

## **COJ | SAACI Business Tourism Collaboration**

Southern African Association for the Conference Industry (SAACI) a leading association supporting the business events industry needs within Southern Africa, welcomes the intent by the City of Johannesburg Metropolitan Municipality to form a meaningful partnership for members and the business events industry in the City of Johannesburg.

SAACI and the City of Johannesburg announced the signing of what will be known as the **“COJ | SAACI Business Tourism Collaboration”**.

The MOU will not only serve members but be the catalyst for meaningful collaboration and advancement of the industry within the City of Johannesburg.

**The three-year collaboration agreement will have a focus on creating opportunities for SMMEs and youth, stimulating economic growth through business tourism and encouraging collaboration between tourism public and private sector.**

**The intervention programmes fully described under the elements of the MOU, which includes multiple business tourism interventions are:**

- a) **Co-Bidding and Mutual Co-ordination** – the creation of joint bidding activities for key identified conference/conventions for the City of Johannesburg. A Joint approach with SAACI members will be developed to ensure that Destination Johannesburg increases its number of hosted business events. Identification of clients where the city would be of interest followed by the creation of joint proposals/bids highlighting or based on synergies between SAACI members and the City of Johannesburg with legacy benefits through working together.
- b) **Enterprise Development** – the creation of a full Business Events Value Chain which will form the framework of a dedicated Business Events incubation system or programme [COJ | SAACI BUSINESS TOURISM COLLABORATION] which will develop capacities of entrepreneurs and also grow innovation organically in line with the future needs of the industry.
- c) **Research, Statistics Analysis, and Intelligence** - analysis of studies focused on industry trends, security (risk analysis), governance (impact of policy that may influence how

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**Executives:** Kim Roberts (Chairperson), Jaques Fouche (Vice Chairperson), Glenn van Eck (Treasurer), Denise Kemp (Public Officer), Glenton de Kock (Chief Executive Officer)

**Directors:** John Arvanitakis (Johannesburg), Vacant (Tshwane), Irene Vallihu (KwaZulu-Natal), Alastair Stead (Eastern Cape), Angela Lorimer (Western Cape), Minister Kganyago, Lorin Bowen

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business events are managed in the future) and defence (terrorism). This will include identifying opportunities for both the City of Johannesburg based on current leads and existing partnerships with SAACI.

- d) **Business Events Promotion and Sales Activity** – the collaboration will identify how association buyers and industry decision makers are educated on Destination Johannesburg with the aim of forging long-term relationship development.
- e) **Work Opportunities** – establish job creation programmes in business events industry that are a specific key part of the collaboration.
- f) **Youth Learning** – access and utilisation of the SAACI On-Line Academy matched through Masterclasses which will be developed within the parameters of the MoU. The unemployed graduates and youth active in the business events industry will be considered in the development of this programme.
- g) **Joint Collaboration for MICE Strategic Initiatives** – through agreements/MoU's with partner associations, a joint implementation of high impact initiatives will be embarked on.

The above areas are aimed at SAACI members and the business events industry in the City of Johannesburg.

The National SAACI Chairperson Ms Kim Roberts welcomed the “boldness and confidence the City of Johannesburg has placed in the Business Events Industry”. She added that “SAACI views strategic partnerships like these as a way in which public and private sector can work towards the recovery of the industry”.

As a mission-based association, SAACI will continue focusing its efforts on Learning, Growth and Collaboration.

We therefore welcome this strategy partnership that will achieve inclusivity, growth, drive, and result for the Business Events Industry in the City of Johannesburg.

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