



**economic development  
& tourism**

MPUMALANGA PROVINCE  
REPUBLIC OF SOUTH AFRICA

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## ***MEDIA STATEMENT***

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***FOR IMMEDIATE RELEASE***

**Attention: News Editors/ Assignment Editors**

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### **KHOLWANE TO ATTEND THE 13TH POLITICIANS' FORUM MEETING AT THE 2015 IMEX IN GERMANY**

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**Mbombela** – Mpumalanga MEC for Finance, Economic Development and Tourism, Mr Sikhumbuzo Eric Kholwane will on Tuesday, 19 May 2015, attend the 13<sup>th</sup> Politicians Forum at the annual Worldwide Exhibition for Incentive Travel, Meetings and Events (IMEX) in Frankfurt, Germany. The Forum is an annual event for politicians across the world, where they meet to share best practices and discuss ways to secure economic, social and reputational dividends that result from hosting meetings and events.

“The Politicians Forum is a precursor to the IMEX and offers politicians around the world an opportunity to interact and share best practices, including assessing the impact that the hosting of international meetings and events have in the economies of their respective countries”, explained MEC Kholwane.

The following issues will also be discussed at the meeting:

- How to translate the hosting of meetings and events into strong destination brands;
- How to ensure adequate infrastructure development and planning to secure far-reaching community impact;
- How are destinations translating the hosting of meetings and events into strong destination brands (Destination marketing);
- What steps are being taken to facilitate greater access, de-regulation and lower taxation (Breaking down the barriers);
- How governments are bringing together various government departments, local authorities and agencies to ensure cohesion when marketing their destination and bidding for events (cohesion); and
- What are event organisers looking for in a host destination and a host team (the Bidding Process)?

“This is an opportune occasion to promote, market and sell Mpumalanga as the preferred destination for hosting international events and meetings, amongst others. We believe, with the construction of an ICC in the Province, we will be able to bid and win the hosting of such international events. In turn, the hosting of such events will contribute to job creation and economic growth”, added Kholwane.



The meeting will be attended by over 40 political influencers and up to 80 industry leaders across the world. The MEC will lead the MTPA (Mpumalanga Tourism and Parks Agency) team which is participating at the annual IMEX Trade Show and Exhibition taking place from 19 to 21 May 2015 in Frankfurt, Germany. Over 8, 800 professionals and 3, 500 exhibitors and buyers are expected to attend the event. Last year, IMEX was attended by 3, 500 exhibitors who came from across the world.

***TOGETHER WE MOVE MPUMALANGA FORWARD***

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***Issued by the Communication Directorate  
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