

## How important are mice to the tourism economy?

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### Keywords

Buyer's Day, Design Indaba (DI), Events tourism, Meetings Incentives Conventions and Events (MICE), tourism

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### Abstract

*Events are happenings that embody certain objectives. Business events, event-tourism, special interest tourism (SIT) sport events and festivals comprise the three general types of events that attract most attention. Design Indaba (DI) is one of the world's leading design and business events; launched in 1995 as a conference but incorporating an Expo from 2004. The DI Expo triggered a need for a 'buyer and exhibitor' interaction and led to the launch of the DI Buyer's Day, a programme aimed at bringing buyers and exhibitors together on a day set aside especially for buyers to view the products and services offered at the Expo before the general public attended the DI. The study sought to identify the economic contribution of the DI Buyer's Day programme to the event, to buyers, exhibitors, and to Cape Town as a tourist destination. All registered buyers were interviewed post-event via electronic mail, while exhibitors were surveyed at the Cape Town International Convention Centre during the Expo of 2014.*

*The study adopted a mixed-method approach, combining qualitative and quantitative research using a stratified sample of the participants. The findings showed that both buyers and exhibitors regarded the programme as a significant platform to build their brands and access future business opportunities. However, emerging creatives and entrepreneurs felt that they needed additional pre-event assistance/training to be able to maximise the opportunity to make connections with buyers who view their products and/or services.*

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### Introduction

Tourism is an activity performed by an individual or a group of individuals, involving movement from one place to another, often from one country to another for the purpose of performing a specific task (Central Department of Tourism & Summer Resorts (CDTSR), 2011:1). It also entails visiting a place or several places for the purpose of entertainment, but which leads to an awareness of other civilisations and cultures, thereby increasing the individual's knowledge of countries, cultures and history (C DTSR, 2011:1). Tourism has a direct impact on the national revenue of all touristic countries: it creates work opportunities and investment that support a country's economic performance and culture, as well as advertising and communicating its civilisation and traditions.

It is thus an important industry that depends on culture and science (CDTSR, 2011:2). The tourism industry comprises many sectors: private sector support services, transportation sector, public sector support services, accommodation and catering sector, recreation and leisure sector, travel, wholesale and retail sector and events (and attraction) sectors, that all have the potential to bring about continuous growth, sustainable benefits, and economical elevation in their respective sectors (Tassiopoulos, 2010:2-3). Events have been classified as an important motivator of tourism and figure prominently in the development and marketing plans of most destinations (Getz, 2008:403). Saayman and Saayman (2004:629) add that events were previously organised in order to celebrate a specific occurrence, but have now become staged to meet specific objectives, with an emphasis on attracting visitors and gaining income from their participation in the event or in relation to it. Some form of fulfilment needs to be offered by these events, something spectacular or "special" (Getz, 2008:405).

One of the reasons that business events attract so much attention is that they are planned with an integrated approach to develop and market a company or brand (Getz, 2008:405). Swart (2012:53)

observes that “business to business conventions and exhibitions are a key meeting place for agreement to be reached on a wide range of different types of potential contracts, thus allowing business tourism to play a big role in receiving more visitors to South Africa”. One such business convention in Cape Town, South Africa is the DI. The Design Indaba (DI), which has been in existence since 1995, has represented the pinnacle of success and has been recognised as the definitive contributor to the image and economic stature of the professional event industry, tourism development and Cape Town as a host destination (Design Indaba, 2013c:2). DI provides a platform that enables tourism to be prioritised in multifaceted ways, including a conference, development initiatives, students’ simulcast and various other activities/events (Design Indaba, 2013b:4).

