



**CAPE TOWN**  
International Convention Centre

3 November 2004

Mr Ian Cawood  
The AV Alliance  
Cape Town International Convention Centre  
Convention Square  
1 Lower Long Street  
CAPE TOWN  
8001

Dear Ian,

The annual meeting of the International Congress and Convention Association (ICCA), which took place in Cape Town last week, has been a resounding success. Without exception, all 661 delegates were very impressed with Cape Town and South Africa. The various sessions have been very informative and many important South African speakers have given the international opinion-leaders in the meeting industry a new view of South Africa to date.

We have been extremely fortunate to host the ICCA congress this year and showcase our destination. Without any doubt, the ICCA members who came to the meeting in all-time record numbers will spread the word about their many positive experiences. Cape Town and actually the whole of South Africa will certainly benefit in terms of both future conferences as well as leisure tourists.

By inviting ICCA to hold its annual congress in South Africa this year, we intended to take advantage of the presence of so many decision-makers and opinion-leaders in promoting South Africa as a destination of choice. Without any doubt, we have succeeded in achieving this. It would have been impossible to create this success without your support. On behalf of the members of the Local Host Committee I appreciate your contribution and thank you once more for your sponsorship which made the conference viable.

Yours sincerely

**Dirk Elzinga**  
Chairperson: Local Host Committee ICCA 2004

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