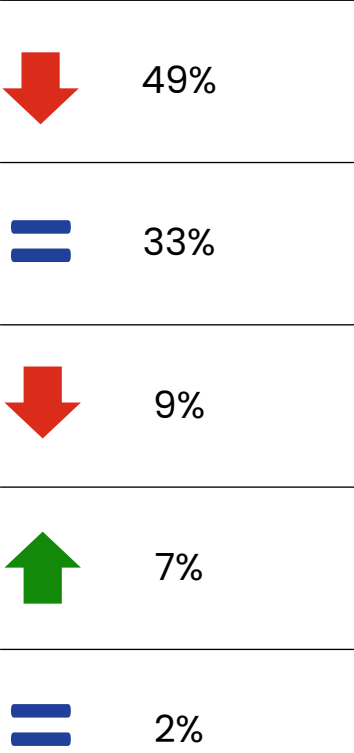


Buyers rated Meetings Africa 2025 at 39% on delivering better than other shows, down from 49% in 2024

MEETINGS AFRICA BRAND PERFORMANCE 2025



MA 2024



Indicates whether the score has gone up or down compared to 2024
The amber colour shows the lowest score across all key metrics

Compared to other business events you have attended in the past year; how would you rate Meetings Africa 2025's overall delivery?
Sample n = 92

Figures on the right are from MA 2025

MEETINGS AFRICA DELIVERY SATISFACTION LEVELS

Meetings Africa 2025 was rated least on floor layout, stand layout, and map. On overall impression of the show was rated 82% (down from 86% in 2024).

	T2B	
	2025	2024
Overall impression of Meetings Africa 2024	82% 	86%
Accommodation	86% 	76%
Communication from the organiser	68% 	77%
Floor Layout	51% 	85%
Food/Food stalls/Catering provided	74% 	76%
Layout of stands	55% 	83%
Map of venue/exhibition Centre	57% 	76%
MA 2024 Welcome Networking Event	75% 	78%
Number of contacts made	88% 	93%
Number of products specific to your needs	86% 	90%

	T2B	
	2025	2024
Presence of new products	68% 	67%
Quality of products	88% 	86%
Quality of travel and transport arrangements	76% 	65%
Shuttle service	77% 	65%
The availability of information	70% 	74%
The efficiency of the onsite registration process	72% 	87%
The number of exhibitors on show	78% 	86%
The online registration process	83% 	80%
Uniqueness of products	76% 	81%
Variety of products	82% 	86%

MEETINGS AFRICA 2025 SUCCESS FACTORS



Key attributes that determine a successful MA for buyers are networking opportunities, quality of products exhibiting and acquiring mor information about the destination

	2025	2024
Networking opportunities	77%	85%
The quality of products at Meetings Africa	73%	70%
Further knowledge on destinations	68%	76%
How knowledgeable Exhibitors are about their destination	60%	45%
The number of products at Meetings Africa	58%	48%
Number of meetings	42%	40%
Diversity of destinations present	1%	3%

REASON FOR ATTENDING MEETINGS AFRICA 2025



Key reasons for attending Meetings Africa by buyers is for information seeking about destinations, services and networking

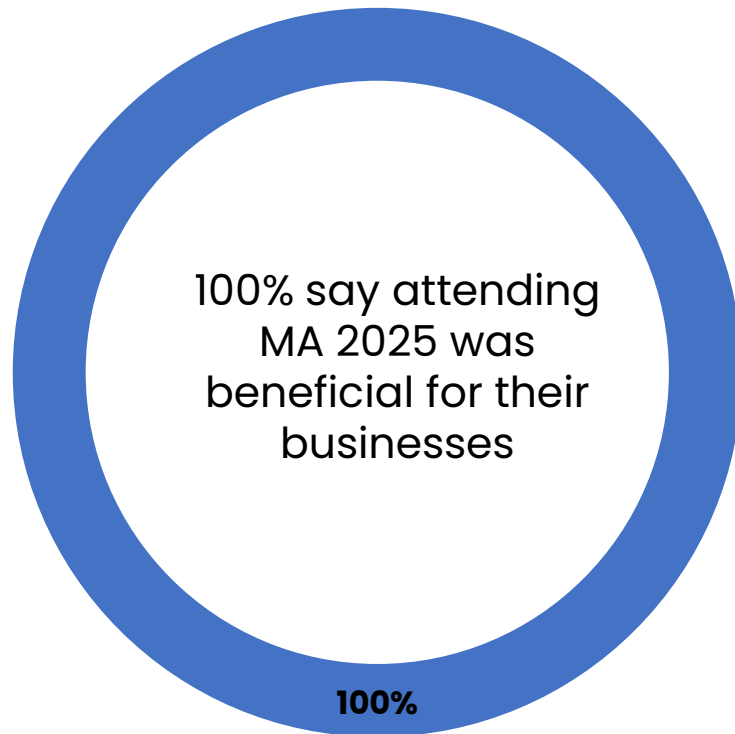
	2025	2024
To research or obtain general knowledge about destinations, products and services	72%	76%
To make contacts and network with people within the industry	70%	78%
To research or obtain general knowledge about a specific destination	54%	63%
To finalise a booking/s for a specific destination – for a future event	34%	35%
Generate leads	27%	31%
To confirm a booking/s for a venue, product or service – for a future event	25%	24%
To finalise travel package options from different operators	23%	27%
Others	5%	2%

BENEFITS OF ATTENDING MEETINGS AFRICA 2025 1/2

Benefits of attending Meetings Africa for buyers included, making new contacts, sealing deals, and for some acquiring market insights



MA 2025 BENEFICIAL



■ Yes



BENEFITS OF ATTENDING MEETINGS AFRICA 2025

NETWORKING AND CONTACTS

"I gathered many valuable business contacts."

"We got connected with more vendors and got to know more products apart from the same old options."

DESTINATION EXPLORATION AND INSIGHTS

"I had the opportunity to get to know the destination better and get closer to suppliers."

"I made some contacts but not as many as I had hoped across Africa... However, I learned about new venues within South Africa, especially Durban and Cape Town."

NEW SUPPLIERS & PRODUCT DISCOVERY

"I managed to meet some of our suppliers from Tanzania, South Africa and Nigeria."

"Learnt of the new products some of our existing partners have. Also got a better understanding of new products we wanted to add."

MARKET UNDERSTANDING & STRATEGIC INSIGHTS

"Understanding the characteristics of the African market... to develop targeted market strategies."

"Grasp market development trends... to help participants plan ahead and seize market opportunities."

Would you say that attending Meetings Africa 2024 was beneficial for your company?

In what way was it beneficial?

Sample n = 92



BENEFITS OF ATTENDING MEETINGS AFRICA 2025

PARTNERSHIP BUILDING & COLLABORATION

“Establish new collaboration and partnerships. Secure support for future events.”

“As a Pan African Society got to meet up with potential collaborations, made contacts.”

BUSINESS OPPORTUNITIES & DEAL-MAKING

“Got to close on a matter with a supplier from Cape Town for an upcoming event and a past event.”

“Very useful personal contacts during the days and successful deals!”

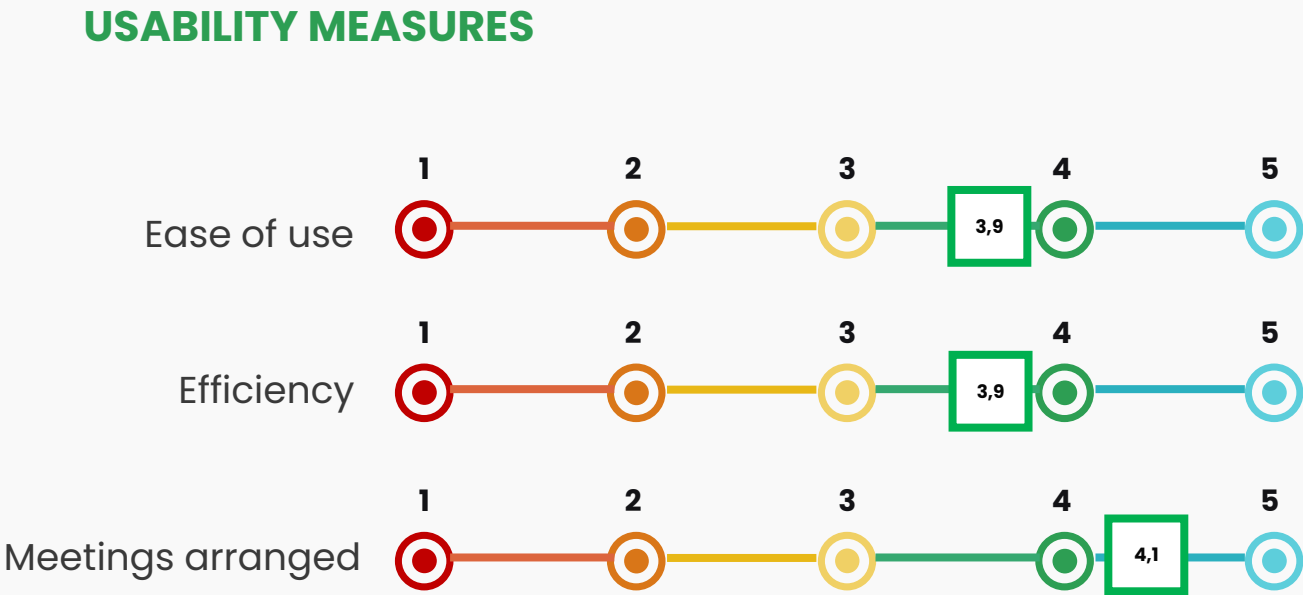
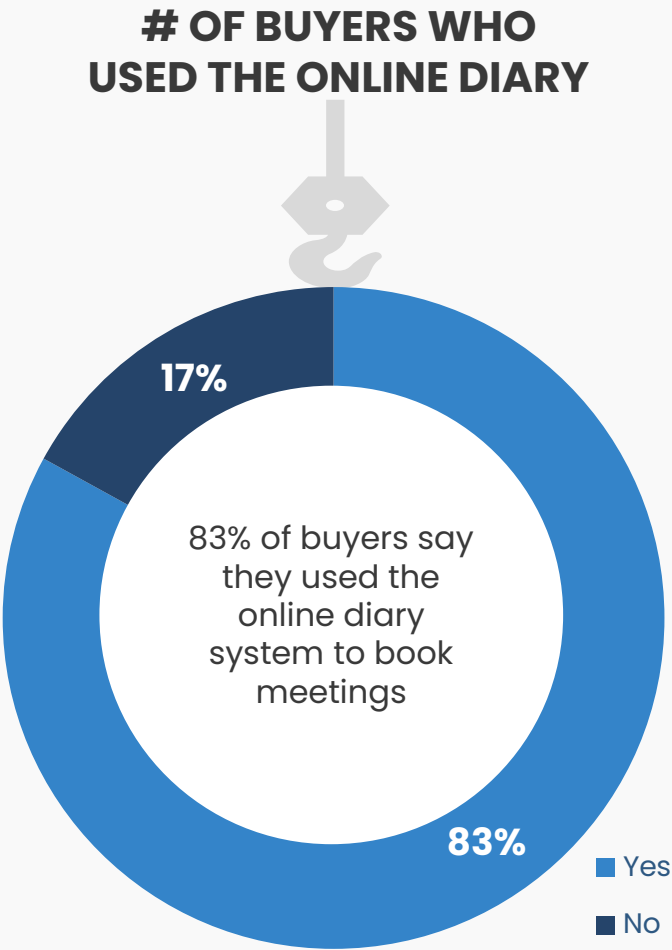


