

# Meetings Africa 2020 exhibitor registration now open

The South African National Convention Bureau (SANCB) invites exhibitors to register for the 15th edition of Meetings Africa trade show for 2020. "South Africa is a beautiful country and amongst the best in the world to host world-class events. We look forward to hosting Meetings Africa 2020 especially because it will be our 15th instalment of the trade show."

"We invite the world to not only come and experience different business events products from across our African continent, but we also look forward to connecting with them, sharing our food and of course, sharing ideas," says Amanda Kotze-Nhlapo, chief convention bureau officer at the SANCB.



Image Supplied.

Meetings Africa, a Pan-African business events trade show, will take place at the Sandton Convention Centre, Johannesburg, next year from the 24th to the 26th of February and continues with the theme "Shared Economies".

The economic prosperity of the African continent is important not only for the tourism sector but for the greater economy. Meetings Africa showcases diverse tourism services and products from across the African continent. It is at Meetings Africa that the Meetings Incentive Conference and Exhibition (MICE) industry professionals partner to contribute to the transformation of our continent.

At this year's Meetings Africa, 7,706 meetings took place between exhibitors and buyers, marking a 17% increase from 2018. T

"The MICE industry has a significant economic contribution, as its impacts are way beyond that of tourism but also the knowledge economy too," concludes Kotze-Nhlapo.

To be a part of Meetings Africa 2020, register at [www.meetingsafrica.co.za](http://www.meetingsafrica.co.za).

For more, visit: <https://www.bizcommunity.com>