



HOSPITALITY INVESTMENT™
CONFERENCE
AFRICA

4 - 6 November 2009
SANDTON SUN, GAUTENG, SOUTH AFRICA

brought to you by:



Dear Tourism & Hospitality Partner

We are proud to announce the 3rd Hospitality Investment Conference Africa (HICA) and hope that you will join us at the conference which will be held from 4th to 6th November 2009 in Sandton, Johannesburg South Africa.

The first Hospitality Investment Conference Africa (HICA) was held in October 2007 in Cape Town, South Africa, followed by the 2nd HICA which was held in Sandton, South Africa in September 2008. Both conferences gave attendees and speakers the platform to discuss investment and development opportunities for the African hospitality sector, and to share world trends which are necessary for Africa's development. The conference also presented opportunities for delegates, speakers and sponsors to learn from others experiences and to align themselves to international best practice.

The conference has now become an annual event on the local and international hospitality and investment calendar and is hosted by the Tourism Business Council of South Africa (TBCSA), in association with the conference's founding partners, the Department of Environmental Affairs & Tourism of South Africa and the Pam Golding Hospitality Group.

We look forward to welcome you at the conference! Should you require further information, please do not hesitate to contact me.

Mmatsatsi Marobe
CEO Tourism Business Council
of South Africa



Preliminary Conference Programme

Wednesday, 4 November 2009

12:00 – 14:00	Registration
14:00 – 16:00	Mauritius Summit
16:00 – 17:00	Breakaway sessions
18:00 – 20:30	Networking Welcome Reception

Thursday, 5 November 2009

08:30 – 13:00	Plenary session
13:00 – 14:00	Networking Lunch
14:00 – 17:00	Breakaway sessions
19:30	Gala Dinner

Friday, 6 November 2009

08:30 – 12:00	Plenary session
12:00 – 13:00	Hospitality Investment Awards
13:00 – 14:00	Networking Lunch



Conference Objectives

- A platform to showcase Africa as viable investment destination
- A networking opportunity for African and global hospitality leaders to share lessons and best practices
- An annual business-to-business platform that hosts discussions on tourism and hospitality investment issues and trends within African and globally
- An information sharing platform for role players within the African and global tourism and hospitality sector
- A platform to encourage dialogue and discussions between government leaders and the private sector role players.
- A platform for governments within Africa to further their understanding and knowledge of the sector to inform their policies
- An opportunity for emerging entrepreneurs to learn from experienced role players and find partners, and
- A platform to promote current and new projects within the African tourism and hospitality sector, and source funding

Comments from 2008 delegates and sponsors:

Congratulations on a great conference!
Guest speakers well arranged, learned a lot!

Informative conference

This conference was excellent

Congrats! Keep it up!

Keep it going.

Good logistics, good social programme

Good quality of speakers

Environment very conducive

Good well done!

Well organised!



Leriba Lodge • 245 End Avenue
Clubview • Pretoria
PO Box 11655 • Centurion • 0046
Tel: +27 (0)12 654 7525 • Fax: +27 (0)12 654 7394
Cell: +27 (0)84 657 5476
tourism@tbcsa.travel or info@hica.co.za
www.hica.co.za

We have a variety of sponsorship categories available for our sponsors and partners. Should you wish to discuss any of the packages or sponsor anything that is not listed below, please contact

Contact Us:

Zelda Coetzee-Ingaram

Mobile: + 27 (0)84 657 5476

Email: zelda@imfunzelelo.co.za

info@hica.co.za

www.hica.co.za