ONLINE DIARY SYSTEM & MEETINGS

ONLINE DIARY SYSTEM NAVIGATION



Online diary system adoption was sitting at 91% but has since gone down to 83% in 2025, majority found the tool to be efficient and easy to use, scoring the tool above four on ease of arranging meeting

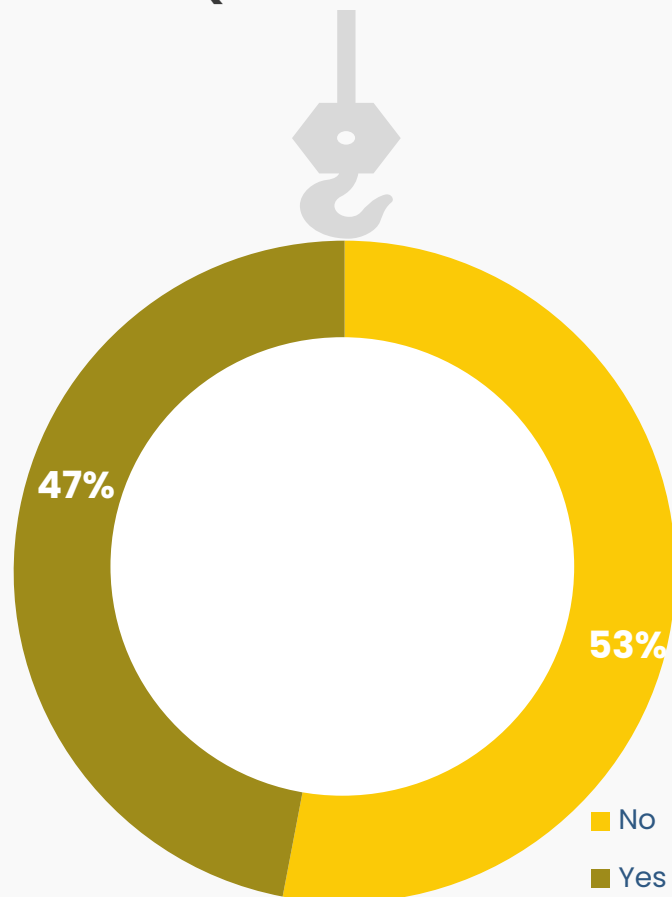


DIARY SUPPORT/ASSISTANCE

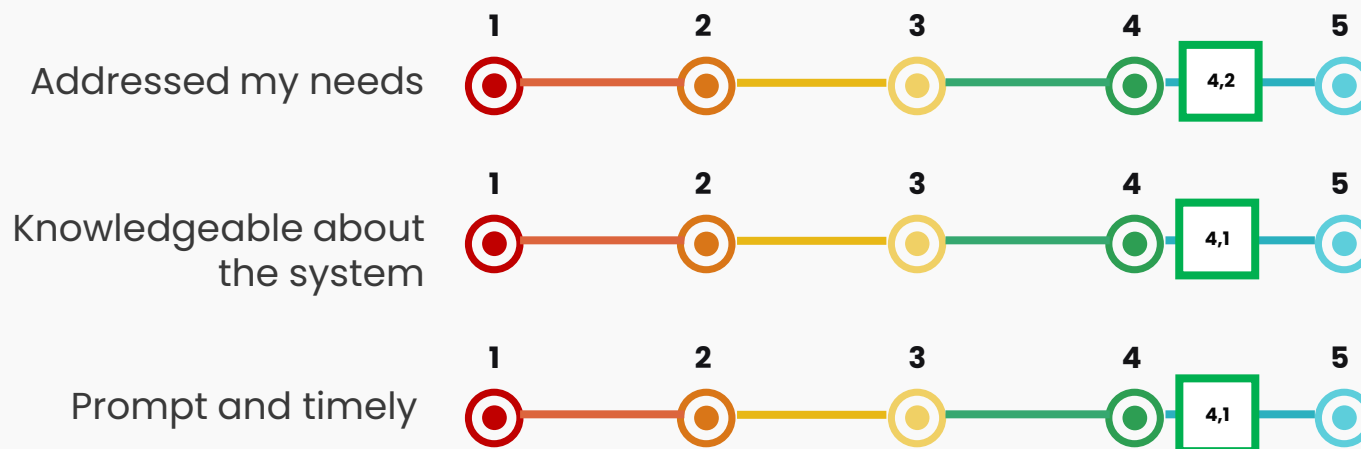
Just over half of buyers required assistance with the online diary system tool, it is noted that the support team were responsive, and hence rated above four on all metrics



of BUYERS THAT REQUIRED SUPPORT



SUPPORT TEAM SUPPORT MEASURES



Buyers experienced a myriad of issues – and the issues with the online diary system were bandwidth related, mismatching with exhibitors, useability and exhibitor booths

NAVIGATION & USER EXPERIENCE

“It should be easy to navigate and offer additional options to search and filter profiles for booking meetings.”

“Unclear how to work it. Filter system for finding people was bad.”

“It was not very intuitive... filters didn’t work very well.”

MEETING MATCHING & RELEVANCE

“It matched me with exhibitors that were not relevant.”

“We were not given a chance to choose the meetings... some were not really relevant.”

“Double meeting with same supplier.”

CONNECTIVITY & INTERNET ISSUES

“Week Internet service.”

“Internet was slow, most of them don't aware about the same.”

WHATSAPP & COMMUNICATION OVERLOAD

“The Whats app aspect was not working properly... very cumbersome.”

“The amount of WhatsApp we got during the event was really uncomfortable.”

MAP, BOOTH NUMBERS & ON-SITE NAVIGATION

“The Map and the exhibitor stands did not match.”

“Couldn’t tell which floor is the exhibitor located.”

“Find exhibitor booths as numbered to some point.”

SCHEDULING GLITCHES & TECHNICAL PROBLEMS

"There was a delay of the system."

"It was giving 2 meetings at the same time."

LACK OF MEETING CONFIRMATION & REMINDERS

"Very few responded to confirm meetings booked."

"No reminders were received. The email missed some appointments."

"There should have been links to the website of each exhibitor."

FEEDBACK, NOTES & AGENDA LIMITATIONS

"No possibility to take notes online when at meetings."

"No way to download WhatsApp connections."

"The system could not detect duplicate meetings."

POSITIVE EXPERIENCE WITH THE PLATFORM

"Everything worked perfectly."

"I think it worked well and well done to team."

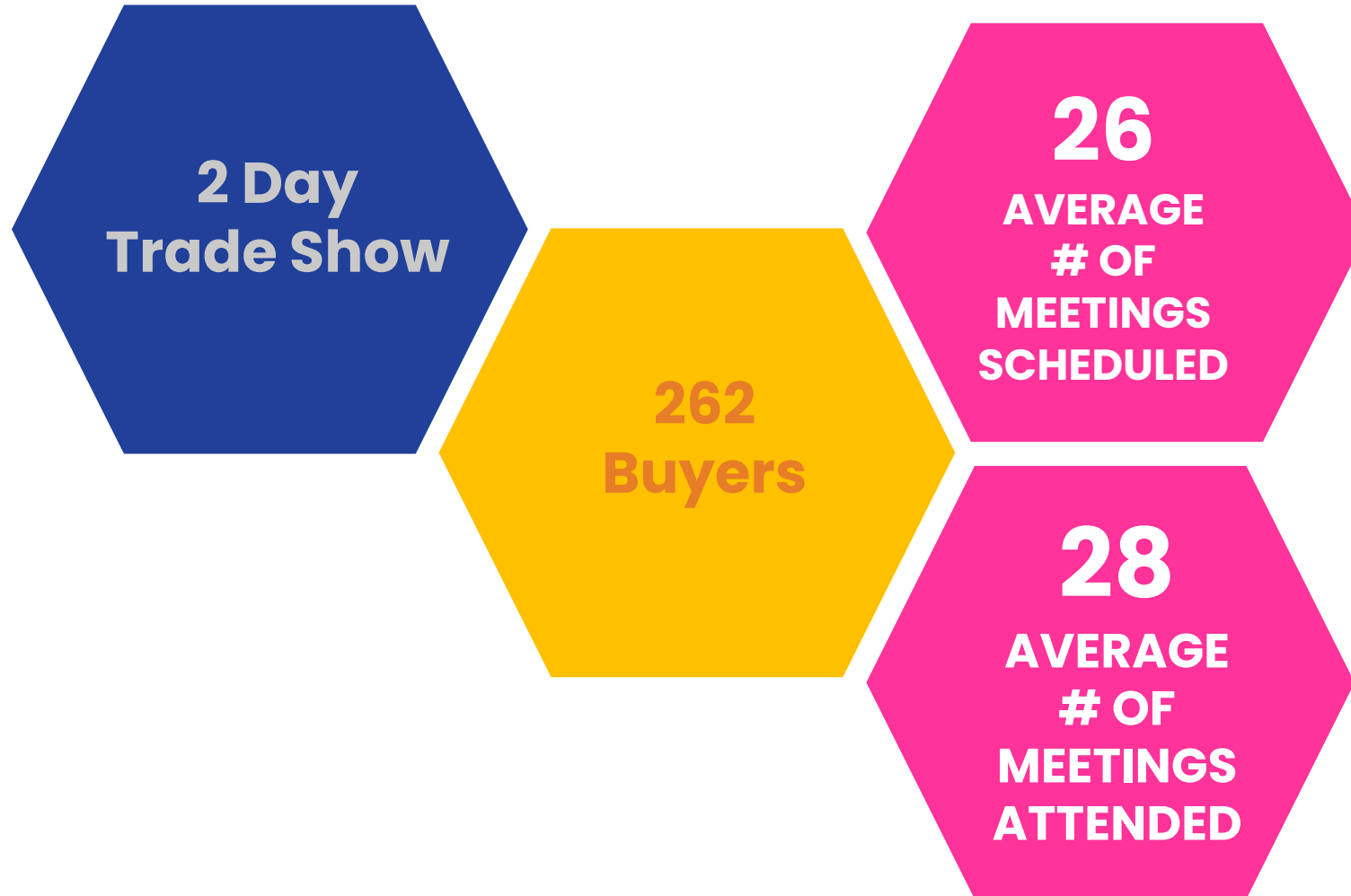
"My diary worked well for me."