DI was born in 1995 with the vision of “creativity inheriting the earth” (Design Indaba, 2013c:1). The focus of this concept was not only on design as a core value, but by using it to express issues within everyday society, on telling Africa’s story, showcasing the continent’s offerings and promoting the skilled individuals, creators and qualified workers who are needed to deliver the DI’s great vision (Design Indaba, 2013c:1). The DI conference sought to bring international thought-leadership into SA, and since 1995 it has grown to become one of the world’s leading design and business events. In 2004, the DI expanded by encouraging local creativity to go global through the use of the DI Expo as a commercial platform for goods and services within the design sector, consequently drawing a huge following and interest in business and Special Interest Tourism (SIT) events in the Cape Town region (Swart, 2012:22). Furthermore, DI ensured that the emerging designers were selected from various educational institutions, schools, non-governmental organisations and informal organisations as well as general industry, enabling them to receive and share exposure and support for the development of their brands (Design Indaba, 2013b:1).

In 2012, the DI Expo incorporated a buyer’s programme which dedicated one day solely to buyers. This day was strategically placed the day before the Expo opened to the general public. It afforded buyers and exhibitors a time to interact and network in order to form a business relationship with each other. Buyers came from all over the world, enabling a positive exchange between potential clients, suppliers, products/services and even business associates who already work with each other (Design Indaba, 2013a:1). This platform has helped influential international buyers and South Africa’s most talented designers to come together at one event (DI Expo) and use the power of creativity, business and communication to ensure that the economy is boosted by their interaction and business connections (Design Indaba, 2013b:2).

### **Literature review**

The purpose of this literature review is to provide an understanding of tourism, event tourism, event types, business events, business tourism and the economic aspects of events. These topics were covered in a way relevant to the DI, using previous research that includes studies of similar events.

### **Tourism**

According to the United Nations World Tourism Organisation (UNWTO) (2005:1), tourism can be defined as “the social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes”. Ritchie, Carr and Cooper (2003:2) argue that definitions of tourism vary according to whether it is perceived from the supply side (industry) or the demand side (consumer). Thus, Sharpley and Telfer (2002:2) expand the definition of tourism by describing it as an activity or process that acts as a catalyst for development. It has become a dominant economic sector that increasingly contributes to the local and national economy and the gross domestic product (GDP) within a country.

According to the UNWTO (2018) international tourist arrivals-growth exceeded 7% in 2017 to total 1 322 million, well above the 4% growth experienced between 2010 and 2016; Europe is up by 8%, Africa also recorded an 8% growth, Asia and the Pacific Rim up 6%, the Middle East 5%, and the Americas 3%. This increases an upswing in the global economy, and a robust demand from especially Brazil and the Russian Federation; this third-export sector is essential for job-creation and improved prosperity in communities worldwide. Table 1 reveals the growth in international tourism between 2010 and 2017.

**Table 1: International tourism arrival numbers worldwide**

Year	Arrival numbers
2010	955 860 594.5
2011	996 752 403.9
2012	1.054 billion
2013	1.105 billion
2014	1.157 billion
2015	1.204 billion
2016	1.245 billion
2017	1.322 billion

**Source: The World Bank Group (2018)**

*Business tourism* is one of the most dynamic and fast-developing spheres in the world economy due to the fact that its success brings about the exchange of technologies, contacts, information, exhibitions, congresses, business trips and aligned tourism activities (United Nations, 2013:1). Business tourism is concerned with people travelling for purposes related to their work, encompassing all aspects of the business traveller/tourist's experience (Swarbrooke & Horner, 2001:4-5).

The International Congress and Convention Association (ICCA) (2014:2) describe business tourism as "the provision of facilities and services to the millions of delegates who annually attend meetings, congresses, exhibitions, business events, incentive travel and corporate hospitality". In the world of tourism, business events and brand experiences have become a powerful tool to ensure that companies keep up to date with the industry standards. The ability to secure events and host successful events is measured against the future direction of MICE events, event impacts, marketing and tourism benefits that can be gained by various destinations in the world (The Media Online, 2017:1). As reported by Umthunzi (2017:1) in their article *The Top 5 Conference and Business Meeting Trends of 2017*, event organisers need to find appropriate ways to ensure that attendees are equally interested in attending events as they are in activities that take place at the event. In 2016 international association meetings totaled 12 212, up from 6 000 in 2006 (ICCA 2016 Report, 2017). See Table 2.

