



AFRICA'S TRAVEL INDABA 2026

BOND^{ay}

11 May 2026

PROGRAMME



TIME	TOPIC	SPEAKER(S)
09:00 – 09:30	Arrival & Registration	
09:30 – 09:35	Opening Remarks & Introduction of Deputy Minister	Programme Director: Ms. Ziyanda Ngcobo , Senior Politics Reporter Newzroom Afrika, Broadcaster (KZN)
09:35 – 10:05	Inspirational Keynote Address Unlimited Africa: Growing Africa's Tourism Economy	Honourable Ms. Makhotso Soty , Deputy Minister of Tourism South Africa
10:05 – 10:10	Introduction of Panel Discussion	Moderator: Ms. Ziyanda Ngcobo , Senior Politics Reporter Newzroom Afrika, Broadcaster (KZN)
10:10 – 10:55	Panel Discussion Africa's Narrative as the World's Tourism Powerhouse	Moderator: Ms. Ziyanda Ngcobo Mr. Jerry Mabena , Chairperson Tourism Business Council Honourable Indileni Daniel , Minister of Environment, Forestry and Tourism of Namibia Ms. Winile Mntungwa , Deputy Director, Durban Tourism (KZN) Dr Augusto Kalikemala , Secretary of State Ministry of Tourism Angola
10:55 – 11:20	TEA BREAK & NETWORKING	

TEA BREAK & BREAKAWAYS

STREAM 1

1

Unlimited Africa

Sport as a Catalyst
for Tourism Growth
and Global Influence

VENUE:
SOUTH
FOYER

Moderator:
**Mr. Tumelo
Selikane**

STREAM 2

2

Africa's Excellence

Culture and Content
as Drivers of Global
Tourism Demand

VENUE:
Meeting
Room 12

Moderator:
**Mr. Darren
Maule**

TIME	STREAM ONE	STREAM TWO
11:20 – 11:25	Introduction of Masterclass: Ms. Ziyanda Ngcobo	Introduction of TikTok Masterclass: Mr. Darren Maule
11:25 – 12:10	Sports Tourism Case Study Masterclass Measuring What Matters: Sports Sponsorship Impact Delivered By: Mr. Tumelo Selikane , CEO, Nielsen Sports	TikTok Masterclass From Bucket List To Booking Delivered By: Ms. Zethu Mthethwa , Head of Sales SSA, Tik Tok
12:10 – 12:15	Introduction of Panel Discussion: Ms. Ziyanda Ngcobo	Introduction of Panel Discussion: Mr. Darren Maule
12:15 – 13:00	Sports Tourism Panel Discussion Measuring What Matters: Sports Sponsorship Impact Moderator: Mr. Tumelo Selikane , CEO, Nielsen Sports Panellists: Ms. Bronwen Auret , Chief Quality Assurance Officer, South African Tourism Mr. Adam Brown , Seasoned Motorsport Professional Ms. Sinenjabulo Zungu-Ntuli , CEO Amazulu FC Mr. Zeph Masote , CEO NBA Africa Mr Phila Nyandu , Brand & Marketing Manager, Cricket South Africa	Culture as Currency How Music, Art, Fashion & Gastronomy Drive Travel Moderator: Proposed Mr. Darren Maule Panellists: Mr. Angus Gibson , Executive Producer for Shaka Ilembe Ms. Jacqueline Rainers Setai , Manager of Productions, KZNTAFA (KZN) Chef Thuladu , Restaurant Owner, Fresh Food Daily (KZN) Ms Phanaso Mthethwa , Marketing Manager, Director of the Woolworths EIJ Board, Entrepreneur, GIBS PBDA Ms. Sithembile Ndaba , Chief Marketing Officer, South African Tourism
13:00	LUNCH & NETWORKING	

BOND Day Speakers



Ms. Ziyanda Ngcobo

Senior Politics Reporter Newzroom Afrika, Broadcaster & Moderator

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Ziyanda Ngcobo is a senior politics reporter at Newzroom Afrika, broadcaster and moderator. Her career in the industry started at VOW FM (Voice of Wits) and went on to work for other media organisations such as EyeWitness News which broadcasts on 702, CapeTalk, KFM and 947 radio stations. Her vast investigative and in-depth reporting has seen her play a significant role in covering the underbelly of the ruling party's politics and political killings in KZN which has earned her the accolade of being the province's top investigative journalist for 2018. This award was given to Ngcobo during the prestigious Vodacom Journalist of the Year regional awards for her three part

podcast series "Poisonous Bullets : The Silent Betrayal of Sindiso Magaqa." Ngcobo has also won a Gold IAB Bookmark award in the podcast section for the same project. This is an accolade of the highest order for the Bookmarks which don't easily bestow upon nominees a Gold award. She has also served as Newzroom Afrika's KZN Bureau Chief at just 26 years old when the channel launched in 2019.

