

The MICE market – just like any other market - is made up of buyers (end-users) and sellers (wide range of suppliers and services). Various exhibitions primarily for these two groups are undertaken both internationally as well as nationally. How successful are these shows in relation to actual trade? Some international trade shows have got it down to a fine art – with a clear understanding in particular of the buyer market. As far as sellers are concerned – the trade show owners merely assure that potential buyers will be in attendance is sufficient to warrant seller/supplier buy-in. In South Africa MICE trade shows may not have it down to a fine art due to a possible misunderstanding of the actual make-up of authentic buyers for the South African product. A corporate buyer with an annual budget of many millions as well as an association buyer of thousands of delegates are well aware of their value to a trade show. The average serious buyer of product and services will invariably prefer to visit a MICE trade show incognito in order not to be influenced by a deluge of sellers. The sooner organisers of these shows get to know their real visitor base – and how they tick - the sooner the South African MICE shows will have the MICE buyers sitting up and taking notice. Without the authentic buyer market wanting to attend – the South African MICE trade shows will remain questionable.

Next Week: Who is Organising Who ?

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