



Cape Town International Convention Centre aims to become a top 10 long-haul convention centre in the world

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Cape Town International Convention Centre (CTICC) business development manager-international, Adele Maritz, during our tour of CTICC 2 facility. PHOTO: MATHIAS RINGA

The Cape Town International Convention Centre (CTICC) in South Africa has set its sights on becoming a top 10 long-haul convention centre in the world.

In January, the CTICC in Cape Town got a major boost when its R900-million expansion project, the CTICC 2 opened for business.

The new facility has strengthened Cape Town's reputation as a global business events destination, as well as position CTICC as a world class convention centre.

Adele Maritz, the international business development manager at Cape Town International Convention Centre, said: "The opening of CTICC 2, has given us greater capacity and flexibility in hosting large events.

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"We can host multiple large events on both venues simultaneously, which we couldn't do before."

The construction of CTICC 2 commenced in 2014. The facility was a collaborative project by the centre and its shareholders – the City of Cape Town, Western Cape Government and SunWest International.

"CTICC 2 adds an additional 31,148 square metres to our complex, including 10,000 square metres of conference and exhibition space, as well as a further 3,000 square metres of formal and informal meeting space," Ms Maritz told travel journalists, who recently visited the convention centre.



Cape Town International Convention Centre 2, which was officially opened in January 2018 in Cape Town, South Africa. PHOTO: MATHIAS RINGA

She continued: "The facility has six exhibition halls, four meeting suites, five meeting pod rooms, an executive boardroom, three open-air terraces including an impressive rooftop venue, a coffee shop, and a multi-level parking garage."

The centre located opposite the original convention centre boasts an environmental sustainable design, high-tech venue control systems, high-calibre IT infrastructure, free public Wi-Fi, three production kitchens to cater for every type of event, and a service tunnel under Heerengracht avenue connecting CTICC 2 with CTICC 1.

The CTICC uses an array of advanced technology including an individualised lighting system, state of the art CCTV security, energy saving devices and venue control systems.

Ever since the CTICC opened in 2003, expansion was on the cards as the centre's growth exceeded expectations. High occupancy and lack of capacity prompted the company's board to search for expansion sites.

The CTICC generated over 16 million visitor days, by local and international delegates attending the nearly 7 000 events the centre has hosted since 2003.

Through its operations, the centre sustained a total of 107,000 jobs directly in the Western Cape and nationally since its opening.

The CTICC has made a cumulative economic contribution to national GDP of R36.3 billion and added R32 billion to the Western Cape economy.

"Cape Town is fast becoming the ideas capital of Africa. Organisations and businesses now choose Cape Town as a place from which to develop their Africa strategies. Many of the CTICC's flagship events are testimony to Cape Town's ability to connect people from the tip to the top of Africa."

As a government entity, the CTICC's mandate is to maximise socio-economic benefits to the city and region by attracting and hosting business tourism events.

During the financial year 2016/2017, the CTICC contributed R3.7 billion to the South African economy (GDP) and R3.1 billion to the Western Cape regional economy.

Due to the centre's operations, 7 824 jobs were sustained in Cape Town and South Africa.

The CTICC made further strides in reducing the environmental impact of meetings and events.

It diverted over 502 tonnes of waste from city landfills through its extensive recycling and upcycling initiatives and achieved an 84 per cent diversion of waste from landfill.



Delegates participating in a conference at Cape Town International Convention Centre (CTICC) in Cape Town, South Africa.

It also optimises the use of natural light through expansive UV tempered glazing. The measures ensure the building operates cost effectively and in the most environmental sustainable way possible.

"The centre was integrated with CTICC 1 to ensure seamless event operations. Phase 2 of the CTICC 2 project is underway. In the next few months, we will be able to start construction of the skybridge linking the two buildings across Heerengracht," the CTICC official explained.

Prior to the official opening in January, CTICC 2 had already hosted several "event firsts" to showcase the centre's capabilities by welcoming close to 50 000 delegates.

Ms Maritz noted that the CTICC has a total of 133 bookings for events, with 58 international conferences secured and 75 national events contracted until December 2023.

"Thirteen of these events will take place concurrently in both buildings and 20 events have already been contracted to take place in CTICC 2," she added.

Winning the bids show the potential of the CTICC expansion and also the vital role the convention centre plays in developing the knowledge economy and supporting South African and African participation in global issues, while at the same time ensuring direct economic benefit to the citizens of Cape Town and the Western Cape.

The CTICC is now a fully integrated event venue complex never before seen in Cape Town, which offers clients unparalleled choice and flexibility.



Cape Town International Convention Centre (CTICC) in Cape Town, South Africa.

In addition, the CTICC implemented a range of water conservation measures during the year in the face of the ongoing drought in the province.

They included the installation of water storage tanks to store up to 85,000 litres of grey water and rain water for use around the venue complex, electronic sub-metering to detect and fix water leaks immediately, and an awareness campaign to educate clients, staff and delegates on water conservation.

The centre also reduced the flow rate of the water in its washbasins and installed soft touch taps as a pilot programme to further reduce usage.