Ngcobo has completed her double major honours degree in Politics and International Relations at Wits University and continues to merge her academic qualifications with her current work at Newzroom Afrika where her duties include effective communication of the socio-economic and political landscape of our country.

More recently she has been the central character in AlJazeera's documentary series "The Witness' " where she highlighted the plight of political killings where she connected the dots between criminal networks, hostel violence and the dark world of hitmen in KwaZulu Natal.



Darren Maule

Multi award-winning South African Entertainer
SANRA winning Breakfast Radio Host - Comedy MC -
Sought-after Programme Director/MC/Moderator - SAFTA
winning Actor and Voice Actor

BOND Day

Darren Maule is one of South Africa's most versatile and experienced entertainers. His quick wit, exceptional improv and physical comedy have made him a household name, face and voice for over two decades. A multi award-winning breakfast radio host (will mark 15 years as East Coast Radio's Breakfast Show Host in 2026), stand-up comedian, sought-after comedy and event MC, TV host, film, sitcom and theatre actor as well as keynote speaker; Darren Maule also features in national and international ad campaigns, for both radio and TV.

HONOURS & AWARDS:

- South African National Radio Awards
- Best Breakfast Show Presenter - Nominee 2025 featuring in the prestigious Top 5 listing
- Best Breakfast Show - Winner 2019 (Both above in commercial category)

Best of SA Readers' Choice Awards

- Best Local Radio Personality Durban- currently a Nominee for 2026
- Best Local Radio Show Durban - Winner 2025
- Best Local Radio Personality Durban - Winner 2024

South African Film and Television Awards

SAFTA Honoree

- SAFTA Judge SAFTA19
- Best Comedy Ensemble SAFTA3

KZN Top Business

- Recognised as a top leader in 2024 listing



Honourable Makhotso Sotyu
Deputy Minister of Tourism South Africa

BOND Day

Ms Makhotso Magdeline Sotyu “Maggie” Sotyu was appointed as Deputy Minister of Tourism from 3 July 2024. She was previously Deputy Minister of Forestry and Fisheries and Environmental Affairs 30 May 2019 to 19 June 2024 and Deputy Minister of Arts and Culture from 31 March 2017 to 25 May 2019. She a member of Parliament; a member of Joint Standing Committee on Defence. She is a member of both African National Congress Provincial Executive Committee and a member of the African National Congress Womens League Provincial Working Committee of the Free State. She is also a Chairperson of Portfolio Committee on Safety and Security.

Academic Qualifications

She completed her secondary education in Eastern Cape at St Matthews High School in Keiskamahoek. She obtained an Advance Diploma in Economics and a certificate in Media Handling and Research from the University of the Western Cape. She studied a course (certificate) on Sustainable Development and Population Growth, through the University of Dar-Es-Salaam, Tanzania.

Career/Positions/Memberships/Other Activities

She started her political career as a factory worker in Bloemfontein and was secretary of the Bloemfontein SANCO Regional Structure in the 80’s, while staying in Phelindaba, Mangaung. She was deployed to the National Assembly, Parliament of Republic of South Africa in 1999. Honourable Maggie Sotyu served in many Parliament Portfolio Committees including Safety and Security (POLICE), Social Development, Arts and Culture and Science and Technology. She was later appointed to be the Chairperson of both Safety and Security Portfolio Committee and the Security Cluster in Parliament, which she chaired for eight years. After the 2009 elections she was appointed to Chair the Portfolio Committee on Water and Environmental Affairs. Ms Makhotso Magdeline Sotyu served as the Deputy Minister of Police of the Republic of South Africa from 1 November 2010 until 30 March 2017.





