

SA's business events on display at IMEX Frankfurt 2019

South African business events, conferencing and meeting products will be on display at the year's annual IMEX Frankfurt. South Africa has representation across the board from hotels, airlines, destination management companies, provincial tourism agencies, provincial convention bureaus, professional conference organisers as well as selected SMME's from South African Tourism's and the National Department of Tourism's Hidden Gem's programme.



Image via [South Africa National Convention Bureau](#)

The annual IMEX Frankfurt show will see over 3 500 products in the exhibition halls while around 5 100 buyers will walk the floors in search of great deals and unique products in this sector of the tourism industry.

"South Africa over the recent years has consistently been ranked as the top African country in the ICCA rankings which is the global community and knowledge hub for the international association meetings industry," says Amanda Kotze-Nhlapo, Chief Convention Bureau Officer at SA Tourism.

"We further re-affirm this status by coming to IMEX Frankfurt as this provides us with the opportunity to reassure the global business events industry that South Africa is very much open for business and that hosting meetings and events in South Africa is a must-do."

"For South Africa, the business events sector has an extensive value chain, stimulating economic activity in manufacturing, in the services sector and in the creative and cultural industries," added Kotze-Nhlapo.

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