

**For Immediate Release
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Business from associations conferences to add R446 million to Western Cape economy

Cape Town's win to host the 8th World Congress for the World Society for Paediatric Infectious Diseases is further testament to the city's desirability as a premier conference and meetings destination post 2010. The congress which will be taking place at the CTICC in November 2013 is set to attract over 3000 international medical experts to the city. A conference of this size is expected to contribute an estimated R30 million towards the economy of the Western Cape.

Securing the bid was the result of close collaboration between the local organising committee for the WSPID, the Cape Town and Western Cape Convention Bureau, a strategic business unit of Cape Town Routes Unlimited (CTRU), and the Cape Town International Convention Centre (CTICC).

Organised by the World Society for Paediatric Infectious Diseases (WSPID), this biennial congress is the largest gathering of paediatricians in the field of infectious diseases. Dr Ben Marais, member of the local organising bid committee, says, "The event is set to focus on the latest advances and research in paediatric infectious diseases. The agenda will centre on preventable infectious diseases in childhood and will have a strong focus on developing countries, which will include HIV/Aids, TB and common vaccine preventable diseases."

Calvyn Gilfellan, CEO of CTRU, speaking on behalf of the host destination had this to say, "This successful bid underscores Cape Town's reputation as a competitive player in the meetings industry and we are delighted to host the delegates of the conference. Furthermore it adds to the 31 confirmed associations conferences taking place after the World Cup and supports the notion that business tourism could sustain the tourism industry post World Cup. Together these conferences will contribute an estimated R446 million to the economy of the Western Cape."

According to CTICC Managing Director, Dirk Elzinga "Stiff competition saw Cape Town selected as the preferred host destination in South Africa. Previous cities to host this prestigious conference include Bangkok (2007), Buenos Aires (2009) and Melbourne (2011). As a destination, Cape Town is fortunate in this present international conference market climate to have secured this event."

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Editor's Notes:

- + Cape Town and the Western Cape is ranked number one conventions destination in Africa with international association conventions and conferences contributing an estimated R800 million rand per annum to the province's economy.
- + The destination holds the 35th position in the International Congress and Convention Association (ICCA) global ranking.
- + The Cape Town & Western Cape Convention Bureau leads the city and province in soliciting bids to host international conferences in the destination.

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For more information on the Cape Town and Western Cape business tourism experience, visit www.tourismcapetown.co.za or write to convention@tourismcapetown.co.za

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