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MEDIA STATEMENT

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Cape Town International Convention Centre Clinches Gold in Prestigious Global Recognition!

The Cape Town International Convention Centre (CTICC) has won gold at the 2024 Eventex Global Awards, in the categories of **African Destination: Best African Events Destination** and the **International Meetings, Incentives, Conferences and Exhibitions (MICE) Destination**. The CTICC also scooped Silver for the categories of **Versatile Venue**, which applauds the Centre's ability to adapt and accommodate a variety of types and sizes of events, as well as **People's Choice Destination**, for venues that stand out from the rest and are voted for by the public.

"We are immensely proud of this recognition. The competition is tough, and the standards are high, but these awards show that our convention offering is world class. Cape Town is a sought-after destination and it is important that the convention offering is in keeping with the quality that the destination has become famous for," said Taubie Motlhabane, CEO of the CTICC.

The Eventex Awards have evolved into the premier recognition in the events and experiential marketing world, honouring and celebrating innovation, creativity, and effectiveness in the industry. This year, winners were selected from a pool of 1207 submissions, spanning 62 countries and across six continents. This reaffirms that the CTICC can rival top global contenders and emerge victorious.

"Congratulations to the CTICC on your remarkable achievement at the 2024 Eventex Awards! Winning the prestigious titles for Best African Events Destination and International MICE Destination and being named runner-up in the People's Choice Destination and Versatile Venue categories truly reflects your commitment to creativity, innovation and effectiveness in the events industry. Thank you for the 20 years of excellence that continues to enhance the allure of the Western Cape as a leading events destination, boosting our economy and supporting thousands of jobs. Here's to many more years of success!" said Provincial Minister of Finance and Economic Opportunities, Mireille Wenger when she congratulated the CTICC team.

"As Mayor, I extend my heartfelt congratulations to the CTICC on receiving these prestigious awards. The CTICC's dedication to excellence and innovation in the events industry has not only elevated our city's profile but has also contributed significantly to our economic and



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cultural vitality. Here's to many more years of success and collaboration as the CTICC continues to shine as a beacon of excellence in our city", added Mayor Geordin Hill-Lewis. "Choosing a destination has become highly competitive. A city's convention centre is an important part of the tourism value chain, as convention delegates spend time exploring all the city has to offer. A positive convention experience is important and can significantly enhance the overall visitor experience and perception of a destination. The awards and global accolades we receive as a city reinforce our position as a globally leading tourist destination," said Enver Duminy, CEO of Cape Town Tourism.

"Congratulations to the CTICC for their outstanding recognition at the Eventex Awards, a prestigious accolade in the events and experiential marketing industry. This achievement further establishes the city and province as premier business events destinations, not only in Africa but globally. The significance of business events cannot be overstated; they serve as drivers of economic activity, job creation, and innovation. Moreover, they provide invaluable platforms for industries to showcase their capabilities, exchange ideas, and forge relationships that can lead to lucrative deals and investments. The Cape Town and Western Cape Convention Bureau, powered by Wesgro, successfully secured 30 new bids for the province in the previous financial year (April 2023 – March 2024), with an estimated economic impact of R1.029 billion. Therefore, the CTICC's recognition at the Eventex Awards will enhance our ability to attract even more high-profile events in the future", said Wrenelle Stander, CEO Wesgro.

The CTICC is renowned for its consistent global acclaim. Over the past three years, it has garnered a multitude of prestigious awards, spanning service excellence, sustainability, event and exhibition venue, and recognition for its leadership. These accolades not only underscore the CTICC's commitment to excellence but also highlight its pivotal role as a leader in the global events industry.

"We are very blessed to be in an amazing destination, working with exceptional teams and partners. These awards are a testament to the dedication of the men and women who work tirelessly to offer a positive convention experience, regardless of the nature of the event. For me personally, I am immensely proud of my team at the CTICC," concluded Motlhabane.

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