Press Release – Sandton Convention Centre – 16/04/2018

Sandton Convention Centre celebrates Global Meetings Industry Day

12 April 2018: The team at Sandton Convention Centre (https://www.tsogosun.com/sandton-convention-centre-scc) took part in Global Meetings Industry Day 2018 - a global event celebrated annually by the MICE industry- by arriving at work dressed in blue on Thursday, 12 April 2018. The day aims to highlight the immeasurable contribution of the meetings, incentives, conferencing and exhibition activities to both the local and international economy.

As a leading convention centre in Africa, a continent ripe with potential and opportunity, Sandton Convention Centre hosts multiple events each year which give credence to the concept of confex business. Surrounded by a plethora of accommodation, dining and entertainment options, delegates travel from every corner of the globe to attend events at Sandton Convention Centre. These delegates play a large role in sustaining and contributing to the micro economy which is the Sandton CBD.

“We think it’s important to celebrate a day like Global Meetings Industry Day. The sometimes unacknowledged influence of the MICE industry is what keeps our country and continent at the forefront of innovative business practices and knowledge-share. As the burgeoning African continent continues to live up to its potential, growing and developing in unprecedented ways, we look forward to a prosperous future as one of Africa’s leading venues” says Shaun Bird, General Manager at Sandton Convention Centre.

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