*Events* are seen as a fast-growing form of leisure-, business- and tourism-related activities (Getz, 1997:1). They can be defined as strategies for economic development, nation building and destination marketing where marketing and image promotion for both the event and the destination take place (Allen, O'Toole, Harris & McDonnell, 2011:5). Raj, Walters and Rashid (2009:11) add that events are "happenings with objectives" which have been planned to fulfil the event's purpose, cater to the attendees (people), and promote the destination (place).

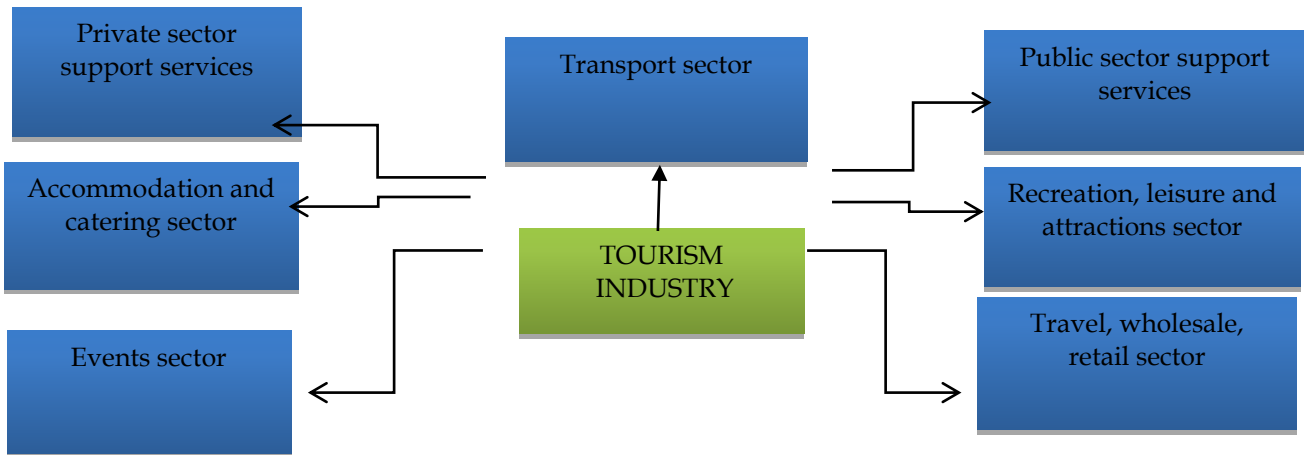
**Table 2: Top 10 country and city association meetings in 2016**

Country	Number of meetings	Attendees	City	Numbers	Attendees
USA	934	401 332	Paris	196	75 710
Germany	689	280 108	Vienna	186	119 887
UK	582	228 642	Barcelona	181	99 468
France	545	176 660	Berlin	176	61 008
Spain	533	217 724	London	153	91 756
Italy	468	219 041	Singapore	151	61 294
China	410	167 114	Amsterdam	144	77 644
Japan	410	205 537	Madrid	144	37 694
Netherlands	368	156 039	Lisbon	138	38 753
Canada	287	139 379	Seoul	137	104 780
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South Africa (34 <sup>th</sup> )	125	70 738	Cape Town	62	33 425

**Source: ICCA 2016 Statistical Report (2017)**

*Business Events*, which are also known as "MICE" (meetings, incentives, conventions and exhibitions) events, are defined as "all off-site gatherings, including conventions, congresses, conferences, seminars, workshops and symposiums, which bring people together for the purpose of sharing information" (Allen et al., 2011:6). According to O'Toole (2011:51), business events exist for the purpose of

increasing commercial activities, due to the fact that attendees of business events have a “high spending pattern”, thus making a large impact on the economy of a host city or country.



**Figure 1: The international tourism industry** Source: Tassiopolous (2010:5)

*Event tourism and Special Interest Tourism (SIT):* Tourism is one of the world’s fastest growing industries (WTO, 2018), and South Africa (SA) has become a highly popular leisure (and business) travel destination, due to its “scenic beauty, magnificent outdoors, sunny climate, cultural diversity and reputation for delivering value for money” (South Africa Info, 2014:1). SA also caters for particular varieties of niche tourism, such as business tourism, cultural tourism, eco-tourism, paleo-tourism, adventure tourism and sport tourism (South Africa Info, 2014:2).

