

Cape Town and the Western Cape Convention Bureau

Introduction

The Cape Town and Western Cape Convention Bureau, powered by Wesgro, showcases the region's offering as Africa's leading destination for business events; meetings, incentive travel, conference, and exhibitions.

Housed within Wesgro, the official tourism, trade and investment promotion agency for Cape Town and the Western Cape and funded by the Western Cape Government's Department of Economic Development and Tourism (DEDAT) and the City of Cape Town, the Bureau is mandated to provide end-to-end support in hosting business events across the region.

With a proven track record in securing world-class conferences and incentive programmes, the Bureau continues to attract and facilitate successful business events that contribute to the growth and global positioning of the Cape Town and the Western Cape.

Contact Details



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Our services include the following:

Pre and Post Bid Assistance

- Review of bidding guideline and event requirements
- Preparation and presentation of bids
- Recommendation of suitable venues and service providers
- Funding application support, (where applicable)
- Coordination of in-destination site inspections prior to the event

Convention Planning Support

- Introduction to trusted service suppliers
- Delegate boosting assistance
- Facilitation of business sector introductions and networking opportunities (where relevant)
- Provision of destination marketing content

On-Site Event Services

- Post-event servicing and evaluation
- Introduction to the BestCities network

DESTINATION FACTS

Culturally Diverse

Cape Town is a unique and socially diverse city. Its inhabitants have come from all four corners of the globe to make the city their home resulting in a creative, culinary, and cultural melting pot that enriches South Africa's heritage and history.

Knowledge and Innovation Hub

Four leading universities and several world-class research institutions in fields as diverse as science, technology, medicine, and social politics makes for fertile ground for intellectual dialogue and the exchange of ideas. The region prioritizes the development of our knowledge and innovation economies, underscoring the role the destination plays in uplifting the continent.

Easy Access

Cape Town International Airport is just 20 minutes from Cape Town's CBD, and once in the city, getting around is easy and convenient by using the MyCiTi bus service, taxi's e-hailing services or rail network.

Centre of Business

As one of the continent's leading business hubs, the province understands that economic growth is at the heart of development success. Government and the private sector collaborate on several programmes to create an enabling environment for investments.

Natural Beauty and Climate

Cape Town enjoys a warm and moderate Mediterranean climate that sees visitors and locals alike flock to its sandy white beaches and hike beautiful mountains like Table Mountain. The region is also the proud custodian of two World Heritage Sites at Robben Island and the Cape Floral Region.