

*For immediate release*

## **Joint Meetings Industry Council (JMIC) Expands Membership in Asia and Africa with the Addition of CBEIC and SAACI**

*Brussels, 26 September 2024 – The Joint Meetings Industry Council (JMIC), the international body representing the collective voice of the global meetings and events industry, is proud to announce the addition of two new members: the China Business Event Industry Committee (CBEIC) and the Southern African Association for the Conference Industry (SAACI). These additions further strengthen JMIC's global network and enhance its advocacy efforts for the business events industry across the world.*

**Zeng Yafei, Chairman of CBEIC**, shared his thoughts on joining JMIC: *"JMIC is the body that represents the global business events industry. It acts as a platform to address and advance global industry issues of common interest and to exchange best practices for the advancement of our industry and its professions. This is also our goal when we founded the China Business Event Industry Committee (CBEIC) under China Chamber of International Commerce, Commercial Chamber of Commerce.*

He continued:

*"JMIC and CBEIC share the same goals and objectives, which is why we are joining JMIC and contributing our efforts, bringing China's wisdom to the global meetings industry. We believe that the business events industry promotes global economic and social development, fosters communication, strengthens international cooperation, reduces poverty, and promotes world peace. When we come together, magic will happen."*

**SAACI** also joins JMIC, marking another significant expansion in Africa. **Jaques Fouché, National Chairperson of SAACI**, remarked: *"We are honoured to have been accepted as a Joint Meetings Industry Council (JMIC) member. This strategic collaboration signifies a major milestone for SAACI, as it allows our members to tap into a global network of industry leaders, access valuable insights, and participate in innovative initiatives that will enhance the meetings and events sector in Southern Africa and across the continent. This membership strengthens our collective voice in advocating for the role of business events in economic growth, job creation, and regional development. The partnership will also help foster collaboration between African and international stakeholders, ensuring that South Africa and the broader African region remain competitive and at the forefront of global eventing."*

**James Rees, President of JMIC**, welcomed the new members, stating:

*"We are delighted to welcome both CBEIC and SAACI into the JMIC family. These additions not only bolster our representation in two of the most dynamic regions in the world but also reaffirm JMIC's mission to advocate for the role of business events in driving global*

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*economic, social, and cultural development. Together, we are stronger and more unified in promoting the essential contributions of our industry on the global stage."*

The inclusion of these key organisations in Asia and Africa further amplifies JMIC's voice as the global advocate for the business events industry. Both CBEIC and SAACI bring valuable regional perspectives, ensuring that JMIC continues to represent the broadest spectrum of the meetings and events sector worldwide.

### **About JMIC:**

The Joint Meetings Industry Council (JMIC) is a global organisation that represents the combined interests of major international industry associations in the meetings and events sector. JMIC advocates for the industry's impact, value, and sustainability on a global level.

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