



International Congress and Convention Association

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Short Biography – Corné Koch

Corné Koch is Head of the Cape Town and Western Cape Convention Bureau at Wesgro (the official tourism, trade and investment promotion agency for Cape Town and the Western Cape). She is a passionate promoter of the importance of business events for economic growth and responsible for positioning the Western Cape as the top destination in Africa to host meetings.

Her career in tourism destination marketing currently spans over 18 years. After commencing her formal career at the South African Chamber of Commerce, she enters the destination marketing sector in 2003 – 2008 as the Gauteng Tourism Authority's Business Tourism Manger. Leaving the sector for a short stint to pursue her other passion, that of strategic communication, she took on the role of Communications Manager at the Advertising Standards Authority of South Africa before re-entering the tourism sector in 2011 as Trade Development and Partnership Manager at Gauteng Tourism Authority. In 2014 she relocated to Cape Town joining the provincial tourism team within Wesgro.

Corne served on various local and international industry bodies' committees and boards. She is a current member of the Board of Directors for the International Congress and Convention Association (ICCA), the BestCities Global Alliance Board as well as on the local front, the Cape Castle Control Board. She calls South Africa home.