Tourism creates a platform where an individual’s living standards have the potential to be increased, extra (leisure) income can be easily managed, and, thanks to the availability of convenient and cheap transport, access to virtually any destination is possible (UNWTO, 2018). Tourism is divided into various sectors (as illustrated in Figure 1) that all have the potential to bring about continuous growth, sustainable benefits, and economic elevation in their respective sectors (Tassiopolous, 2010:3).

The fast-growing professional field of event management has allowed the tourism industry to benefit from the success and attractiveness of events by launching a market for planned events (Getz, 2008:405). Events are important motivators of tourism and development, and feature in the marketing plans of most destinations (Getz, 1997:8). Varying greatly in nature and size, they contribute significantly to increasing tourism flows and economic development (Turco, Swart, Bob & Moodley, 2003:10). In 2011 the additional funds flowing into the economy of Cape Town amounted to ZAR428.84 billion. Some of the most important event in that year are shown in Table 3.

**Table 3: Events in Cape Town**

Event	Financial input	Cost to Cape Town
Cape Town Jazz Festival	R553.3m	R2.75m
Cape Town Cycle Tour	R450.0m	R865 000
ABSA Cape Epic MB	R300,0m	R1.35m
Mining Indaba	R500,0m	R500 000
Design Indaba	R326.0m	R2.2m
Total	R2.13b	R7.2m

Source: Bavuma (2018)

The above Table (a selection of Cape Town’s important events) reveals a considerable income to the ‘Mother City’ with a disproportionately low financial output.

Yet it can be argued that the perceived benefits as well as the costs of events are associated with the level of government funding that is received for the planning and hosting of events (Dwyer, Mellor, Mistrilis & Mules, 2000:8). Although there are various models available to assess the impacts of events, each event is unique and has diverse advantages, disadvantages and limitations that need to be taken into consideration (City of Cape Town, 2011:4; Maralack, Swart & Bob, 2017:185). In this context, DI can be

classified as a multifaceted event sponsored by government, various companies and individuals who endorse arts and culture, design, education, community upliftment, the development of local and emerging talent, fashion, film and the spirit of entrepreneurship.

### **Research methodology**

The study followed a quantitative analysis, in order to assemble realistic and reliable facts that are stable and particular, and an in-depth analysis of documentation to establish the size of the MICE industry worldwide, and in South Africa. The study also included some qualitative procedures, to allow a degree of flexibility in the exploration of ever-changing events or experiences, recognising the dynamic, changeable nature of reality and the subjectivity of content through the information received from key informants interviewed (Welman, Kruger & Mitchell, 2005:7).

*Data collection* techniques consist of questionnaires sent by electronic mail (e-mail) to all the buyers after the event, as well as face-to-face interaction with participants and organisers at the DI Expo.

*Primary data research:* The buyers' questionnaire was sent to all registered buyers after the event via email, using a database provided by Interactive Africa (IA, the DI organising organisation), in order to gain feedback on the DI Buyers' Day Programme. The exhibitors were surveyed in face-to-face interactions after the Buyer's Day (Thursday 27<sup>th</sup> February, 2014), and during the public days of the DI Expo. The questions were structured and formatted in a concise manner to enable an accurate feedback process that was also quick and efficient.

*The survey population and sampling:* The population for the study consisted of all the buyers at the DI Buyers' Day Programme specifically registered for the structured programme in 2014, as well as the exhibitors showcasing their work at the DI Expo. In collecting data from the population, stratified random sampling was employed. This sampling technique is classified as a "method that involves the division of a population into smaller groups known as strata" (Investopedia, 2013:1). The targeted sample was estimated at 486 exhibitors showcasing their work at the DI Expo, as well as 506 buyers, the number enrolled in the 2013 DI Buyers' Day Programme attending the DI Expo (Swart, 2013:6).

