

Africa's Coastal Marine Tourism Trade Market 2025



AFRICA
COASTAL MARINE
MARITIME TOURISM
TRADE MARKET

Dates: 15-16 April 2025
Location: Nelson Mandela
Bay, South Africa-
Feathermarket hall

Hosted by:

**Africa's Coastal Marine and Maritime
Tourism Alliance (ACMMTA)**



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TRADE MARKET



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Discover Gqeberha, South Africa: The Jewel of Nelson Mandela Bay



Nestled along the stunning Eastern Cape coastline, **Gqeberha, formerly known as Port Elizabeth**, is a vibrant city rich in history, culture, and natural beauty. Part of the Nelson Mandela Bay Municipality, this dynamic urban hub seamlessly blends the charm of a coastal retreat with the opportunities of a thriving economic center. Known as "The Friendly City," Gqeberha warmly welcomes visitors with its diverse attractions, pristine beaches, and strategic importance as one of Africa's key ports.

As one of Africa's most significant ports, **Nelson Mandela Bay** is perfectly poised to host world-class marine and maritime tourism events. The Port of Ngqura, located in the bay, is a modern deep-water harbor that serves as a critical hub for trade and logistics. Its strategic position makes it a gateway to African and international markets, enhancing its appeal for large-scale conferences, exhibitions, and trade markets.

The city's infrastructure supports the seamless execution of events such as the **African Coastal Marine and Maritime Tourism Trade Market**, with state-of-the-art venues, excellent transportation links, and a robust hospitality industry. Gqeberha's role as a leader in the blue economy, combined with its commitment to sustainability, positions it as the ideal destination for forward-thinking initiatives in coastal and marine tourism.

Highlights



Golden Beaches

Gqeberha is home to some of the most breathtaking beaches in South Africa, including King's Beach, Hobie Beach, and Pollock Beach.



Addo Elephant National Park

renowned wildlife sanctuary offers unforgettable safaris where visitors can spot the "Big Seven" – including elephants, rhinos, lions, and whales



Route 67

Celebrate South Africa's cultural diversity through 67 art pieces symbolizing Nelson Mandela's 67 years of service to humanity.



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Welcome to Africa's Coastal Marine Tourism Trade Market 2025

Background: Africa's Coastal Marine and Maritime Tourism Alliance (ACMMTA) is dedicated to promoting sustainable coastal and marine tourism across Africa. Our mission is to position Africa's coastal regions as premier destinations, fostering economic growth, cultural exchange, and environmental stewardship.

Objectives

- Facilitate collaboration among government, private sector, investors, and local communities to explore tourism investments across Africa.
- Highlight key growth opportunities in coastal marine and maritime tourism sub-sectors.
- Address emerging trends and innovations in the marine and coastal tourism landscape.
- Position Nelson Mandela Bay as a key player in the global maritime industry and a prime tourism destination.

Showcase the potential to grow the Metro's maritime economy through investments and innovation in:

- Ocean Economy
- Tourism
- Coastal Marine Tourism
- Maritime Tourism
- Trade and Investment
- Township and Village Economy

Drive Investments

- Attract investors and buyers to enable project development.
- Facilitate market access for local businesses.

Promote Tourism Products

- Showcase existing attractions, tourism routes, and destinations.
- Encourage a culture of entrepreneurship through trade exhibitions.

Empower Entrepreneurs

- Provide opportunities for entrepreneurs to exhibit products and services, enhancing trade prospects.

Economic Growth

TARGETED AUDIENCE

- Entrepreneurs (Blue/Ocean Economy and Tourism)
- Provincial, National, and Continental Governments
- Active and Prospective Investors
- Local and International Buyers
- Development Finance Institutions (Government and Private Sector)
- Private Sector Companies (Local, National, and International)



PROGRAM



Evening: Networking Session

Meet and connect with industry leaders, stakeholders, and investors.

PROGRAM HIGHLIGHTS

14th April 2025: Pre-Event Golf Day

09:00 – 13:00

- **Golf Day** – 9 Hole Tournament
- **Location:** [Golf Course Name].

Networking opportunity for dignitaries, industry leaders, and stakeholders in a relaxed setting.

13:00 – 14:00

- Networking Lunch at Clubhouse.

