

City of Johannesburg to host 2019 SA Brand Summit

The City of Johannesburg and Gauteng province have been confirmed as the joint winning destination to host the South Africa Brand Summit Awards - inaugurated in Cape Town in May 2018 - at The Maslow Hotel between 6 and 7 June 2019. This follows a detailed process to choose the host city.



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Joburg Tourism, a directorate of the City's Department of Economic Development, will be collaborating with the Brand Summit convenor to deliver an exceptional event in Johannesburg in June 2019. With some 500 African and international delegates expected to attend, this event will serve to shine the spotlight on Johannesburg as a preferred business events destination.

The City of Johannesburg has been recognised for its rail, air and ground transportation and business and communication technology infrastructures, a diverse range of accommodation and conference facilities, as well as fascinating tourist attractions, leisure and lifestyle options on offer for visiting delegates.

Positioning SA's tourist market

This year's SA Brand Summit was hosted in Cape Town by South Africa's Chief Justice Mogoeng Mogoeng, who delivered a keynote address anchored on the preamble to the Constitution of the Republic of South Africa and the values enshrined therein, serving as a good basis to start conversations about the potential that still resides in the country South Africa could still be. Gary Leigh, a brand specialist and the founder of Leigh's Truth and Propaganda, also delivered a paper on the importance of country branding.

Other speakers at the summit were Professor Thuli Madonsela, former Public Protector of South Africa, Bonang Mohale, CEO of Business Leadership South Africa, Kganki Matabane, CEO of Black Business Council, Mteto Nyati, CEO of Altron, Simon Sussman, Woolworths Chairman, Neeshan Bolton of the Ahmed Kathrada Foundation, and other prominent leaders in corporate South Africa, media, politics, education, sports, community development, etc.

"This is an exciting step for us as we further position the summit as a key independent and non-politically influenced platform to discuss the evolving country brand image of South Africa," stated Solly Moeng, Summit convenor.

"Moving the event to Johannesburg is our response to a strong call from many delegates and others who missed attending the inaugural event in Cape Town. Our 2019 content will be richer and, in line with another call from delegates who attended in 2018, include a *Leaders of The Future* panel discussion that will comprise a diverse group of young South Africans with interesting ideas about the South Africa they want.

"I'm particularly excited that the world renown and respected Patrick Loch Otieno Lumumba, Associate Professor of Public Law & Founding Dean at the Kabarak University School of Law, Kenya, will deliver the keynote address at the 2019 summit."

Speaking for the Gauteng Province, Nonnie Kubeka, who heads-up the province's Convention Bureau, also expressed her excitement at looking forward to seeing the SA Brand Summit come to Johannesburg. "This is important for Johannesburg and Gauteng, not just in terms of attracting delegates from around the world to our province, but also because we see the summit as a neat addition to positioning our region as a centre for new ideas development for the future of South Africa.

"It is clear that without a strong and attractive country brand image, our country will be overtaken by others on the continent who are working hard to reduce our market share of the lucrative tourist market and FDI. We have to find innovative ways to mitigate wrong perceptions about South Africa and help nurture a climate that will generate more positive messages to grow goodwill for our country."

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