

11 May 2021

**AIPC Secretariat**

VIA EMAIL: [secretariat@aipc.org](mailto:secretariat@aipc.org)

CTICC

**MOTIVATION LETTER: ELECTION OF CANDIDATES TO SERVE AS MEMBERS OF THE AIPC BOARD**

Dear Sirs,

Please accept this letter and my bio as an expression of my interest in joining AIPC as a board member. It is my great pleasure to hereby present my candidature.

I am passionate about the conventions and events industry. This has been my passion for at least 20 years of my career. The changes that the industry is currently undergoing due to Covid-19 present exciting challenges and opportunities for our industry.

I am currently the Chief Executive Officer (CEO) of the Cape Town International Convention Centre (CTICC), in South Africa. My main role is strategic direction and management of this world-class, 5-star rated conference and events venue, through developing and implementing the CTICC's long term strategies in accordance with the company's mission and vision. This work is done in close collaboration with our board, shareholders, strategic industry stakeholders and partners.

I serve on the board of our organisation as an Executive Director, as well as a member of the Social & Ethics Committee of the board.

With extensive experience and relationships in the Tourism, Events and the Meetings, Incentives, Conference and Exhibition (MICE) industry in Africa, I am ready to be involved with a board and organisation where I can deliver value through my expertise and regional understanding.

As the Chair for the ICCA African Chapter, I am in the unique position to tap into the nuances of the African region and needs of the members. I believe this advantage would serve the AIPC Board in its endeavours to bring value to its current and potential members.

I hold a master's degree in Global Marketing from the University of Liverpool (UK), and a bachelor's degree in Communications from the University of Bophuthatswana (now North West, South Africa). As part of my continued learning, I am currently studying with the Directors Association in South Africa to continue building my board and directorship knowledge.

My experience to date, my passion for the African events and conventions industry, as well as my eagerness to contribute to a high calibre board, are the reasons I have chosen to express my interest for this opportunity.

I believe there is a great opportunity for AIPC to do great things in Africa, and I want to be part of the solution.

Kind regards,



**Ms T. Taubie Motlhabane**  
**Chief Executive Officer**

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Cape Town International Convention Centre Company SOC Ltd (RF) (Convenco), Registration no. 1999/007837/30