In 2013, the total number of buyers amounted to 506, (391 local buyers and 115 international buyers) which, according to Isaac and Michael (1981:192-193), equates to a targeted sample size of 191 local buyers and 80 international buyers to be surveyed. For the exhibitors' survey the targeted sample size was 214 successfully completed surveys. The exhibitors consisted only of local businesses/individuals based in Cape Town and surrounding areas within the Western Cape, so random sampling was utilised. Key Informants were interviewed at their convenience.

*Data analysis:* In this study data was analysed with the help of a Statistical Package for Social Sciences (SPSS) which enabled the emerging statistics to be tabulated and graphically represented in pie charts and graphs.

### **Significance of the research**

The significance of the study lies in its investigation of the economic contribution that the DI Buyers' Day Programme has on the DI Expo, on local businesses (exhibitors) that showcase their products and services, and on Cape Town as a tourist destination. This is important given Cape Town's status as World Design Capital (WDC) in 2014. Furthermore, the amount spent by each buyer, and on which products or services, can be determined by the scope of the questions included in the survey. This makes it easier to spot trends in and patterns of expenditure, as well as the perceived product/service interests of the buyers. An additional benefit is the opportunity to understand the experiences of participants (buyers and exhibitors) at the event, in order to gather vital material for planning further developments in the future (to be relayed in the form of recommendations).

### **Design Indaba**

The Design Indaba has contributed to MIT (mixed interest tourism) by ensuring that it offers an array of recreational and leisure activities for its main audience (delegates attending the three-day conference, buyers and exhibitors participating in the expo). These activities include a week-long Film Festival, featuring a series of design films showcased at various theatres in Cape Town, live performances



at the conference during lunch breaks and in the evenings, and the Design Indaba for social encounters and evening beverages after the conference and the DI Expo (Design Indaba, 2016b:1).

The DI Expo can be branded a hallmark event as it serves the following purposes pertaining to hallmark event criteria (Link Springer, 2016:1; ICCA, 2017:1-5):

An event held regularly (the DI Expo is held annually late February/beginning March)

Has an international status (buyers from across the globe are invited to participate in the event).

Allows the host city to gain “an opportunity to secure high prominence in the tourism market place” (the DI as a whole is one of the biggest events in Cape Town that is seen to bring many tourists into the City during the event period).

DI has set itself apart from other events by creating interlinked relationships among the various events that it hosts. For example, the DI hosts a three-day conference which begins on a Wednesday; on Thursday delegates receive a preview of Expo, and this coincides with the host day of the DI Buyers’ Programme. This uniquely and strategically allows buyers, delegates, exhibitors, organisers and service providers an opportunity to be under one roof, thus connecting in terms of each of their business goals.

The DI has numerous planned events, which the delegates, exhibitors, buyers as well as students are allowed to attend, based on their registration category and which they have *planned* to attend (guests have to book and prepay their ticket prior to the event, before it gets sold out). The *unplanned* events, which as spontaneous activities are usually surprise elements that the DI has for their guests; for example, during the DI conference, there different bands and artists are showcased in the Design Indaba session at the end of the day. Other unplanned or spontaneous events may occur, such as guests participating in a cooking tutorial during a presentation on the expo floor.

The DI can be considered a major event due to its magnitude, the sponsors that contribute to the event’s success, and the companies and governmental departments that become involved in certain event projects and some of the planning of the event. All of the aforementioned become role players in creating wide coverage for the event, thus attracting media and marketing groups from across the globe. Interest sparked by all the event “hype” builds up a strong desire amongst many industry individuals, companies, exhibitors and buyers to attend and participate at the DI, leading to economic benefits.

Buyer’s Programmes make great business tools in the sense that they allow the buyer to pre-schedule their time at an event in order to accommodate their preferred presentations, exhibition booths, trade presentations and workshops, group appointments, and personal appointments with selected exhibitors or potential clients (Export Government, 2014:2). Such programmes thus hold huge prospects for networking, sales and marketing (Indaba South Africa, 2015:1).