Honourable Indileni Daniel
Minister of Environment, Forestry and
Tourism of Namibia

BONDDay

Honourable Indileni Ndeshipanda Daniel is Namibia's Minister of Environment, Forestry and Tourism, a position she held since March 2025, alongside her role as a Member of the 8th Parliament of the Republic of Namibia. A seasoned public servant and lawmaker, she brings to the portfolio a strong grounding in governance and community development, shaped by decades of experience across education, policy advisory and local authority leadership.

Before her appointment to Cabinet, Daniel served as Section Head for Early Childhood Development at the City of Windhoek from 2012 to 2024, and earlier as a Distance Education Coordinator at the Namibia College of Open Learning (NAMCOL). Her career began in the classroom, teaching at both Centaurus High School and Ponthofi Secondary School. She has contributed extensively to national education development, including leading the design of NAMCOL's widely adopted Certificate in Early Childhood Development, consulting for the South African Institute of Distance Education (SAIDE), and supporting curriculum review, quality assurance and inclusive education initiatives across Namibia.

An accomplished academic, Honourable Daniel holds a Master's degree in Education specialising in Early Childhood Development from the University of Namibia, alongside postgraduate qualifications in business studies, educational psychology and management. Her leadership extends into political and civic spheres, where she serves as a SWAPO Party Women's Council (SPWC) District Coordinator for Windhoek West and a member of the Khomas Regional Executive Committee. She has also represented Namibia on international early childhood development platforms and contributed to national policy bodies, demonstrating her commitment to social development, education and sustainable nation- building.



Winile Mntungwa
Deputy Director, Durban Tourism

BONDDay

Ms. Winile Mntungwa is Deputy Director who heads Durban Tourism within the eThekweni Municipality. She plays a pivotal role in positioning Durban as a premium leisure and business tourism destination, an events capital destination in Africa and ideal investment destination. With extensive experience in destination promotion, tourism investment and development, global stakeholder relations, policy, research & strategy development as well as local economic development (LED). Ms. Mntungwa has been instrumental in driving interventions that grow Durban's global tourism profile incorporating tourism trade collaborations.

Known for her collaborative leadership style and passion for SMMEs inclusion within the tourism growth agenda, Ms. Mntungwa has led the execution of several high-impact tourism development campaigns, step change tourism interventions, forged international trade engagements and partnership programmes that promote inclusive tourism and economic development for the city. Her vision is to:

- Strengthen Durban's competitiveness within the leisure, business, and cultural tourism sectors through alignment with relevant modern technologies and innovation.
- Foster stronger tourism development partnerships between government, industry, civil society, and local communities, while expanding existing collaborations to achieve greater mutually beneficial outcomes.
- Secure increased tourism investment to support and expand tourism product development across both capital and operational projects.

She regularly represents Durban Tourism at key local and international tourism platforms, including Africa's Travel Indaba, Seatrade Global Cruise Trade Show and multiple global destination marketing engagements, where she advocates for Durban as a vibrant, world-class destination recognised for its diversity, innovation and warm hospitality.

Ms. Mntungwa is widely respected for her commitment to destination excellence, strategic tourism growth and empowering the tourism sector through impactful leadership and sustainable partnerships.



Dr Augusto Kalikemala
Secretary of State Ministry of
Tourism Angola

BOND Day

Academic Background

Born on December 2, 1985, in Lubango, Huíla Province, he started his studies at Primary School No. 55 in 1990. From 1995 to 1998, he attended Mandume and 27 de Março schools for the second and third levels of primary education. In 2003, he completed the Secondary Education Course for Teachers of Moral and Civic Education at the Higher Institute of Religious Sciences of Angola (ICRA), Lubango Regional Center. In 2004, he began Law studies at the Catholic University of Angola, graduating with distinction in 2008. In 2011, he completed a Postgraduate Degree in Law and Management at the Portuguese Catholic University, Lisbon.

