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Johannesburg Tourism Steps onto the Global Stage Ahead of U20 & G20 Summits

8 September 2025

Johannesburg Tourism is proud to announce its participation in the Embassies Business Fair and Conference, taking place at the CSIR International Convention Centre from 8 – 9 September 2025. This milestone engagement forms part of the tourism body’s high-impact build-up to the U20 Mayoral Summit on 12 – 14 September and the G20 Summit in November, positioning Johannesburg as a leading destination for global economic diplomacy, cultural exchange and urban innovation.

Led by Belu Mabandla, Executive Head of Destination Marketing and Events, the Johannesburg delegation will engage directly with tourism attachés from G20 and non-G20 member states, showcasing the city’s rich tapestry of experiences – from its vibrant arts and culinary scenes to curated tour packages designed for summit delegates.

“Johannesburg is more than a host city - it’s a gateway to Africa,” says Nandipha Zonela, Chairperson of the Johannesburg Tourism Company. “We aim to inspire embassies to shape delegate itineraries that go beyond the U20 and G20 summits, encouraging extended stays and immersive exploration of our city’s unique offerings.”

Johannesburg Tourism will also feature prominently in the Trade Tourism Breakaway Session, contributing to a dynamic panel discussion on tourism-led economic growth and destination development. The Embassies Fair provides a powerful platform for one-on-one engagements with diplomatic representatives, promoting Johannesburg’s tourism assets and investment potential, while activating cultural experiences that reflect the city’s dynamic identity and heritage.

As the fair unfolds, Johannesburg is accelerating preparations for the upcoming U20 Summit, where urban leaders from across the globe will convene to tackle pressing issues such as inclusive growth, climate resilience and youth-driven city-building.

“We’re not just hosting a summit – we’re shaping the future of our city,” Zonela adds. “Johannesburg is ready to lead the conversation on sustainable urban development and global collaboration.”



info@joburgtourism.com



visit.joburg



4th Floor, Sandton Library, Nelson Mandela Square, West Street, Sandton, 2031

Non-Executive Directors: Mabusela DP, Manthosi CK, Motloung ME, Pheeha KR, Ramafikeng P, Ribombo RL, Sithole GB, Vilakazi MA, Zonela N (Chairperson)

Executive Directors: Mgudlwa T (Chief Executive Officer), Nxasana N (Chief Financial Officer)

Company Secretary: Limpic N (Acting Company Secretary)

Auditors: Auditor-General of South Africa

Johannesburg Tourism invites media, stakeholders, and the public to follow its journey as it boldly connects diplomacy, tourism and urban innovation on the world stage. For more information on the Embassies Business Fair and Conference, visit <https://embassiesbfc.com>.

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

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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.