The DI Buyers’ Day Programme was created for the above-mentioned purposes as a medium of exchange for international and local markets. The Buyer’s Day is exclusive to buyers who register in order to utilise the private interaction with exhibitors before the general public is exposed to the new talent, products and services. At the same time, the organisers of the event form relationships with the buyers (and exhibitors).

As a professional in any field, especially design, arts and culture, tourism and events management, the purpose of attending events is to grow your network, get smarter, curate and create content, transfer the knowledge to your company or team, and optimise the market value of the event concerned (Top Rank Blog, 2014:1).

The primary motivator for buyers to attend the International Buyers’ Programme is to meet suppliers and potential business allies who offer high end, innovative goods and services, share ideas and also collaborate with other buyers or exhibitors who are emerging creatives in their specific industry (International Trade Administration, n.d:1).

DI has been able to increase the demand for the Buyers’ Programme from only having two international buyers in 2004 to over 600 buyers (both local and international) in 2015 (Design Indaba, 2015:1).

*Economic contribution versus economic impacts of business events*

An economic impact is the sum of the effects an activity or event has on the economy of a given area, obtained by measuring the economic attributes associated with the activity or event (Tribe, 2005:255). According to Event Impacts (2015:1), "the 'economic impact' of a major event refers to the total amount of additional expenditure generated within a defined area, as a direct consequence of staging the event" (see Table 3). With regard to the DI Buyers' Day Programme, the economic impact can be assessed by considering the additional activities that the buyers engaged in during their attendance at the event and during their visit to Cape Town. For example, travel costs, accommodation costs, entertainment and leisure costs, tourism attractions, tours, shopping and spending on food and beverages at restaurants – all these are elements that can be considered factors of economic impact on a local area (Event Impacts, 2015:1).

Furthermore, economic impact studies usually seek to establish the net change in a host city's economy. This is done by comparing the cash inflows (money coming in) and outflows (money going out) in order to establish the net outcome (profit or loss: see Table 3) (Event Impacts, 2015:1). Examples of studies that have been conducted in South Africa include: "The economic impact of the annual Volksblad Arts Festival" (Strydom, Saayman & Saayman, 2006), and "The economic impact of special events: A case study of the Mother City Queer Project (MCQP)" (Hattingh, 2009).

### Key results:

This section presents only the most important of the 76 study findings;

Types of products available at the DI: of the more than 14 groups of products on display the following enjoyed the most attention: interior design and furniture (wall coverings, lamps, free-standing furniture, patio furniture) 26.5%; accessories and jewellery (earrings, headbands, anklets, bracelets, neckpieces) 21.5%; artwork and design graphic design, sculptures, functional art, wire-animal designs) 19.9%; clothing and fabrics (16%); ceramics and textiles (14.4%), and handmade garments and products (12.2%).

The majority of exhibitors (58%) had been in business for five or less years and could still be considered as being in the 'start-up' stage, underscoring a fact that the DI attracts emerging creatives who will utilise a design platform for networking/marketing purposes. Only 16% of the exhibitors had been operational for more than 16 years. More than 74% of all exhibitors were owner-managers with a staff complement of fewer than five (5) persons.

The exhibitors could be classified into eight (8) major groupings, including design (54%), and 'other' (including Footwear, Banking, Liquor, ITC, and Fashion) 23%.

The ID is held each year at the Cape Town International Conference Centre, a modern and world-class exhibition space. Exhibitors, including 45% international participants (Sweden, the UK, the USA, the Netherlands and Australia having the highest representation) rated the event theme, décor and layout as good to excellent (85.5%); the organisation and registration (70.7%); the venue (88.4%), and the opportunity to interact at 79%.

Most exhibitors (70%) reported a positive business impact of the DI, noting brand exposure, new business opportunities, networking structures, increased orders, sales and profits, business advice (influence of banking exhibitors), and exposure to other exhibitors as the salient facts.