Professional Background

In June 2008, he started as an intern in the Tax & Legal Department of PwC Angola, later serving as Senior Consultant until November 2012. In 2012, he joined Sonangol E.P. as Senior Legal Advisor in the Legal Services Department and completed an internship with the Angolan Bar Association (OAA) under CKAdvogados, practicing law since then. In 2017, he became Advisor to the Chairman of the Capital Markets Commission (CMC), and in November 2018, Advisor to the Minister of Finance. In May 2019, he was appointed Director of the Legal Office of the Ministry of Finance until April 2021, when he joined IGAPE's Board to implement the Privatisation Program (PROPRIV). In September 2023, he ended his term at IGAPE and was appointed Advisor to the Minister of Finance. In February 2024, he became Secretary of State for Tourism, a position he holds to date.



BONDDay

Zethu Mthethwa is the Partnerships Lead for Mid Market, Digital Natives and Retail at TikTok Global Business Solutions, where she drives strategic collaborations that enable brands and digital-native businesses to harness TikTok's platform for growth, engagement, and retail innovation. With over a decade of experience spanning automotive, technology, and beauty industries, she has held key roles at BMW South Africa, Uber Sub-Saharan Africa, Estée Lauder Companies, and Airlift Technologies, as well as founding her own consultancy, Match Point Agency. A graduate of the AAA School of Advertising with a BA in Integrated Marketing Communication, Zethu is recognized for her expertise in marketing communications, CRM, and partnership development, and for her ability to bridge global platforms with local markets, making her a compelling voice in digital transformation and retail innovation.

Zethu Mthethwa

Partnerships Lead, Mid Market and Digital Natives & Retail - Global Business Solutions (TikTok Masterclass) - Her bio is nowhere online and LinkedIn.

BONDDay

Jerry Mabena is a prominent South African business executive and the current Chairperson of the Tourism Business Council of South Africa (TBCSA), appointed in December 2023. He is recognized for his extensive experience in tourism, marketing, and property management, serving as the CEO of the Motsamayi Tourism Group.

Jerry Mabena

Chairperson, Tourism Business Council of South Africa



Mr Tumelo Selikane

EO Nielsen Sports SA

BOND Day

My entrepreneurial flame has fuelled a succession of business ventures that have one thing in common: solutions to make people's lives better. I'm ambitious, with a desire to innovate; but am also logical and like to trust a good plan before I leap into a new venture. Alongside the joy of creating tech solutions is the sense of accomplishment I get from strategic marketing and business development.

As the Managing Director at Nielsen Sports SA – one of the most reputable research and insights agencies in the world – I blend my passion for sports with creating meaningful connections between brands and their audiences. I've led a team, pioneering cross-platform media valuations, fan insights and digital media analysis. As an accomplished commercial and brand leader with extensive strategic marketing experience, I've contributed significantly to growing revenue and market share.

In my personal capacity, I'm proud to have launched a mobile, e-commerce app named Steera. With just a few clicks, customers can access a number of digital platforms to instantly order, pay and deliver goods, saving them time, money and stress. I also stepped into the world of home décor when I co-founded a business called Inspired Doormats. I love the sheer simplicity of transforming a humble product into a work of art fit for purpose.



Ms. Bronwen Auret

Chief Quality Assurance Officer, South African Tourism

BOND Day

Bronwen Auret is a seasoned tourism marketing executive at South African Tourism, where she plays a key role in shaping and delivering the organisation's global marketing and trade strategies. With extensive experience in destination marketing, stakeholder engagement, and international market development, she has been instrumental in positioning South Africa as a competitive and desirable travel destination.

Her work focuses on driving demand through strategic partnerships with trade, media, and key global stakeholders, while ensuring that South Africa's tourism offering remains relevant, differentiated, and aligned to evolving traveller expectations. Bronwen has contributed to the development and execution of integrated marketing campaigns that showcase the country's diverse experiences—from culture and heritage to business events and leisure tourism.

Known for her collaborative approach and strong industry relationships, she works closely with both public and private sector partners to unlock growth opportunities and enhance the overall tourism value chain. She is particularly passionate about advancing Africa's tourism narrative, ensuring that the continent's unique stories, experiences, and excellence are effectively positioned on the global stage.





Mr. Adam Brown

Director - Racing Africa Mangement Investments,
Nextgen Sports Investments, TljInvestments,
Redstrike Africa, Two Oceans Academy & Cares Npc

BONDDay

Adam Brown is a globally recognized leader in sports and event management, with over three decades of experience delivering high-profile international and domestic events. Since moving to South Africa with his family in 2005 to open FIFA's office for the 2010 FIFA World Cup, Adam has played a pivotal role in some of the most significant events in global sport.

