



## ICC Durban wins five major international conference bids

In the past month, the ICC Durban has secured five major international conferences. This was made possible with the assistance of the Province of KwaZulu Natal, City of Durban, the local organising committees and professional conference organisers.

The five conferences secured are;

- Disabled People International 2011
- World Transplant Games 2013
- World Chiropractic Congress 2013
- Congress of the Int'l Association for Child and Adolescent Psychiatry and Allied Professions 2014
- 21st Baptist World Congress - 2015

The delegates attracted by these conferences, over a five-day period, will generate an estimated R100-million in economic impact for the province.

**Dr Reg Engelbrecht**, chief executive officer of the Chiropractic Association of South Africa (CASA), said: "CASA is proud the ICC Durban and the City of Durban were chosen to host this Congress. One of the two chiropractic educational facilities, the Durban University of Technology, is located in Durban, providing an opportunity for visiting student delegates, chiropractic lecturers and research experts in the profession to interact with this institution over the course of the congress.

"The World Transplant Games were held in Australia in 2009 and attracted competitors from 38 countries and featured 14 different sports. When the Games take place in Durban in 2013, we expect the number of participating countries to be much more," said **Willie Uys**, national chairman of SA Transplant Sports Association. Mr Uys continued: "The World Transplant games have been held across the world biennially for more than 30 years. Following the upgrades of the city in preparation for the FIFA World Cup 2010, Durban becomes a premier destination for events of this nature."

The ICC Durban is proud to host the 21st Congress of the Int'l Association for Child and Adolescent Psychiatry and Allied Professions (IACAPAP). IACAPAP is a non-governmental organisation, the purpose of which is to promote the study, treatment, care and prevention of mental and emotional disorders and disabilities of children, adolescents and their families. The emphasis is on practice and research through collaboration

between child psychiatrists and the allied professions of psychology, social work, pediatrics, public health, nursing, education, social sciences and other relevant fields. IACAPAP's international congress meets every second year.

"Our success in winning these bids has relied on excellence in bid preparation by the ICC team and a strong team effort with city representatives. The united front and support of all stakeholders in the city and province is a key success factor when competing for business on an international stage," said **Jeremy Hurter**, acting chief executive officer of the ICC Durban. Mr Hurter thanked and praised his dedicated team for the effort and passion which they display every day. 🌟



**Standing, from left: Nina Freysen-Pretorius and Nafeesa Ally, The Conference Company; Neliswa Dlamini and Sal Pillay, ICC Durban. Seated, from left: Andrew Madella, Disabled People SA; Patrick Muzi Nkosi, national chair person Disabled People SA and Mzolisi Toni, chief executive, Disabled People SA.**

## Convention Bureau established ... a first of its kind for South Africa

THE KwaZulu-Natal Provincial Government, Ethekwini Metropolitan Municipality, Durban Chamber of Commerce and Industry and Inkosi Albert Luthuli ICC Complex have established a new and exciting partnership venture, namely a dedicated and independent convention bureau for the City of Durban and the rest of the province of KwaZulu-Natal. This entity began its initial operational activity on 1 July. The MEC for Economic Development and Tourism, **Michael Mabuyakhulu** indicated that: "Our intention is to broaden the membership of this organisation over a period of time and in such a way that it represents the interests of all meeting venues and other business tourism service providers in KwaZulu-Natal and in a manner that it begins to rival the operations of other leading-edge convention bureaux such as 'Business Events Sydney'."

The establishment of this entity is a direct result of the outcome of a debate which the province had at a special economic summit last year to put in place mechanisms to stimulate economic growth in the face of a severe economic recession. Research revealed that one of the most significant factors that determine the success of business tourism destinations or meetings, incentives, conferences and exhibitions (MICE) tourism destinations, is the presence of dedicated convention bureaux, which aggressively strive to identify business tourism opportunities and provide the necessary support to bid for such events.

Business tourism is a particularly lucrative form of tourism for the province of KwaZulu-Natal. The Inkosi Albert Luthuli ICC Complex, for example, generates more than R2-billion for the South African economy per annum.

Ethekwini's Mayor, **Obed Mlaba**, stressed that: "A huge opportunity exists for Durban and KwaZulu-Natal to not only promote the area as an ideal venue for major conventions, but also smaller business tourism meeting and events, through its wide range of medium to small size meeting venues, which are spread across the various destinations that make up the



**James Seymour**

province or an area fondly referred to as the 'Zulu Kingdom'. This presents an exciting challenge for the new convention bureau, an entity which I am proud to be associated with. It is important to note that this venture is a first of its kind for South Africa!"

**James Seymour**, Tourism KwaZulu-Natal's general manager for Tourism Information Services, has been seconded to serve as the interim chief executive officer to establish this entity. 🌟

**WHERE AFRICA AND**

**THE WORLD MEET**

# ICC Durban awards bursary to SAACI for DUT programme

THE ICC Durban has awarded a bursary to the SAACI bursary programme. This will cover study fees for a period of three years at a value of R12 000 per annum. "In line with our Corporate Social Responsibility, we believe that addressing the skills shortage and, ultimately, the skills gap within the conference industry, is paramount to continued success and sustainability. We would therefore like to ensure that our involvement within this programme is not merely a financial contribution, but more importantly, continuity," said ICC Durban acting chief executive officer, **Jeremy Hurter**.

Once the student has completed the diploma, ICC Durban will then offer the student a developmental position to ensure the issue of skills is adequately addressed.

Mr Hurter continued: "We would like to commend SAACI Kwazulu-Natal on addressing the skills issue and creating a platform where disadvantaged students are afforded the opportunity for educational enrichment." 🍌



Standing, from left: Wonder Mlitwa, ICC Durban, Human Resources Consultant; Khanya Nembula, ICC Durban, Human Resources Manager; Helet Byron, Sanlam, manager, KZN Micro Marketing Support; Craig Drysdale, Springbok Atlas, CMP national general manager Coach, Charter Division and SAACI KZN branch chair; Gwyn Glaister-Heaton, Global Conferences Africa, KZN operations manager and SAACI bursary student Portfolio; Nonyameko Dube, 2010 SAACI bursary student; Fanelesibonge Buthelezi, 2009 SAACI Bursary Student.

Seated, from left: Jeremy Hurter, ICC Durban, acting chief executive officer and Jaya Naidoo, DUT senior Lecturer.

## ICC Durban wins Africa's leading conference centre



**Jeremy Hurter,**  
Acting chief  
executive officer

THE International Convention Centre Durban (ICC Durban) has been named Africa's Leading Conference Centre for the ninth time by the World Travel Awards. The awards took place at a gala ceremony in Johannesburg during July.

"We are hugely excited about this. It really is a reflection of what our customers are saying about the ICCD, and it all comes back to our fantastic team," said **Jeremy Hurter**, acting chief executive officer. 🍌

## ICC Durban staff celebrate 13<sup>th</sup> birthday

THE ICC staff celebrated in true tradition with a birthday cake made by the culinary team, and management paid tribute to the loyal team that has built an excellent track record for the Centre. 🍌



## Some bigger upcoming events

ANC National General Council Conference  
Durban International Fair 2010  
Nutrition Congress 2010  
Durban International Music Festival  
The Second World Congress on Refractive Error & Service Development  
National Tourism Career Expo 2010  
IMFO Conference & Exhibition  
Homemakers Expo 2010  
World Health Tourism Conference  
Microsoft Tech Ed 2010 Conference

15 – 25 September  
17 – 26 September  
18 – 23 September  
24 September  
22 – 25 September  
28 – 30 September  
04 – 06 October  
07 – 10 October  
07 – 09 October  
15 – 20 October

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