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Johannesburg Proud Host of Meetings Africa's 20th Edition

25 February 2026

Johannesburg, Africa's powerhouse city and global hub, has played proud host to the 20th edition of the Meetings Africa trade exhibition from 23 – 25 February 2026 at the Sandton Convention Centre. Owned by South African Tourism and delivered in partnership with the South Africa National Convention Bureau (SANCB), Johannesburg Convention Bureau (an initiative of Joburg Tourism) and the Sandton Convention Centre, this milestone event marks two decades of connecting Africa's business events industry to the world.

Meetings Africa has grown into the continent's leading trade show for the meetings, incentives, conferences and exhibitions (MICE) sector. The 20th edition will bring together global buyers, exhibitors and thought leaders, showcasing Africa's capacity to host world-class events while fostering collaboration and innovation. The event will open with the Business Opportunity Networking Day (BONDay) on 23 February, followed by two days of exhibitions, networking and knowledge-sharing.

Johannesburg's role as host city underscores its growing stature as a premier MICE destination. Recently ranked among the world's most powerful cities in the Global Power City Index, Johannesburg joined Cairo as one of only two African cities recognised for their global competitiveness. This recognition highlights the city's economic strength, infrastructure and cultural dynamism. It also reinforces that "Joburg is open for business" – a rallying call that reflects renewed energy, bold ambition and a spirit of innovation in the new year. From the financial towers of Sandton to the creative corridors of Braamfontein, Johannesburg offers a dynamic ecosystem where ideas are born, deals are made and futures are shaped.

The city's positioning as Africa's gateway to global business is further strengthened by the impressive pipeline of international conferences and conventions secured by the Johannesburg Convention Bureau. Between 2026 and 2030, Johannesburg will welcome major global events, attracting over 10,000 delegates and generating an estimated R221 million in economic impact. These include business events such as AfricaLics to be staged in 2026, the Africa Smart Cities Investment Summit in 2026, ACCES Music in Africa Conference in 2026, the International Convention of Jehovah's Witnesses in 2026, the IUPAP General Assembly and WG21 Conference in 2027 and the International Conference on Education for the Deaf (ICED) in 2030. Each of these wins strengthens Johannesburg's reputation as a city of opportunity, innovation and inclusion, while leaving a lasting legacy of knowledge and collaboration.

Johannesburg's infrastructure and accessibility continue to set it apart. With venues like the Sandton Convention Centre, the Johannesburg Expo Centre, Gallagher Convention Centre, Kyalami International Convention Centre and a growing network of co-working spaces, the city is equipped to host everything from intimate board meetings to global summits. OR Tambo International Airport connects Johannesburg to major cities worldwide, while the Gautrain and arterial highways ensure seamless

local mobility. Beyond business, Joburg offers a lifestyle that inspires. Delegates and visitors can unwind in leafy suburbs, explore vibrant townships, or indulge in the city's culinary and cultural offerings. From rooftop cocktails in Maboneng to art galleries in Rosebank, Johannesburg blends productivity with pleasure.

“Johannesburg is more than just a city - it is Africa's gateway to global business. Hosting the 20th edition of Meetings Africa here is a testament to our world-class facilities, vibrant hospitality sector and our ability to connect Africa to the world,” said Chairperson of the Joburg Tourism Board, Nandipha Zonela.

“For two decades, Meetings Africa has been the heartbeat of Africa's business events industry. This year, we celebrate not only its legacy but also the future of sustainable, inclusive growth in tourism and business events. As Johannesburg welcomes delegates from across the globe, Meetings Africa 2026 will not only celebrate 20 years of achievement, but also set the stage for the future of Africa's business events industry. With its proven track record, strategic location, recognition as one of the world's most powerful cities, and a clear message that Joburg is open for business - the city is poised to continue leading Africa's rise as a premier MICE destination.”

Joburg Tourism made provision for eight Professional Conference Organisers (PCOs) to join the Joburg Convention Bureau at the stand. In addition, Joburg Tourism supported 20 SMMEs across sectors such as arts, crafts, lifestyle, fashion and travel to participate in the Sustainability Village, showcasing Johannesburg's commitment to inclusive growth and sustainable tourism development.

Johannesburg Convention Bureau, an initiative of Joburg Tourism, is dedicated to positioning Johannesburg as Africa's premier business events destination. Its core role is to support and secure bids for international conferences, exhibitions and incentive events, while facilitating partnerships and promoting the city's dynamic offerings to global organisers.

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For more information about Joburg Tourism and upcoming events, visit our website [visit.joburg](https://www.visit.joburg.org)

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Johannesburg is the largest city in South Africa and serves as the economic and cultural hub of the country. With its rich history, diverse population and thriving arts scene, Johannesburg offers a unique and unforgettable experience for visitors of all ages. Johannesburg Tourism Company is a destination management organisation (DMO) of the City of Johannesburg, dedicated to promoting the destination's tourism growth. Its primary function is to promote Joburg as a business, lifestyle, sport and leisure destination, both locally and internationally. Its operations include running a Convention Bureau, a Visitor Services Bureau, as well as co-ordinating city-wide tourism marketing programmes, tourism information gathering and analysis.