TRANSACTING WITH AFRICA

NUMBER OF MEETINGS / BUSINESS TRANSACTIONS

Exhibitors attended an average of 28 meetings in the 2 days of Meetings Africa 2025, compared to last year where Buyers managed to secure 23 minutes but attended an average of 25 meetings

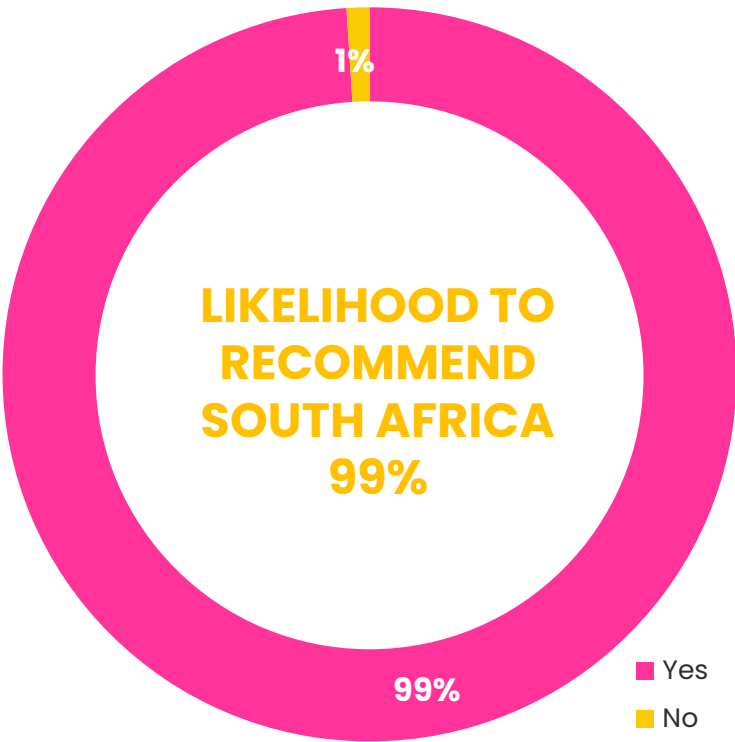


ADVOCACY FOR SOUTH AFRICA



There is a high likelihood to recommend South Africa to others; due to the country boasting with unique and diverse offerings, great infrastructure and being cost effective

**REASON FOR NOT
RECOMMENDATION**
“Security , and no direct flights which
makes it expensive compared to other
destinations”

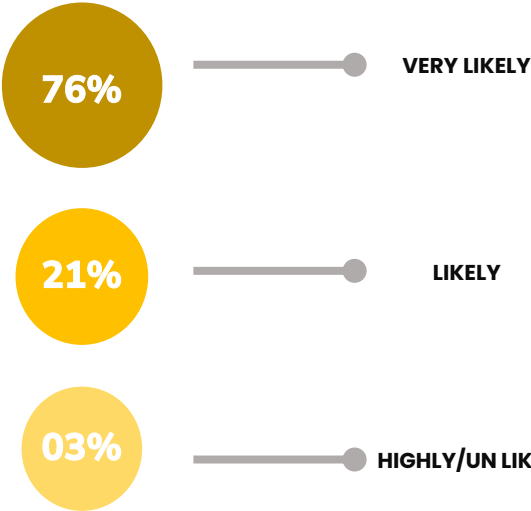


Would you recommend South Africa to your clients / colleagues and peers?
You mentioned that you would recommend South Africa to your the clients / colleagues and peers, why is this?
Sample n = 92

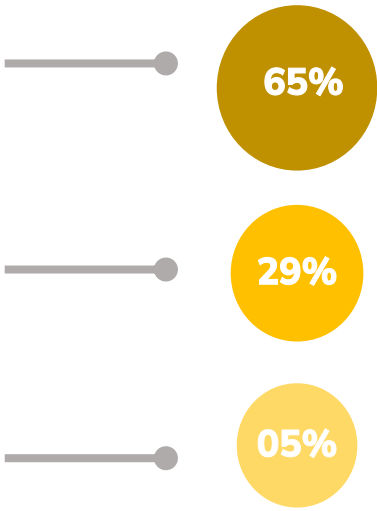
LIKELIHOOD TO BRING BUSINESS TO AFRICA & SOUTH AFRICA 2025

Buyers from Meetings Africa are likely to bring business to the continent, however, among the identified barriers are destination pricing, visas, and limited airlift options

LIKELIHOOD TO BRING BUSINESS TO AFRICA



LIKELIHOOD TO BRING BUSINESS TO SOUTH AFRICA



POSSIBLE BARRIES TO BRINGING BUSINESS TO AFRICA

Air access	39%
Visas	36%
Ease of doing business in Africa	33%
Affordability / Destination Pricing	30%
Destination Support	28%
Lack of infrastructural amenities VS other destinations	14%
Supplier capabilities (delivering hybrid business events)	10%
Other	20%

POSSIBLE BARRIES TO BRINGING BUSINESS TO SOUTH AFRICA

Air access	29%
Visas	32%
Ease of doing business in Africa	23%
Affordability / Destination Pricing	30%
Destination Support	22%
Lack of infrastructural amenities VS other destinations	8%
Supplier capabilities (delivering hybrid business events)	9%
Other	22%

OTHER LIKELY BARRIERS TO BRINGING BUSINESS TO AFRICA & SOUTH AFRICA



SAFETY & SECURITY

- “Security and Safety of our clients”
- “Crime rate”
- Distance from UK (main market) + carbon emission challenge with long-haul flights



AIRLIFT, PROXIMITY

- “We have not direct flights from Italy”
- “Too long journey from Europe”
- “Problem of scarcity of direct also expensive to travel from African countries to Africa”



SERVICES

- “Struggles with destination support at provincial and local level can be disappointing in many cases”

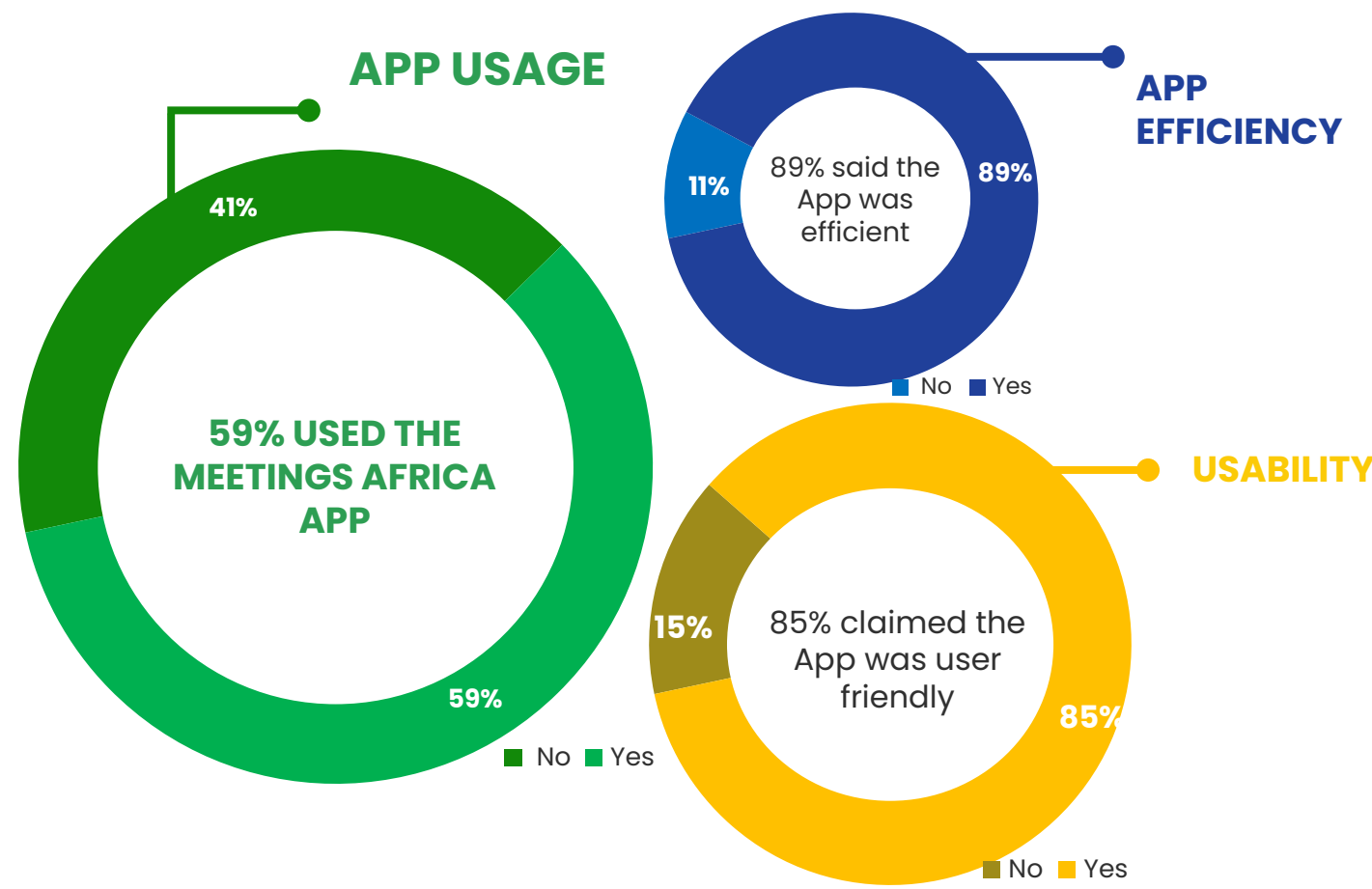


MOBILE APP

APP USAGE 1/2



Last year, (81%) buyers had used the app, compared to 59% in the current year. 89% this year compared to and half said they found the App to be efficient and 85% this year said user-friendly, however, there are parts of the App that need to be improved upon as well as to include other features and capabilities



There are parts of the App that need to be improved upon as well as to include navigation, synchronization and other technical factors to enable ease of use

AREAS OF IMPROVEMENT

1. Navigation & Maps

- "MAP"
- "location map of each exhibitor"
- "Navigation of the actual venue..."