15th April 2025: Day 1 – Trade Market Opens

08:00 – 09:00

- **Registration**

09:00 – 10:30

Opening Ceremony – Main Hall

- Welcome Address by ACMMTA Chairperson.
- Keynote Speech: "Unlocking Africa's Coastal & Marine Tourism Potential."
- Remarks by Guest of Honor (Dignitary or Minister).
- Ribbon-Cutting Ceremony: Official opening of the Trade Market at the foyer.

10:30 – 11:00

Dignitaries Walk-About

- Tour of the exhibition stands by dignitaries and key stakeholders.

PROGRAM

11:00 – 12:30

Breakout Sessions (Parallel Sessions in Two Rooms)

Room 1: The Elephant Room (Coastal Marine Tourism)

Panel: Marine Protected Areas as Tourism Assets.

- Discussion on conservation-focused tourism.
- Workshop: "Sustainable Practices for Coastal Tourism Operators."

Room 2: The Lion Room (General Tourism Business)

- Panel: "Financing Africa's Tourism Growth: Opportunities for SMEs."
- Workshop: "Digital Transformation in Africa's Tourism Sector."

13:30 – 15:00

Afternoon Breakout Sessions

Room 1: The Elephant Room (Coastal Marine Tourism)

- Discussion: "Cruise Tourism: Challenges and Opportunities for Africa."
- Case Study: "Community-Driven Coastal Tourism Projects in East Africa."

Room 2: The Lion Room (General Tourism Business)

- Panel: "Improving Air Connectivity to Boost Intra-African Tourism."
 - Focus on regional aviation hubs and partnerships.
- Workshop: "Leveraging Events and Festivals to Enhance Tourism."

15:00 – 15:30

- Tea and Coffee Break – Exhibition Hall.

15:30 – 17:00

- Plenary Session (Main Hall): "Positioning Africa as a Global Sustainable Tourism Leader."
 - Keynote Address followed by panel discussion.

Networking Session :18:30 -22:00



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16th April 2025: Day 2 – Trade Market & Closing Day

09:00 – 10:30

Morning Breakout Sessions

Room 1: The Rhino Room (Coastal Marine Tourism)

- Panel: "Marine Tourism and Blue Economy Opportunities for Africa."
- Discussion: "Building Resilient Coastal Communities through To"

Room 2: The Leopard Room (General Tourism Business)

- Workshop: "Destination Marketing for African Tourism: New Trends."
- Discussion: "Cross-Border Tourism in Africa: Streamlining Visa and Travel Policies."

11:00 – 12:30

- Trade Market Walk-About by Key Stakeholders
- Highlighting exhibitors and networking opportunities.

13:30 – 15:00

Afternoon Breakout Sessions

Room 1: The Rhino Room (Coastal Marine Tourism)

- Discussion: "Integrating Technology into Marine Tourism: Apps, VR, and AR."
- Case Study: "The Role of Private Sector Investment in Marine Tourism Development."

PROGRAM

Room 2: The Leopard Room (General Tourism Business)

- Workshop: "Cultural Tourism: Showcasing Africa's Rich Heritage to the World."
- Panel: "The Role of Tourism in Africa's Economic Growth."

17:00: Trade Market show -Ends-



Sustainable Marine Tourism Development

- Responsible tourism and environmental preservation.
- Balancing tourism and marine conservation efforts.

Innovation in Maritime Tourism

- Advancing smart tourism technologies.
- Eco-friendly vessel design and construction.

Marine Wildlife Tourism

- Promoting ethical wildlife encounters.
- Highlighting biodiversity hotspots for tourism.

Coastal Community Engagement

- Empowering local communities in tourism.
- Preserving cultural heritage in coastal areas.

Climate Change and Coastal Tourism

- Adapting to climate challenges in marine tourism.
- Promoting climate-resilient infrastructure.

Marine Adventure Tourism

- Exploring new trends in diving, snorkeling, and water sports.

Marketing Coastal and Marine Tourism

- Branding and storytelling for global market appeal.
- Effective digital marketing strategies.

Exhibitor and Entrepreneur Platform

Entrepreneurial Focus:

- Provide a vibrant marketplace for showcasing local and regional products, services, and innovations.
- Facilitate networking opportunities with buyers and investors.

Why Nelson Mandela Bay?

- Strategic Location: Positioned as a gateway for maritime activities in Africa.
- Rich Cultural Heritage: Showcasing the unique blend of coastal and local traditions.
- Economic Potential: Opportunities for investments in infrastructure, tourism, and trade.



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