Nevertheless, there were problems experienced by some exhibitors, including the 'build-up' to the event, electrical connection difficulties, parking (for exhibitors and visitors), inefficient information (and requests/complaints ignored by the organisers), insecure glass shell product cases, and problems with the venue layout, services and management issues. Despite these issues only 9.9% of exhibitors said they would definitely not return to future exhibitions.

The three (3) most important forms of DI awareness-advertising were attendance at previous exhibitions (43%), browsing websites (29%), and word-of-mouth (21%). This does not suggest that multimedia advertising did not succeed in promoting the DI exhibition, and all forms of marketing/advertising should continue, but that the 'personal' experience should not be underestimated. The main reasons why prospective buyers attended the 'Buyer's Day' at the DI exhibition was to purchase new and/or innovative products (24%), and to be introduced to new brands, products and services (24%).

Networking with sellers/clients/fellow buyers (18%) and creating business opportunities (13%) were other reasons given for attending the special DI day.

The 214 participants spent a total of R384 469, 00 at the DI exhibition, of which an amount of R135 428 was for travel to/from the event. The R249 041.00 expenditure at the DI went on purchases on the 'Buyer's Day' (R112 900), general shopping (R57 410), food (R26 025), local transport (R17 740), local accommodation (R17 734), DI tickets (R11 984), and tourism related activities (R5 248). The survey questioned whether the expenditure at the DI was worth the effort, if it is calculated that each of the 214 participants spent on average only R1 163.74. This observation must be considered in light of the following Likert statements made by participants, among others;

I am confident of the success of the Buyer's Day programme: 50%

The Buyer's Day programme was well organised: 50%

The Buyer's Day programme was aimed at all society: 64.3%

I went to the Buyer's Day to buy innovative products: 57.2%

The Buyer's Day had an economic impact on Cape Town's economy: 43%

Local businesses increased their sales and profits: 42.6%

The DI Buyer's Day did contribute to increased employment: 42.9%

The Buyer's Day attracted tourists to Cape Town: 57.1%

The DI Buyer's Day attracted future business to Cape Town: 50%

The Buyer's Day and Expo incorporated various design elements to represent Cape Town as the 2014 World Design Capital

The Buyer's Day increased positive media coverage for Cape Town: 79%

One of the negative findings regarding the Buyer's Day programme was that 58.3% of participants felt that the 2014 exhibition was only similar to the 2013 event, while an alarming 25% of participants felt the 2014 Buyer's Day was 'worse than the previous year' for, amongst others, the following reasons:

The queues at registration were very long allowing reduced time to view exhibits.

The advertised (and included in the Buyer's Day fee) breakfast was not available.

Some exhibitors were not fully set-up so buyers did not see all the products/services available at the exhibition.

Parking led to serious problems.

### Conclusions and recommendations

The study met the specific objectives, especially to gauge the importance of the DI Buyer's Day programme, the importance of Cape Town as an events destination, and to determine the spend at the Buyer's Day, and has led to the following recommendations:

- A single day designated for buyers is insufficient as needs to be extended to two or even three days to allow for more interaction between the exhibitors and potential buyers, especially considering the problems encountered with the 'setting-up' of the exhibition. This should lead to more buyers attending the event, increased ticket sales and sale of products at the DI, and increased tourism to Cape Town.
- Extending the length of the event should lead to an increased international exposure, sustainability of the DI event, and a more aggressive marketing campaign.
- Social events play a significant role in human society and are created for the purpose of public display, united celebrations and civic rituals (Oklobdzija, 2015:84). The DI event organisers should consider more entertainment and engagement opportunities for delegates (for example, pre- and post event tours and a welcome cocktail evening).
- A colour-coded registration method could be introduced to identify the different buyer-industry/organisations and match these by means of registration badge-identification with relevant exhibitors.
- The DI is one of the biggest trade exhibitions in South Africa attracting the largest number of buyers, and therefore creating opportunities for business expansion and even exporting. Therefore government support is needed through possible funding for SMMEs (small, medium and micro enterprises) expansion and exporting.



- Create partnerships between international buyers and local tourism entities in order to generate additional revenue for Cape Town, and job-creation in the general tourism industry.

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