

Date: 03 August 2026
Reference No.: 13/9/5/6/2027

Dear prospective applicant,

The Department of Tourism through its Market Access Support Programme (MASP) hereby invites eligible tourism businesses to apply for support to participate in the following event. This initiative aims to enhance market access opportunities for South African tourism enterprises and promote sustainable growth in the sector.

Event Details

Event Type	Domestic Event
Event Category	exhibition
Location	Johannesburg, Gauteng, South Africa
Event Date & Time	23 Feb 2027
Application Period	03 Aug 2026 - 31 Aug 2026
Reference No.	13/9/5/6/2027

Event Description

Meetings Africa 2027 is a Business Events Trade Show, with the specific objective of creating a market access platform, for African Business Events Products. It serves as the primary platform to enable the growth of the business events industry on the continent and ultimately contributes towards its economic growth. It is a 2-day trade show with a dedicated Educational Day which is executed in conjunction with the key global, continental and national industry associations. Meetings Africa exists to provide a platform for exhibitors to showcase their offerings to international and local buyers, African associations and corporate planners. It is the most formidable platform on the continent for you to meet face-to-face with the most influential buyers in the world, and to be part of Africa's growth. For more information on the show, please visit www.meetingsafrica.co.za.

Requirements

Central Supplier Database (CSD) Registration
Public Liability Insurance Cover
Proof of turnover
Proof of compliance with Amended Tourism B-BBEE Sector Codes
Comprehensive company profile
Central Supplier Database (CSD) Registration
Public Liability Insurance Cover
Proof of turnover
Proof of compliance with Amended Tourism B-BBEE Sector Codes
Comprehensive company profile
Enterprises with a turnover more that R5 milliomm should not apply

Ready to Apply?

Interested businesses that meet the requirements are invited to submit their applications. This is an excellent opportunity to expand your market reach and grow your tourism business.

For more information or clarification, please contact us at tipenquiries@tourism.gov.za

Yours sincerely,

The MASP Team.

Department of Tourism
Republic of South Africa