



Beating the Drum for ICA 2010



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Dear IAA Member,

With 2007 reaching the stage where we can start drawing up New Year's resolutions lists for 2008, I think the time is ripe for a further update on and reminder of the 2010 International Congress of Actuaries, to be held in Cape Town, South Africa, from 7 to 12 March 2010.

First of all, however, I would like to thank those members who commented on or responded to the first newsletter. I really appreciate the feedback.

During a recent interview, I was asked about the decision to host the event in Cape Town. This newsletter, therefore, briefly looks at -

Cape Town: Convention City

The 2010 International Congress of Actuaries will be held at the Cape Town International Convention Centre (CTICC).

In the three years that the CTICC has been fully operational, Cape Town has significantly improved its place in the global congress rankings. In 2003, Cape Town was rated 47th in the world, in 2004 it was 30th, in 2005 it was 36th, and in 2006 it was rated 29th. These rankings are based on the number of meetings per city and are contained in the Association Meetings Market 2006 Statistics Report, published by the International Congress and Convention Association.

The International Diabetes Federation congress held at the CTICC in December 2006 brought 12 700 delegates to Cape Town and was the first of a number of large congresses planned for the venue. Bookings for congresses with more than 10 000 delegates have already been made for 2008, 2009, 2012 and 2014. International highlights on the 2007 events calendar at CTICC included the World Association of Newspapers (WAN) conference, the World Economic Forum on Africa, the International Home Textile Exhibition, and the International Corporate Governance Network Conference.

Cape Town: Business City

The city's infrastructure is one of the reasons for its increasing popularity as both a business and tourist destination. Time-zone compatibility with Europe, high rates of fluency in English, a favourable exchange rate, relatively low labour costs and an advanced telecommunications industry are all contributing to South Africa's growth as a destination for business process outsourcing. This includes the processing of accounts and claims, as well as front office activities such as call centres.

The investment agency Calling the Cape has facilitated call centre deals in the Western Cape worth more than R930 million (US\$130 million) since the beginning of 2004. Companies running call centres in the Western Cape include Barclays, JP Morgan, Lufthansa, the Budget Group, Merchants/Asda, Dialogue and STA Travel.

March 2007 saw the formal establishment of Accelerate Cape Town, an organisation that aims at developing and accelerating the Cape region towards becoming a global Capital of Creativity and Innovation, and for the region to be recognised as one of the best cities in the world in which to do business. Accelerate Cape Town's membership is growing

at a rapid pace and currently includes Old Mutual, KPMG, BP Southern Africa, Coronation, Safmarine, Cliffe Dekker and Pam Golding Properties. The organisation plans a series of projects that will focus on the visitor experience, the Cape as a creative ICT hub, and the Cape as a global innovation hub for alternative energy.

Cape Town: University City

While some of us may disagree, the official point of view is that the success of a congress depends on the scientific content. In this regard, Cape Town is in the privileged position of being able to draw on the support of four universities, including two at which UK-accredited Actuarial Science courses are presented. In fact, the University of Cape Town was the first South African university to offer a degree in Actuarial Science.

The other five South African universities offering Actuarial Science courses at present will, of course, also feature prominently in the work of the ICA 2010 Scientific Programme Committee.

In addition, various research institutions, such as the Medical Research Council, are based in Cape Town.

Cape Town: Family City

Served by more than 20 international airlines, Cape Town International Airport links the city to various global hubs, such as Atlanta, London, Paris, Amsterdam, Frankfurt and Singapore. Once here, visitors can pick from a variety of activities ranging from the theatre, museums and nightlife to the array of well-known natural attractions.

The accompanying persons' programme will cater for the needs of the whole family. In addition, a variety of pre- and post-event tours are available.

For more information on the above and other topics, please visit www.ica2010.com.

I would also like to invite all readers to contact Wim Els, Secretary of the ICA 2010 Organising Committee, with any questions about or related to the event. Please send an e-mail to wim@assa.org.za or wels@oldmutual.com. Matters raised in this manner may also be discussed in future newsletters, which means that your question may help us communicate more meaningfully with a number of other IAA members.

Kind regards

Desmond Smith
Chairman