



Johannesburg Expo Centre

Agenda

09H00 – 09H30

Registration – Tea/Coffee
Sponsored by **ZF Cleaners**

09H30 – 09H40

Introduction and Opening Remarks by the MC
Speaker: Matt Denton, President, dmg events, United Arab Emirates

09H40 – 09H45

Welcome note
Speaker: Thandubuhle Mgudlwa, Executive Head – Tourism Strategic Services, Johannesburg Tourism, South Africa

09H45 – 10H00

Introducing UFI and Presenting the Findings of UFI's Global Barometer Study with Focus on Africa and Middle East

Speakers:

- Adeline Vancauwelaert, Chief Operation Officer, UFI, France
- Naji El Haddad, Regional Director MEA, UFI

10H00 – 10H45

Keynote Speaker: This keynote draws on fascinating, truth-defying, and inspiring case studies of people and businesses that succeed against the odds. How to Thrive on the Edge of Chaos challenges the

prevailing, oppressively negative outlook and inspires the audience to act and succeed, regardless of the circumstances.

Speaker: Bruce Whitfield, multi-award winning journalist, author and speaker, South Africa

Session sponsored by **Expo Guys**

10H45 – 11H15

Networking Break – Making Meaningful Connections. Sponsored by **Montgomery Specialised Exhibitions**

11H15 – 12H00

Investing in Africa: A View from the Multinationals

Speakers:

- Matt Denton, President, dmg Events
- Gary Corin, Managing Director, Montgomery Group Specialised Exhibitions, South Africa
- Carol Weaving, Managing Director, RX South Africa

Moderated by: Craig Newman, Group CEO, GL Events SA, South Africa

12H00 – 12H15

Economic Impact of Exhibitions – Global and Africa

Speaker: Najji El Haddad, Regional Director MEA, UFI

12H15 – 13H30

Networking Lunch – sponsored by **Inspire Furniture**

13H30 – 14H00

The Role of Convention Bureaus in Supporting the Industry in South Africa

Speaker: Zinhle Nzama, General Manager: Strategic Events, South African Tourism, SA

Moderated by: Devi Paulsen, Chairperson, Association of African Exhibition Organizers

14H00 – 14H30:

A View of the Exhibition Industry in the Rest of Africa

Speakers:

- Winnie Muchanyuka, Chief Executive, The Zimbabwe Tourism Authority
- Sibusiso Mncwabe, Chair, Exhibition and Events Association of South Africa (EXSA)

Moderated by: Ishmael Atanasi, CEO, GL Events, South Africa

14H30 – 14H45

Business Opportunities in Sultanate of Oman and the wider GCC Region. Invitation to the 89th UFI Global Congress in Muscat, Oman.

Speaker: Said Al Shanfari, CEO, Oman Convention & Exhibition Centre, Oman

14H45 – 14H50

Wrap up and closing remarks by Matt Denton, MC

14H50 Onwards

Networking drinks/cocktails

Sponsored by **dmg events**

Seminar Hosts



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