

## Press release from the Cape Town International Convention Centre (CTICC)

25 October 2016

### **Thirty-nine international conferences extend CTICC's reach in 2015/16**

The Cape Town International Convention Centre (CTICC) has extended its reach into the international market, hosting 39 international conferences in its 2015/16 financial year cementing its reputation as the number one destination for international association conferences in Africa.

Chief Executive Officer, Julie-May Ellingson, made the announcement today (25 October 2016) at the centre's annual results presentation for the financial year ended 30 June 2016.

This is the most international congresses held at the CTICC since 2011. The centre serviced clients from various geographic regions in the world including the United Kingdom, the United States of America, France, the Netherlands, Switzerland, Germany, Kenya, Japan, Ireland, Botswana, Canada, Czech Republic, and Sweden.

Many of the international conferences were held on African soil for the first time and provided platforms for greater African participation in solving global problems, Ellingson said.

"These conferences also illustrate the important role Africa is playing across a number of catalytic sectors such as ICT, education, the green economy and agro-processing," said Ellingson. These sectors have also been identified by the City of Cape Town and Western Cape Government as key growth sectors in the knowledge economy.

The increase in international conferences was attributed to growth in the small (less than 500 delegates) and medium (between 500 and 1 000 delegates) conference bands. The 39 international conferences figure represent a 22% increase on the year before.

The conferences have not only brought over 43 000 delegates to the CTICC, but have also boosted the economies of Cape Town and Western Cape. A substantial part of the economic contribution of the CTICC is from international delegates and visitors to Cape Town, also referred to as induced tourism. In 2016 induced tourism generated by the CTICC resulted in approximately 603 000 international tourist days and net foreign exchange earnings of R619 million. "Cape Town can be a strong draw card. Part of our success can certainly be attributed to the popularity of Cape Town as an international tourism destination," explained Ellingson.

Other success factors include the hard work of the centre's Ambassadors. The Ambassador programme involves identifying recognised experts or key opinion leaders in their respective fields, who can serve as ambassadors for the CTICC and Cape Town and help champion the destination abroad. The ambassadors lobbied tirelessly for several international conferences to be held at the CTICC.



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Key international association events for the year included the 47<sup>th</sup> World Conference on Lung Health which took place in December 2015. "As lung diseases – and tuberculosis in particular – are a big challenge for Africa, this gathering was of important significance to the continent," said Ellingson. The conference was the largest gathering to date with 3 500 delegates and a record number of sessions being held over the five-day scientific programme.

The CTICC also hosted Africa's largest technology event, the 18<sup>th</sup> Annual AfricaCom in November 2015. The event is testimony to the CTICC's world class ICT infrastructure brings together senior executives from the world's largest digital brands and provides an opportunity for African technology companies to showcase cutting edge-developments. The conference and exhibition attracted more than 7 000 delegates and visitors.

"We work constantly and diligently to position ourselves in this tough environment and although we may benefit from our location in popular Cape Town we cannot be complacent. A vital tool in our quest for long-term business sustainability is our ability to populate a healthy forward book, which we manage primarily by winning bids and tenders for large international association conferences," said Ellingson.

The centre has secured a strong forward book with 32 international congresses already awarded to the centre up until 2022.

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For more information, contact Susan Davis, Corporate Communications Manager, at the CTICC, on +27 21 410 5000 or [media@cticc.co.za](mailto:media@cticc.co.za).

- Attachment 1: Highlights: International Conferences for 2015/16
- Picture 1: 46<sup>th</sup> Union World Conference on Lung Health 2015



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