

MCI South Africa welcomes its new managing director, Rashid Toefy

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MCI South Africa welcomes its new MD - Rashid Toefy, previously CEO of Africa's leading Convention Centre - CTICC.



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Rashid joins Tamlynne Wilton - Director for Business Development and Marketing who has been responsible for building the MCI Brand in South Africa and on the African continent. Wilton started with the group in February 2013 and has already won various international and local conference business which will see the group through to 2016. Wilton joined MCI from a local organisation where she headed the PCO division. She has 14 years' experience in the industry, locally and internationally and is passionate about helping associations to grow and achieve their objectives - particularly those related to health and public education. Wilton holds a degree in psychology as well as various industry related qualifications and continues to further her studies in African sociology and psychology in addition to various marketing and fundraising activities.

Toefy joins MCI at a crucial time when large scale projects are underway and various proposals are in the pipeline. Wilton, when asked about Toefy's new role at MCI South Africa said "I am really excited to have someone of his calibre lead the team as we grow the

brand in South Africa and beyond into the continent. These are exciting times; watch this space as we expand our MCI footprint into Africa."

Toefy and Wilton lead a dynamic team of professionals working across the various MCI product practices which include Professional Conference Organisation, Destination Management, Association Management and Event & Communication Management.

The first day of July also brought the MCI Group together as they celebrated their global dream day; an annual event that takes place across its 56+ offices - aimed at cultivating dreams and goals of its employees both personally and professionally. MCI South Africa's goal is not only centered on growth - but more importantly, to help associations, corporate, government and NGO's create meaningful connections and experiences that are long lasting.

Toefy joins MCI South Africa after a six year stint at the CTICC - as its CEO. He has worked extensively in the travel and tourism industry, both in South Africa and abroad. He spent a significant time abroad developing business and marketing strategies for travel companies and tourism businesses in over 30 countries, working extensively in Central Europe and Latin America. Alongside a record financial performance, Rashid's term of office at the CTICC was characterised by his visionary leadership on sustainability issues. An advisory board member of the UN Global Compact in South Africa, Rashid will bring unique regional experience to MCI, further enhancing the company's impressive sustainability consulting services, thought leadership and growing reputation as the world's leading organiser of environmental, social and governance (ESG) events.

"I am honoured to be part of the MCI family and am committed to strategically driving MCI's growth in South Africa and across Africa over the next five years," said Toefy. "By combining my local insight and experience with MCI's global expertise and best practices, I look forward to helping both MCI and our clients engage and activate key audiences, enhance performance and grow sustainably in the region."

About MCI

MCI is the world's leading provider of strategic engagement and activation solutions and has been a key driver of innovation in the meetings, events, association and congress industries since 1987. Through creative live experiences and digitisation, globalisation, brand enhancement and content strategies, MCI helps multinational companies and international associations to enhance organisational performance, grow globally, energise communities and drive business results. An independent, privately held company with headquarters in Geneva, Switzerland, MCI's 1,600 experts in 56 cities and 29 countries help clients across Europe, the Americas, Asia-Pacific, and India, the Middle East and Africa to unlock their potential and deliver real change.

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