2. Push Notifications

- "too many repetitive push notifications"
- "repeat push notifications"
- "The number of notifications was too high..."

3. App Stability & Performance

- "the app crashed a lot"
- "The app needs more tooling"
- "Real time refresh and loading"

4. Meeting Scheduling & Management

- "Double appointments"
- "There should be enough time between the schedules"
- "confirm meetings done"

5. Chat / Communication Features

- "Ability to chat with the exhibitor"
- "Add WhatsApp"

6. Exhibitor Profiles & Info

- "check profiles"
- "Profile"

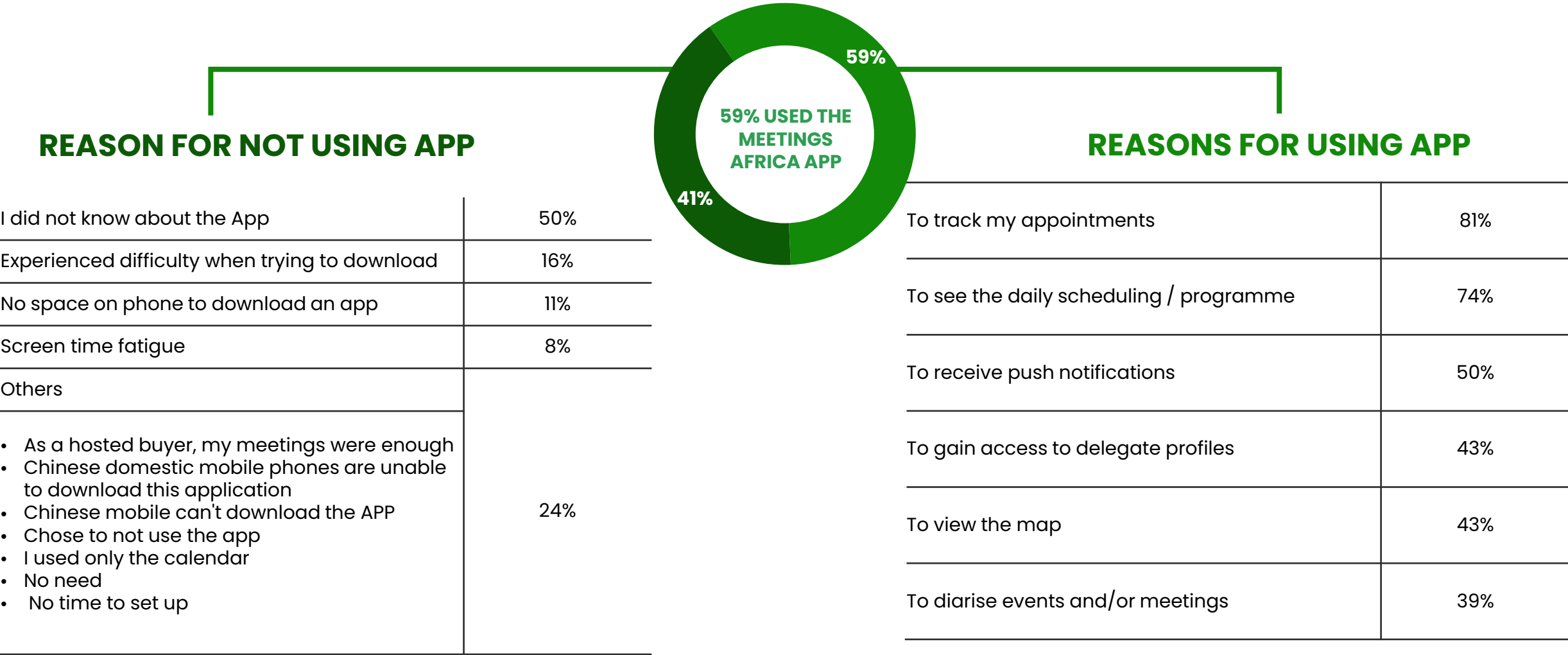
8. Other / Miscellaneous Suggestions

- "grading of the meetings in the app"
- "Organise n user friendly"

APP USAGE 3/3



Key reasons for not using the App are that buyers did not know about the App., and some experienced difficulty trying to download. Key reason for using APP is to track appointments, and see daily scheduling





RECOMMENDATIONS BY BUYERS

FLOOR AND STAND LAYOUT & NAVIGATION

"A better distribution of stands in the spaces and **prior understanding** of the event layout so that scheduling is done in a way that we know how close the meetings are and **we don't need to keep changing floors.**"

"A **clearer layout and numbering of the floor plan**, as some of the stands were not easy to find."

"Navigation of the venue was a bit of an issue for me, **I missed some meetings because I could not find the stands**, and the staff were not too helpful."

TIMELY COMMUNICATION, AND ACTIVE COMMUNICATION

"Please anticipate that most of us **long haul hosted buyers** need to have feedback or updates regarding registration **confirmation as well as meeting selection** with more time in advance."

"Give hosted buyers **information in advance** especially the post Fam tours."

"Meetings Africa 2025 has been a wonderful experience, but some info was barely noticeable."

FLIGHTS & TRAVEL LOGISTICS

"The hosted buyers' **flights were booked very late**, which increased the costs."

"My flight info was not organized until days before. **I was already traveling prior to being sent hotel confirmation.**"

"Give **more of a notice** as far as travel related plans."

"Arrangements at the **airport to pick** delegates should be improved."

DIARY SYSTEM & APP FUNCTIONALITY

"**Work a bit on the app**, and require less mandatory meetings for hosted buyers, as we do not have time to discover new suppliers or walk the exhibition floor since our schedule is full."

"The **diary system was not great**."

"**Open** the meetings booking system **earlier**."

"**Work a bit on the app**, and require **less mandatory meetings** for hosted buyers, as we do not have time to discover new suppliers or walk the exhibition floor since our schedule is full."

HOSTED BUYER EXPERIENCE & POST TOURS

"Offer a better experience for hosted buyers. The **post fam tour** to Limpopo **was badly organised** with **no preparation and comfort of buyers**."

"Post tours should focus **less on driving around** and more on showing few specific attractions tailored to business travellers."

CATERING, AND DIETARY NEEDS

"Have more **vegetarian** food for veg guests."

"As the experience it has been beautifully curated. Just need more options **in food prepared for Indians**."

"While lunch was provided, it would have been appreciated **if supper was also included**."

"Should **focus on meal preferences** and on ground arrangements."

EVENT ORGANIZATION & PLANNING

"It can be better organised and information can be **delivered more timely**."

"**Start preparing in time** and send all the info and documents in time."

"**Organise the event a bit in advance**. Allocate hotels before well in advance as well."

POSITIVE FEEDBACK

"**Everything is perfect as it is.**"

"It was a really nice show, with a lot of business opportunities."

"I have no recommendations. I **was extremely impressed with the entire show.**"

"**Thank you very much for allowing me to participate.**"

EXHIBITOR VARIETY & REPRESENTATION

"Bring as **many exhibitors** from the African regions."

"Keep improving. Open up to other **Africans for representation.**"

"**More exhibitors from different countries** and try to have it in just one floor."

"Continue to find new exhibitors, **propose new destinations, improve sustainable tourism.**"



MEETINGS AFRICA

EXHIBITOR RESULTS





BRAND

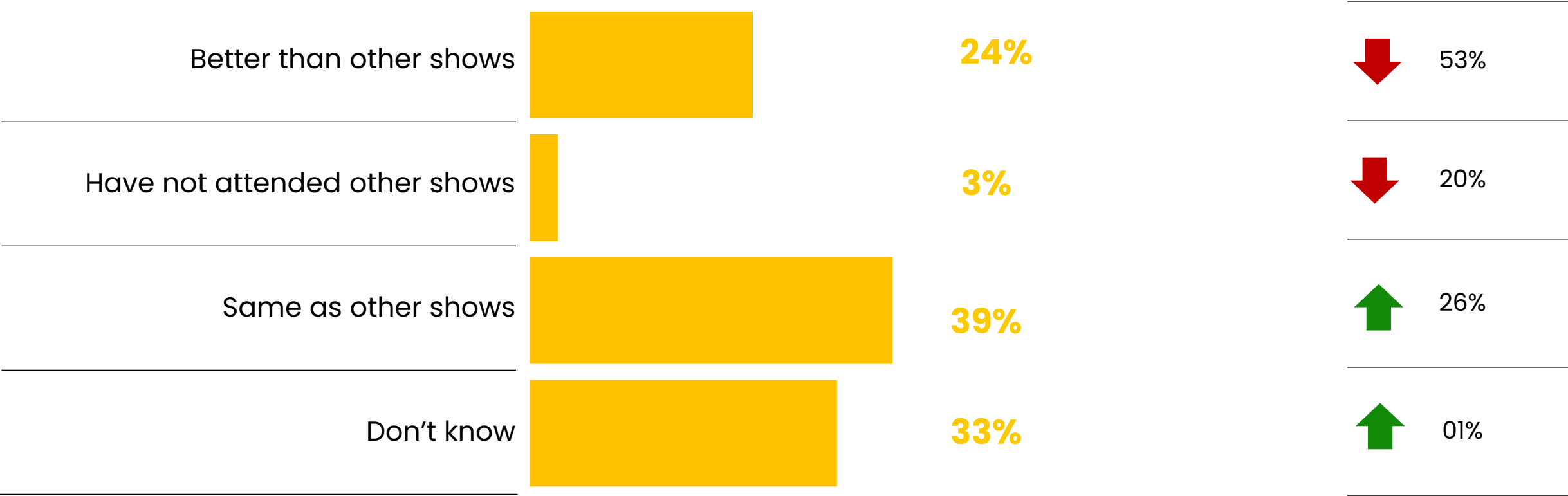
MEETINGS AFRICA 2025 VS OTHER SHOWS



The number of Exhibitors rated Meetings Africa 2025 as being better than other shows they'd attended in the past year is down from 53% to 24% those who said the show was on par with other shows that they've attended in the past year is up from 26% to 39%

MEETINGS AFRICA BRAND PERFORMANCE 2025

MA 2024



Compared to other business events you have attended in the past year; how would you rate Meetings Africa 2024's overall delivery?

