

MEDIA STATEMENT: FOR IMMEDIATE RELEASE

JOBURG TOURISM SUPPORTS WOMEN OF VALUE SA BLEISURE TRADE, INVESTMENT & TOURISM FORUM

18 March 2025

Joburg Tourism, through its Convention Bureau, is proud to support the upcoming Women of Value SA Bleisure Trade, Investment & Tourism Forum, taking place from 27 - 28 March 2025 at Ramkiki Lodge, Johannesburg. This landmark event is designed to empower women entrepreneurs in trade, investment and tourism, providing a strategic platform for economic growth and networking.

Organised by Women of Value SA in collaboration with Bleisure Africa, this forum is themed *Empowering Women, Driving Economic Growth*, and aims to foster meaningful dialogue, business collaboration and investment opportunities for women-led enterprises.

As part of its commitment to promoting business tourism and supporting inclusive economic development, the Joburg Convention Bureau is providing non-financial support through marketing initiatives across its social media platforms to drive attendance by industry stakeholders. This initiative aligns with Joburg Tourism's mandate to position Johannesburg as a premier destination for business and leisure events that drive economic impact.

Key Features of the Forum include:

- High-level panel discussions with industry leaders and policymakers on trade, investment and tourism strategies.
- Women in leadership dialogue focusing on gender inclusion, leadership development and economic diplomacy.
- Business-to-business networking sessions to connect small and medium enterprises, corporate entities and investors.
- Exhibition stands showcasing innovative products and services from women entrepreneurs.
- Launch of the Women Economic Assembly (WECONA) Tourism Sector Inter-Provincial Roadshows, a strategic initiative to support women in tourism and hospitality.

The forum will feature renowned keynote speakers, including government officials, industry CEOs and investment specialists. The Honourable Thandi Moraka, Deputy Minister of International Relations and Cooperation, has been invited to deliver a keynote address on *Economic Diplomacy in Advancing Women Entrepreneurs*.

Call for Media Participation

Joburg Tourism invites media houses to cover this high-impact event and contribute to increasing its visibility. Accredited journalists will have the opportunity for exclusive interviews with keynote speakers, panellists and industry leaders.

Registration & Media Accreditation:

Journalists and industry stakeholders are encouraged to register for the event and media accreditation by 20 March 2025. Registration can be completed via the following link: <https://docs.google.com/forms/d/e/1FAIpQLSeXGYdcFW4q2ZIAqnc36UIC1NUcpcig-AeYZ3VPaeyhtiPBjA/viewform?usp=header>

Alternatively, attendance confirmations can be sent via email to bleisure@nkpi.co.za or info@wovsa.org

Join Us in Empowering Women in Business & Tourism!

Joburg Tourism encourages all stakeholders, industry professionals and media representatives to participate in this impactful event, contributing to the advancement of women in trade, investment and tourism.

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For more information about Joburg Tourism and upcoming events, visit our website visit.joburg

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.