During his tenure working with FIFA, Adam oversaw critical aspects of the 2010 FIFA World Cup, including ticketing, hospitality, tour operator programs, accommodation, and IT solutions. He served as a standing member of the 2010 FIFA World Cup Organising Committee, working closely with FIFA's Secretary General, the Director of Competitions, the Director of Marketing, and the President's office. Additionally, Adam was responsible for managing relationships with the South African Government, ensuring the successful delivery of one of the most celebrated World Cups in history.

Adam's extensive portfolio spans numerous world-class events, including four FIFA World Cups, FIFA Confederation Cups, three Ryder Cups, Commonwealth Games, the A1 Grand Prix, Kyalami 9-Hour, DSTV Delicious Festival, Pro Beach Volleyball Tour Elite 16, and the APT Padel Master Cape Town. His ability to execute large-scale events across multiple industries underscores his expertise in strategic planning, stakeholder management, and operational excellence.

Adam is passionately involved in Youth Development and community upliftment. Serving as a director on Two Oceans Academy's board. Two Oceans Academy focuses on youth development and life skills programmesthrough football. He has held the position of Secretary General of CARES NPC since 2018. CARES NPC operates as a network organisation dedicated to social justice, focusing on redressing inequalities in underserved communities through five core pillars: Culture, Arts, Recreation, Education, and Sport .

Creating a sustainable, inclusive ecosystems across Africa. Uplifting communities and enabling skill development within the Youth.

As the CEO of the group bidding to secure major International promoter rights for South Africa, Adam brings unparalleled experience and a proven track record of successfully managing complex, high-stakes projects. His leadership focuses on innovation, sustainability, and maximizing the economic and cultural impact of major events.



Sinenjabulo Zungu-Ntuli
CEO Amazulu FC

BOND Day

Sinenjabulo Zungu-Ntuli is the Chief Marketing Officer at Zungu Investments, a family-owned private equity firm. She prominently sits as the CEO of AmaZulu Football club and is responsible for driving its business strategy, sponsorships and partnerships, stakeholder relations and marketing and commercialisation of the KZN based football outfit. Sinenjabulo also serves as Chairperson and Executive director on the board of Qhubeka Forensic services of which she owns a majority shareholding.

Zungu-Ntuli holds an International Master of Business Administration from IE Business School in Spain and a Bachelor of Business Science degree with Honours in Marketing from the University of Cape Town.

Sinenjabulo started her career in the out-of-home media space (Outdoor advertising) as a marketing analyst where she also represented the firm in the industry association, Out of Home Media South Africa, as part of the marketing committee. To explore her entrepreneurial flair, Sinenjabulo co-founded a biometric technology business-to-business access control systems reseller in 2013. She was also appointed CEO of Qhubeka Forensic Services in 2017 of which she now owns.

She has occupied local and international spaces and stages sharing her knowledge and experiences as a young woman in leadership, business and football.

Sinenjabulo is an advocate for young people and women. She seeks to learn, share, empower and work with bright and audacious young people.



Zeph Masote
CEO NBA Africa

BONDay

Zeph Masote is a seasoned South African sports and media executive currently serving as Head of the National Basketball Association South Africa, where he leads the league's strategic growth, grassroots development, fan engagement, and cultural positioning across the country. With close to two decades of experience spanning sports, media, entertainment, and digital platforms, Masote has built a strong reputation for driving commercial growth and expanding audience reach across the African market. Prior to joining the NBA, he held senior leadership roles including Partner Director at Aleph Group and YouTube Lead for Southern Africa at YouTube, where he played a key role in advancing digital ecosystems and creator economies. His earlier career includes leadership positions at IMG Media, Fox International Channels, and The Walt Disney Company, specialising in media distribution, sales, and strategic partnerships. Educated at the University of the Witwatersrand and the Gordon Institute of Business Science, Masote combines strong business acumen with a deep understanding of youth culture, positioning basketball as both a sport and a lifestyle brand in South Africa.