Sample n = 33; 86

Figures on the right are from MA 2024

MEETINGS AFRICA DELIVERY SATISFACTION LEVELS

Meetings Africa was rated least on food and communication from the organiser, the overall score is low by over 47 basis points (from 83% to 36%)

	Satisfaction levels T2B	
	2025	2024
Overall impression of Meetings Africa	36% ↓	83%
Access Control/security	61% ↓	85%
Communication from the organisers	30% ↓	82%
Floor Layout	42% ↓	77%
Food/Food stalls/Catering provided	27% ↓	43%
Layout of stands	55% ↓	76%
Map of venue/exhibition Centre	45% ↓	74%
Meetings Africa Welcome Networking Event	36% ↓	64%

	Satisfaction levels T2B	
	2025	2024
Online registration process	48% ↓	86%
Process of ordering stand services	33% ↓	66%
Quality of travel and transport arrangements	33% ↓	51%
Stand rates (value for money)	42% ↓	62%
The availability of information	39% ↓	80%
The efficiency of the onsite registration process	67% ↓	78%
The online diary system	36% ↓	85%
The relevance (to my business) of buyers	45% ↓	87%

REASON FOR ATTENDING MEETINGS AFRICA 2025



Key reasons for attending Meetings Africa by Exhibitors is to make contacts and network with people within the industry, generate leads and access to new markets

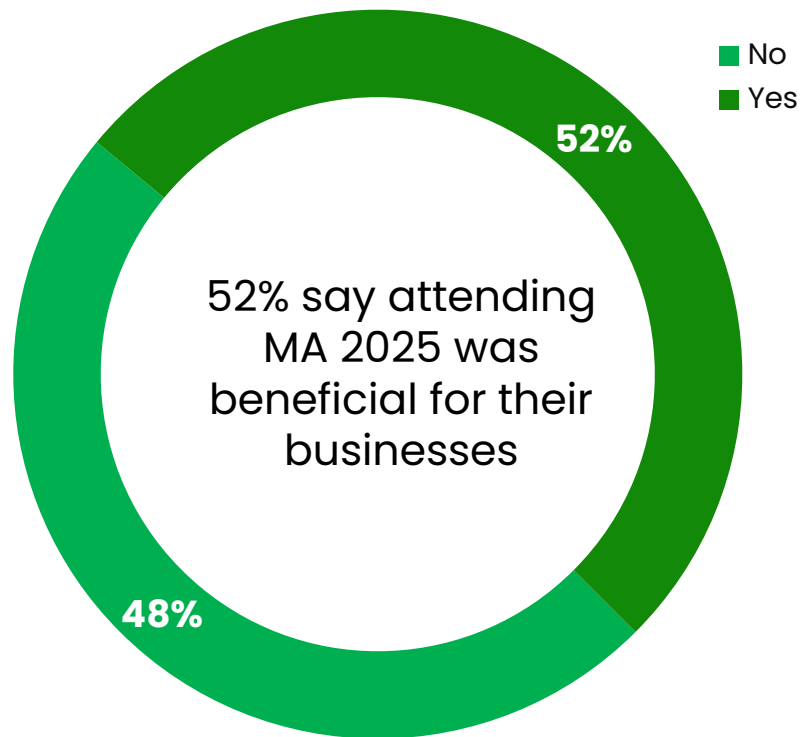
	2025
To make contacts and network with people within the industry	76%
To generate leads	70%
To enter new markets	61%
To reconnect with buyers	58%
To reconnect with industry	42%
To identify trends within the industry	18%
To finalise a booking/s - for a future event	15%
To confirm a booking for a venue, product or service - for a future event	15%
To launch a new product	12%
To finalise travel package options from different operators	9%

BENEFITS OF ATTENDING MEETINGS AFRICA 2025



Meetings Africa as a platform is seen as beneficial as it affords Exhibitors to market exposure and access to buyers they would otherwise not have access to

MA 2025 BENEFICIAL



BENEFITS OF ATTENDING MEETINGS AFRICA 2025

NETWORKING & BUILDING CONTACTS

"Connecting with current and new partners/suppliers/contacts"

LEAD GENERATION AND CLIENT ACQUISITION

"We made good leads and networked with new travel agents from around the continent and a few international"

INTERNATIONAL MARKET ENGAGEMENT

"Met some good buyers from international markets"

"We received numerous interests for Ethiopia and potential leads"

MARKET ACCESS

"There was more exposure from the neighbouring countries and networking"

Would you say that attending Meetings Africa 2024 was beneficial for your company?

In what way was it beneficial?

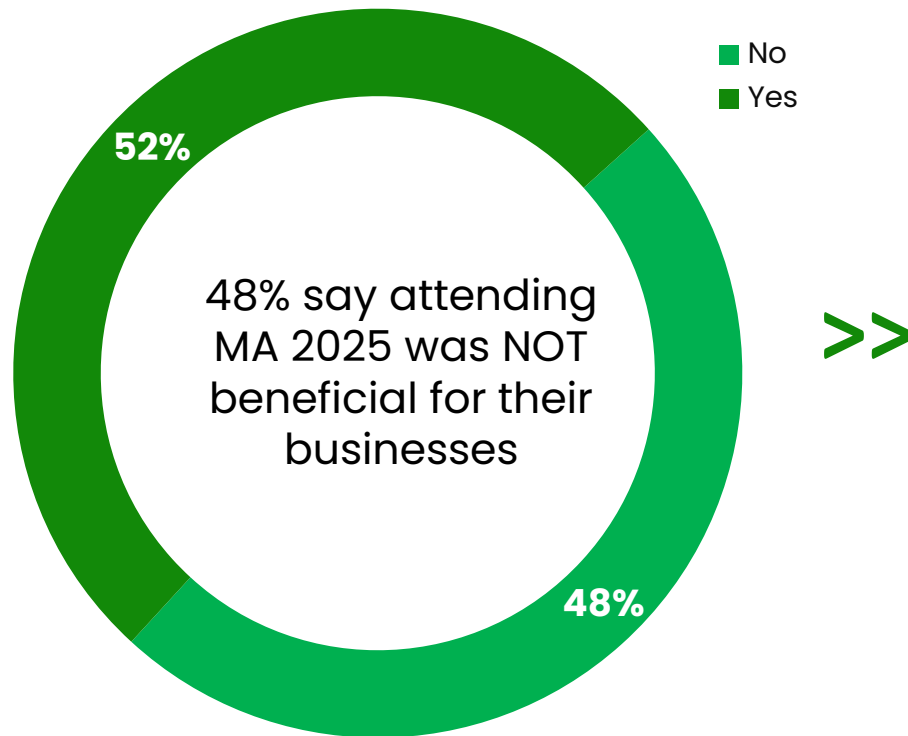
Sample n = 86

BENEFITS OF ATTENDING MEETINGS AFRICA 2025



Some Exhibitors said they found MA to not be beneficial due to calibre of buyers, repeat buyers who do not bring business.

MA 2025 NOT – BENEFICIAL



BENEFITS OF ATTENDING MEETINGS AFRICA 2025

POOR EVENT PLANNING & ORGANISATION

"It was an absolute headache from application to end, terrible planning, and execution"

"The event organization was the worst I've seen in a long time"

QUALITY OF BUYERS

"The quality and number of buyers was disappointing, the show was empty"

"The buyers were located in regions that didn't match our target destination."

"The buyers were not really interested – they just seemed to want to tick off their appointments"

"Not enough local corporate MICE organisers attended"

ONLINE DIARY REGISTRY AND SCHEDULING

"Due to the lateness of the online diary – the quality of the meetings were low"

"There was too many double bookings"

MEETINGS AFRICA 2025 SUCCESS FACTORS



Key attributes that determine a successful MA for Exhibitors include quality of buyers, quality and number of leads generated



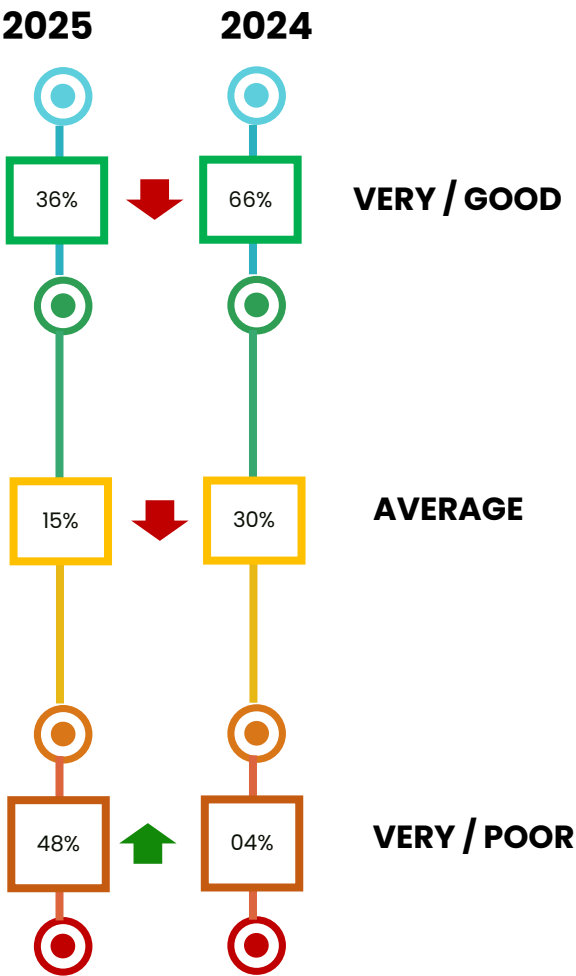
	2025	2024
The quality of buyers at Meetings Africa	88%	80%
Quality of leads generated	70%	64%
Networking opportunities	52%	60%
The number of leads generated	55%	44%
Number of meetings held	24%	43%
The number of buyers at Meetings Africa	42%	37%
Number of appointments secured	24%	34%
Number of deals closed	48%	33%
The location of my stand	21%	27%
The size of my stand	9%	1%
Other	3%	2%

