

Ben Asoro appointed ICCA Africa chair

Nigeria's Calabar International Convention Centre director, Ben Asoro, has been appointed Africa chairperson of the International Congress and Congress Association (ICCA).



Ben Asoro

ICCA is a global association, founded in 1962 and has 1,062 corporate members in 95 countries, specialising in destination marketing, meetings support, international ICCs, meetings management and transport sector in the MICE industry globally.

The continental chair acts as the key contact person between the continental members and the head office in Amsterdam and board of directors. ICCA recently established its African regional offices in Johannesburg, South Africa, a move aimed at enhancing delivery of ICCA's extensive range of member benefits to specific business objectives within international meetings strategy for MICE members in Africa.

Dr Mati Nyazema, CEO of Sandton ICC, South Africa, commented: "Ben has proven his commitment to the industry and active interest in regional affairs. He has also worked in two African regions – East and West Africa, and his experience will help drive the objective of a broader participation in ICCA by African countries."

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