BONDDay

As the Brand and Marketing Manager at Cricket South Africa, my role centers on aligning marketing strategies with organizational objectives through strategic leadership and management. I focus on ensuring that activations and partnerships are seamlessly integrated into overarching business plans to drive impactful results. With over six years of experience in activation and partnership management, including a significant tenure at South African Tourism, I bring expertise in corporate governance, marketing strategy, and experiential marketing to my work. As a certified Marketing Practitioner, I aim to foster innovation and deliver solutions that enhance brand engagement and create meaningful connections.

Mr. Phila Nyandu

Brand & Marketing Manager, Cricket South Africa



BONDDay

Sithembile Ndaba, CM(SA), MCOM is a highly accomplished marketing and communications executive with more than 25 years of experience spanning brand strategy, global positioning, integrated marketing, and reputation management. She has worked across both the public and private sectors, including multinational FMCG organizations such as Pioneer Foods, Tiger Brands, and Unilever.

Sithembile has held various senior positions at Brand South Africa, where she served as General Manager: Marketing and held leadership roles including Acting Chief Executive Officer and Acting Chief Marketing Officer. During her tenure, she played a pivotal role in advancing South Africa's nation brand identity and global reputation. She also contributes to global marketing thought leadership as an advisory board member of the CMO Council Sub-Saharan Africa chapter and City Nation Place (UK), a leading platform for place branding and destination marketing.

Sithembile Ntombela
CMO, South African Tourism





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Angus Gibson is a prominent South African filmmaker, director, and producer renowned for his authentic storytelling and significant contributions to South African television and documentary film. He is a co-founder of The Bomb Shelter Film Company (formerly Bomb Productions), which has produced many of the country's most iconic television series.

Dr. Angus Gibson
Executive Film Producer





Ms. Jacqueline Rainers Setai
Manager of Productions, KZNTAFA

BONDay

Jacqueline Rainers Setai is the Manager of Productions at the Kwa-Zulu Natal Tourism and Film Authority and oversees the strategic management of the Film Fund. Kwa-Zulu Natal is home to the longest running regional film fund in South Africa. Jacqueline has experience in entertainment, film and television across public and commercial broadcasting and is an experienced manager of creatives and production teams. Jacqueline is currently enrolled in a Masters in Fine Art in Screenwriting at the New York Film Academy and AFDA and holds a Bachelor in Journalism and Media Studies (Honours) from Rhodes University and an BA Honours degree from the University of Johannesburg. She holds memberships at the Documentary Filmmakers Association SA, the South African Writers' Guild and SWIFT (Sisters Working in Film & Television), a non-profit organisation committed to championing empowerment and access to equal opportunities for women. She is also a scriptwriter, writer and lecturer.



Ms Phanaso Mthethwa

Marketing Manager || Director of the Woolworths EIJ Board || Entrepreneur || GIBS PBDA

BOND Day

Phanaso is the youngest Director of the Woolworths Enterprise Inclusive Justice Institute Board, where she contributes to advancing equity, inclusion and opportunity in South Africa. She is also a Marketing Manager at Country Road Group RSA where she focuses on building brands, driving customer connection and creating meaningful work that resonate locally. Her journey as a change-maker began at the age of 16, when she founded her own business to provide affordable hair solutions to her peers. That business continues to grow today, creating employment and demonstrating her long-standing commitment to solving problems with community in mind.

Beyond entrepreneurship, Phanaso dedicates herself to mentorship and empowerment. As part of the Ikusaselihle NPO, she guides young people navigating their studies and career choices by sharing knowledge and exposing them to new opportunities. She also uses her TikTok platform to advocate for the marketing industry and educating people about the different opportunities available in the marketing space. Through this platform she provides practical support, from CV structuring and interview preparation to salary negotiations, equipping young professionals with the tools they need to succeed. Her work reflects a consistent passion for uplifting others, empowering young people and creating spaces where women and Youth can thrive. Phanaso's journey continues to embody the qualities of a positive role model and a leader committed to meaningful impact.



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Thuladu Mngadi is a Durban-based chef and entrepreneur who founded “Fresh Food Daily” (later Fresh Food with Thuladu) in 2015 following her retrenchment. She successfully transformed her business from a humble Durban Station food stall into a prominent catering and restaurant service based at Moses Mabhida Stadium, offering home-style Durban curries and traditional cuisine.

Chef Thuladu Mngadi
Restaurant Owner, Fresh Food Daily

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