RETURN ON INVESTMENT



Exhibitors (36% down form 66%) said that they anticipated favourable returns versus what they invested, whereas 48% anticipated to not have a positive yield. The benefits derived will translate into increased client base, more partnerships

SPEND VS ROI



BENEFITS FROM DIRECT SALES REALISED AT MA 2025 SHOWS

	2025	2024
Realise an increase in client base	42%	65%
Realise more partnerships within the value chain	42%	62%
Realise an increase in profit	18%	57%
Employing more staff members	9%	31%
Scale up	15%	26%
Other	30%	9%

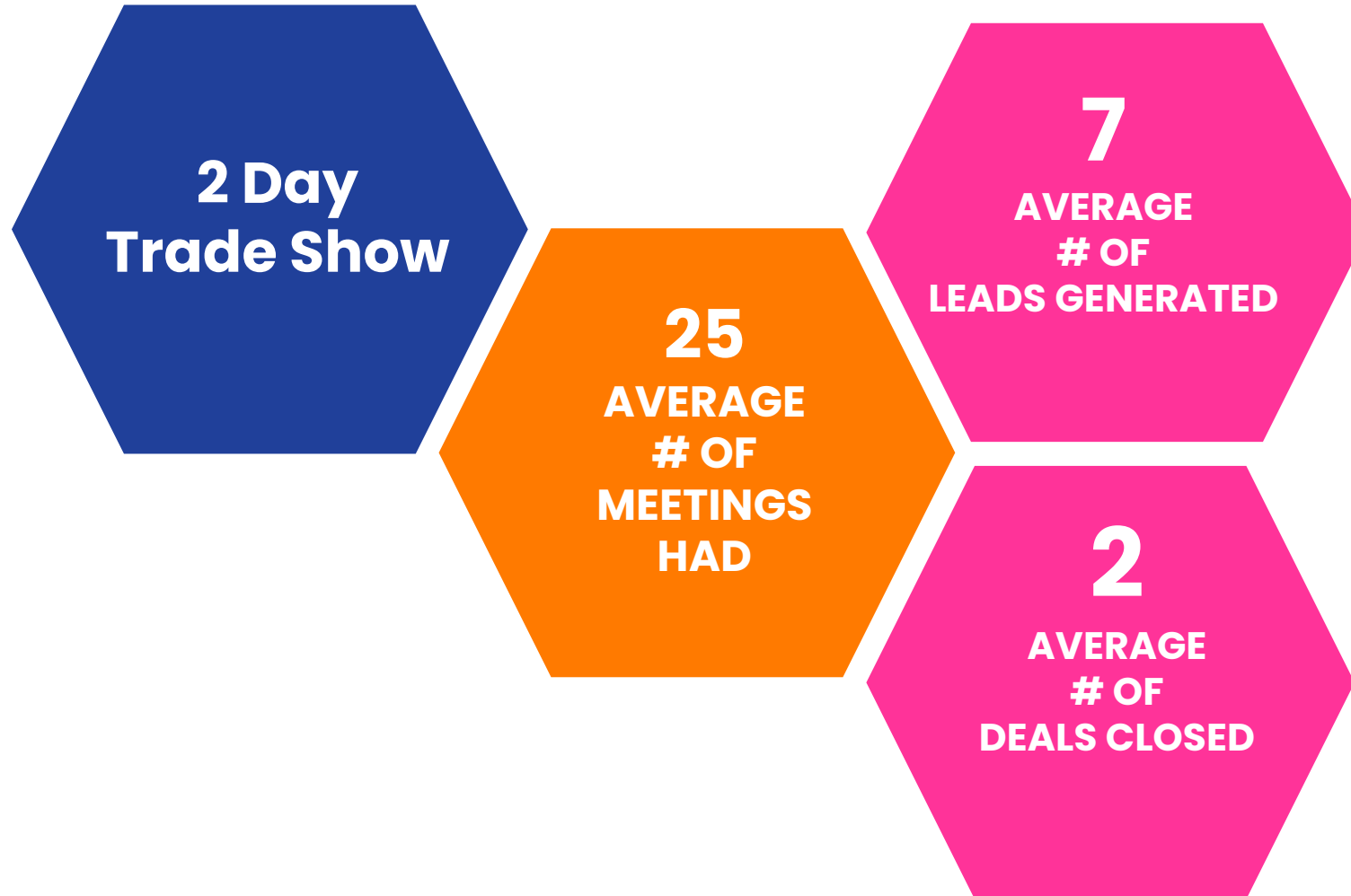
How would you rate your financial return on investment compared to your expenditure at Meetings Africa 2025 using the below scale?
In what ways will your business benefit as a direct result of the total value of sales opportunities or deals generated from Meetings Africa 2025, and which of the following will happen as a result?
Sample n = 33; 86



MEETINGS

NUMBER OF MEETINGS / BUSINESS TRANSACTIONS

Exhibitors attended an average of 28 meetings in the 2 days of Meetings Africa 2025, compared to last year where Buyers managed to secure 23 minutes but attended an average of 25 meetings





BUYER TO EXHIBITOR ENGAGEMENTS

Satisfaction levels dropped across measures, with fewer Exhibitors claiming that the buyers at Meetings Africa met their expectations

SATISFACTION DRIVERS

MEETING NEW AND RELEVANT BUYERS

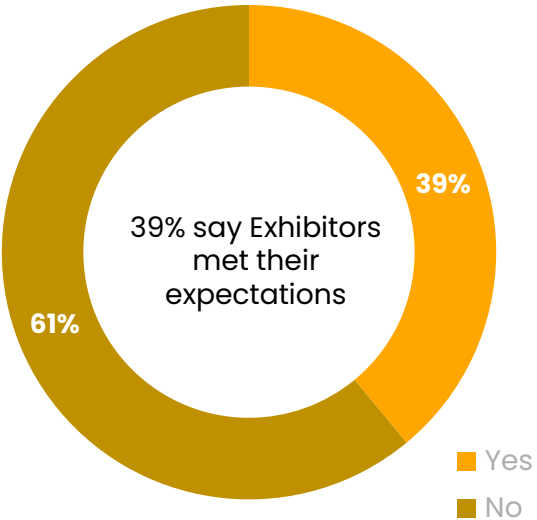
"Some were buyers we already know and have relationships, it was good to reconnect"

CLOSING DEALS / SALES SUCCESS

“Partnerships and sales”

BUYER ENGAGEMENT & INTEREST

"They were interested in my product and were engaged in the conversation we had with them. Two meetings were a no show"



DISSATISFACTION DRIVERS

POOR QUALITY OF BUYERS

"Terrible quality, it was as though the 'meeting' was a check list for a free trip to South Africa."

"Many buyer meetings were not relevant to our portfolio. Many free-loaders too."

DISSATISFACTION DRIVERS

LIMITED OR MISALIGNED GEOGRAPHIC REPRESENTATION

"We were expecting more international buyers."

"Not many genuine buyers for Zambia."

"Wrong Clientele."

LATE DIARY OPENING / SCHEDULING ISSUES

"Diary came out too late as SA tourism dropped the ball and still charged full price."

"We had a number of no shows."

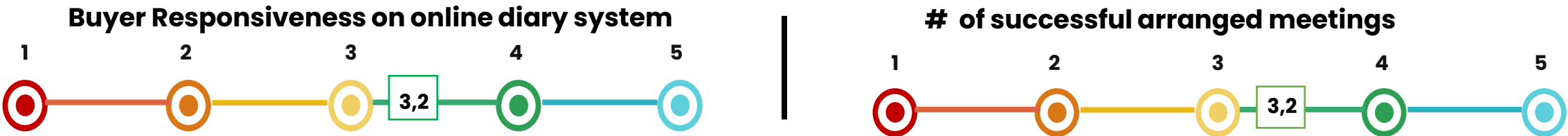
IMBALANCED BUYER TYPES

"Mostly STO's!!"

"There was mostly STO buyers, not much MICE and corporate and gov."

SATISFACTION SCORES

With fewer Exhibitors (39%) stating that buyers met their expectations, the key measures showing a further decline, where buyer rating is below 3,5 compared to last year where buyers were rated above 4 across the two measures





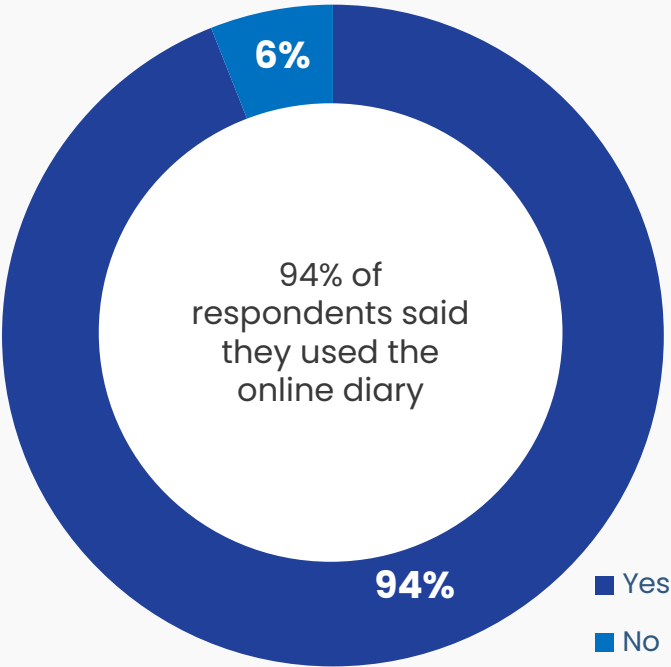
ONLINE DIARY

ONLINE DIARY SYSTEM NAVIGATION



Online diary system adoption remains at 94% from last year, Exhibitors scored the tool poorly compared to last year, where all the measures were scored above 4, and scored below 4 in the current year

EXHIBITORS WHO USED THE ONLINE DIARY



USABILITY MEASURES



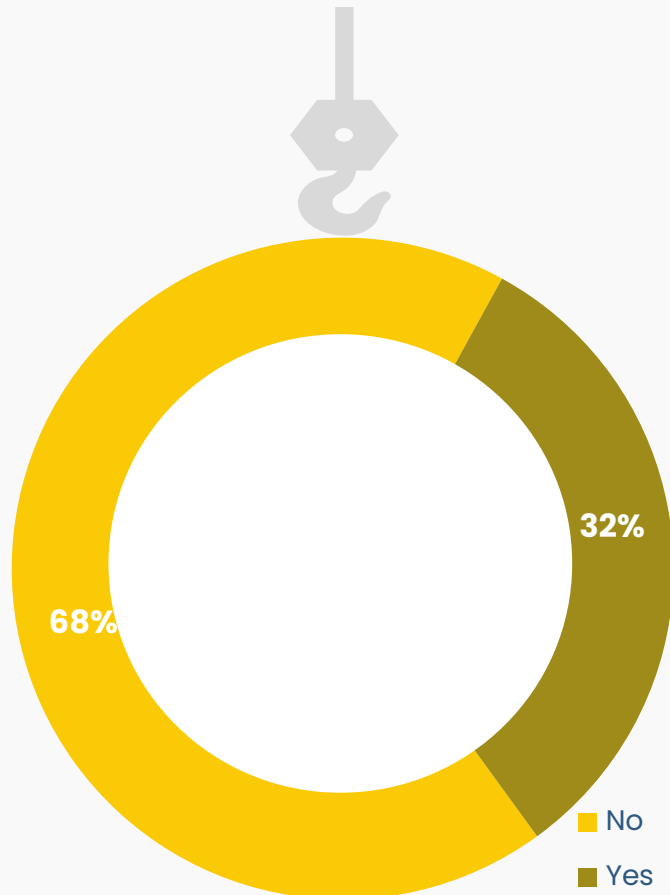
Did you make use of the online diary?
On a scale of one to five, (where one is unsatisfactory and five is satisfactory), how would you rate the online diary system on the following statements?
Sample n = 33
*Questions not asked to all Exhibitors

DIARY SUPPORT/ASSISTANCE

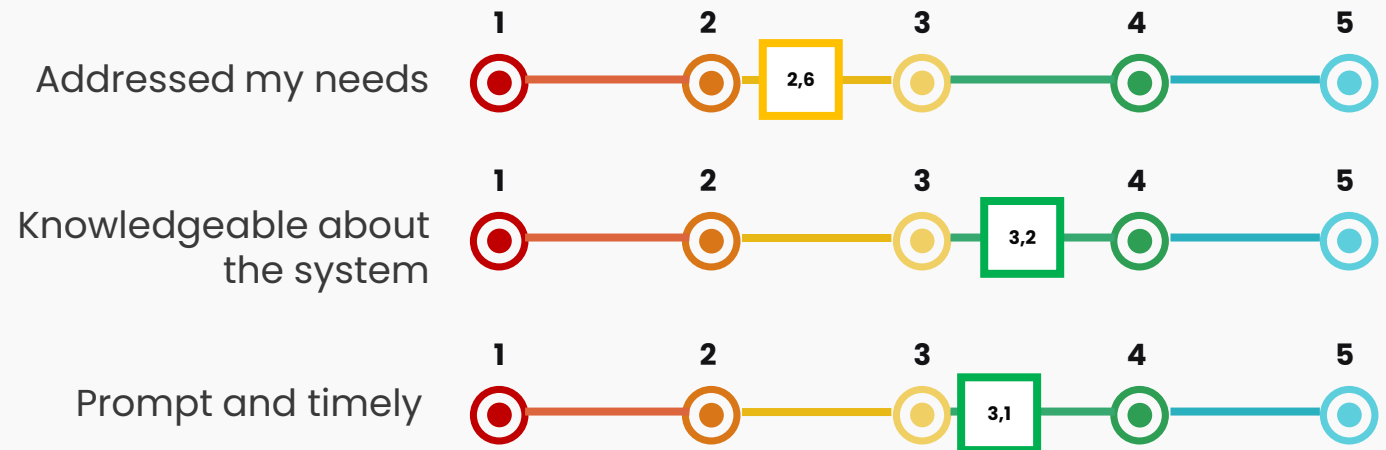
Although fewer Exhibitors required assistance with the online diary system tool, it is noted that the support team was rated lowly compared to last year, where addressing needs was scored the least, below three (3)



EXHIBITORS WHO REQUIRED SUPPORT



SUPPORT TEAM SUPPORT MEASURES



Did you make use of the online diary?
Did you at any point require help from the staff responsible for assisting on the online diary system?
Sample n = 33

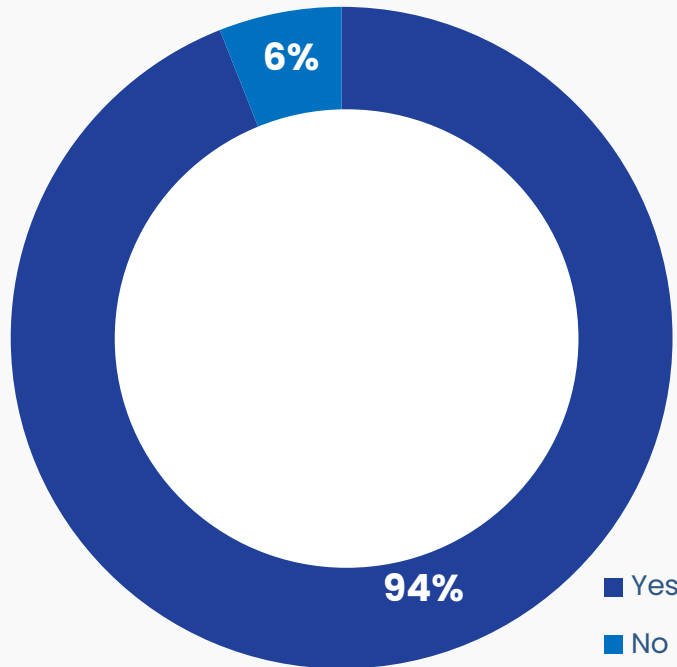
*Questions not asked to all Exhibitors

ONLINE DIARY SYSTEM

To a degree some Exhibitors were happy with the online diary system, while Exhibitors also pointed out that there were scheduling issues , technical issues and that through the system responses were slow



ISSUES WITH ONLINE DIARY SYSTEM



DIARY OPENING LATE

"It was opened WAY too late and there was not enough time to research and make proper meetings with buyers which led to non serious buyers making appointments which led to less leads"

"I received access to it very late, and subsequently to that did not have access to certain buyers as they were not available."

SCHEDULING/POOR MATCHING

"I did not like the matching system. Actually most of the matches were not real matches."

"It must match your profile with the buyers so we don't waste time"

SYSTEM FUNCTIONALITY & USABILITY ISSUES

"no integration to my diary"

"Syncing calendar"

"It was published too late and the functionality was not working properly."

POOR COMMUNICATION & INFORMATION GAPS

"The fact that it took so long to open and not having more information on the agent"

"The lady who we contact she is not friendly"



BONDAY

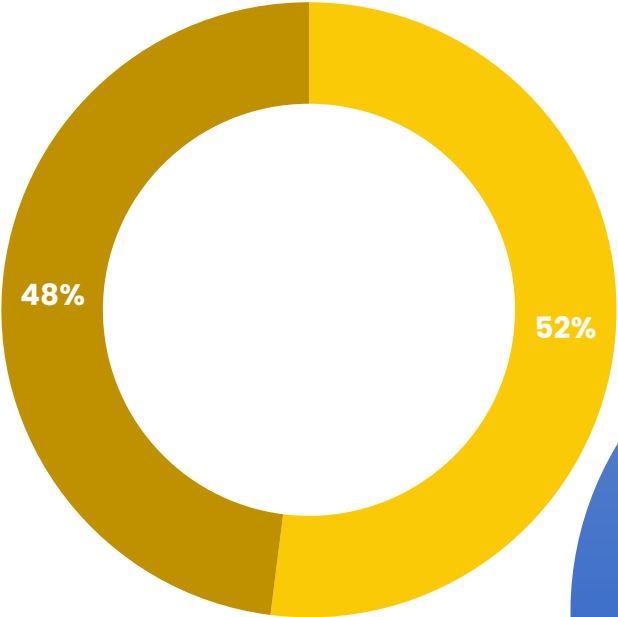
BONDAY



48% of Exhibitors attended BONDAY, Exhibitors rated the overall Business Network Opportunity day at 81%

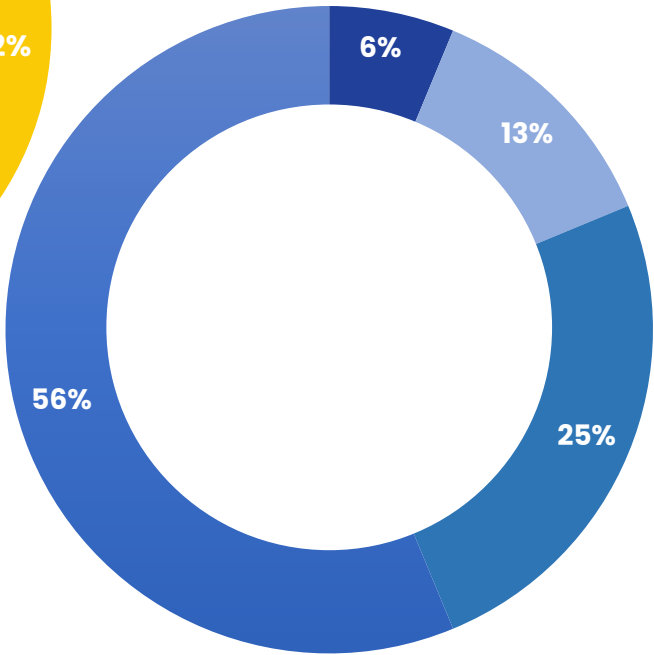
BONDAY ATTENDANCE

No	52%
Yes	48%



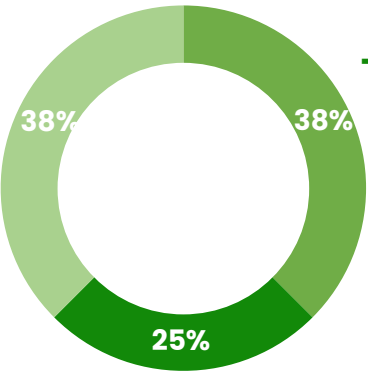
SATISFACTION LEVELS

Extremely satisfied	25%
Satisfied	56%
Extremely dissatisfied	13%
Dissatisfied	6%



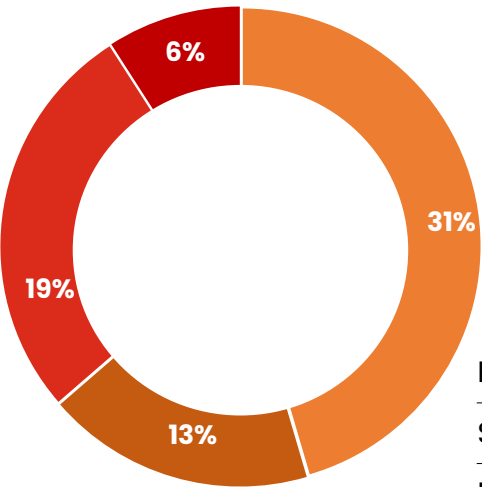
TIME ALLOCATION

Extremely satisfied	38%
Satisfied	25%
Neutral	38%



SEGMENTS ATTENDED

BONDAY Edu sessions	63%
SANCB Presentations	19%
ICCA Association Day	13%
Other	6%





MOBILE APP

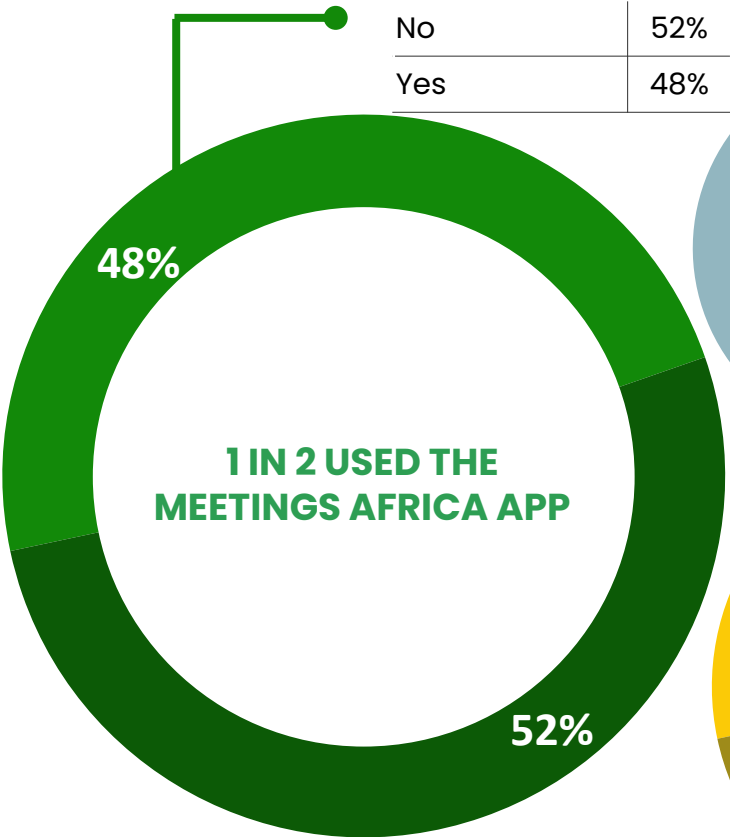
APP USAGE 1/2



One in two Exhibitors used the app, and majority of the users found the app to be ineffective and not user friendly (63%), - Areas of improvement include buyer rights, navigation and for the provision of more info on buyer profiles

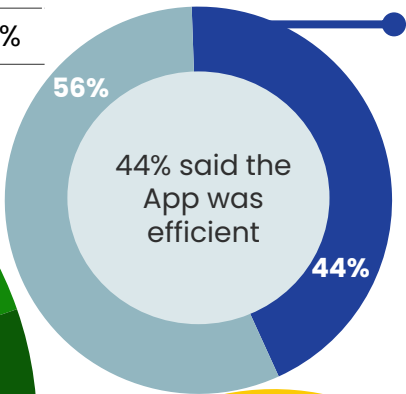
APP USAGE

No	52%
Yes	48%



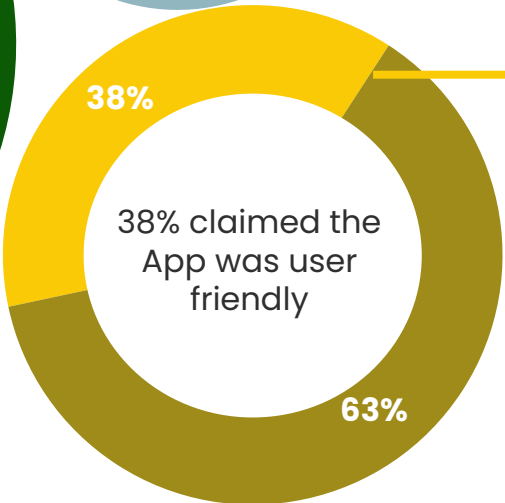
APP EFFECIENCY

No	56%
Yes	44%



USABILITY

No	63%
Yes	38%



REASON FOR NOT USING APP

I did not know about the App	53%
Others	18%
No space on phone to download an app	12%
Screen time fatigue	12%
Experienced difficulty when trying to download	6%



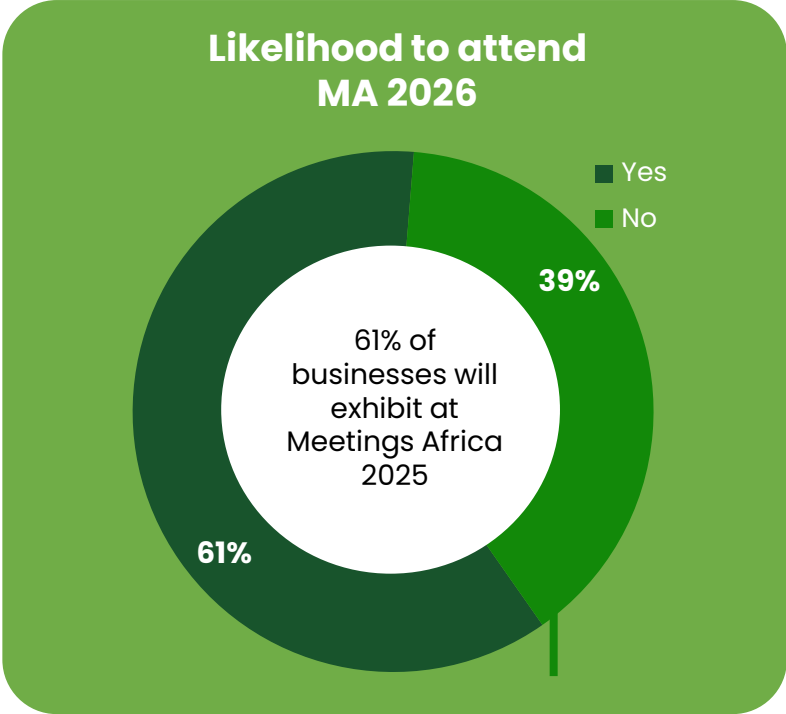
MEETINGS AFRICA 2026

EXHIBITING AT 2025 MEETINGS AFRICA



In the previous year, 93% of Exhibitors has said they would exhibit their products at Meetings Africa in 2025, however, in the current year, only 61% are planning to Exhibit their products at Meetings Africa 2026.

A likely barrier to attending Meetings Africa in 2025 is limited marketing budget , and to some degree other commitments might feature as likely barriers to attending MA 2025. Those who said they are not likely to attend Meetings Africa in 2026, state that its due to the perceived value, implying their perception of the value in Meetings Africa is diminished



Reason for attending MA 2026

Marketing opportunities	65%
Increases awareness for my products	60%
Networking opportunities	60%
Presents an opportunity to meet with buyers I would otherwise not have access to	55%
Directly contributes to my annual sales growth	30%
Industry trends	20%
Insights on industry recovery	20%
Other	25%

Likely barriers to attending MA 2026

Perceived value	54%
Financial constraints / Limited Marketing budget	15%
Competitor platforms	15%
Other commitments	8%
Venue (Where it's held)	8%
Other	69%



2025
RECOMMENDATIONS BY EXHIBITORS



EXHIBITOR FEEDBACK FOR MEETINGS AFRICA 2025



TIMELY PLANNING & ORGANISATION

"Don't leave all arrangements to the organisers to the last minute to arrange."

"Advance planning, better planning."

QUALITY & VETTING OF BUYERS

"Provide quality buyers based on the MA exhibitors' sectors. There was way too many 'visitors' in attendance marketing their products to exhibitors and students looking for work."

COMMUNICATION & INFORMATION SHARING

"Provide **access to the diary at least a month in advance.**"

"Please also ensure the **website and the calendars that you email through to us correspond** – all my timings were out and it was incredibly frustrating."

BUYER DIVERSITY & REPRESENTATION

"Bring more buyers around African countries."

"Can we have corporate hosted buyers especially corporate who arrange travel for their associates."

PROFESSIONALISM & STAFFING

"Fire everyone and employ people with actual skill and professionalism who aren't unethical."

"GET A NEW EXHIBITION SUPPLIER... most buyers were lost half the time."



MEETINGS AFRICA

thank you



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