

# Itshekeng

DMC

## BUSINESS PROFILE



# COMPANY OVERVIEW:

Itshekeng DMC is a dynamic and innovative Destination Management Company (DMC) that offers customized MICE (Meetings, Incentives, Conferences, and Exhibitions) services. Founded by Dineo Rakumakoe, a passionate and visionary entrepreneur, Itshekeng DMC specializes in providing high-quality, seamless, and tailored services to organizations, corporations, and groups seeking to host events, conferences, and incentive travel programs in South Africa.

The company is based in Pretoria North, Garankuwa Township, and focuses on both local and international clients who seek authentic, culturally immersive, and memorable experiences in South Africa. As a proud Close Corporation, Itshekeng DMC has become a trusted partner in the MICE industry, driven by a commitment to excellence and the delivery of exceptional value to clients.

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# **FOUNDER & MANAGING DIRECTOR:**

## **DINEO RAKUMAKOE**

Dineo Rakumakoe, a highly experienced professional in the MICE industry, brings years of knowledge, expertise, and dedication to Itshekeng DMC. As the founder and Managing Director, Dineo has successfully guided the company through its growth, establishing it as a leading player in the South African MICE sector. Her focus on creating impactful and unforgettable experiences for corporate clients, coupled with her passion for the development of local communities, makes her a standout leader in the industry.

Dineo's deep understanding of the South African landscape, along with her commitment to professionalism and innovation, allows her to anticipate and fulfill the diverse needs of clients, ranging from small business conferences to large-scale international exhibitions. Her leadership and vision drive the continued success of Itshekeng DMC, ensuring that each client receives personalized attention, exceptional service, and a unique MICE experience.



# OUR VISION:

Itshekeng DMC envisions becoming the premier destination management company in South Africa, renowned for delivering exceptional MICE experiences that blend innovation, professionalism, and cultural immersion.

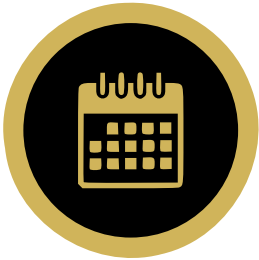
# OUR MISSION:

To provide unparalleled MICE services that meet the highest standards of quality, ensuring every event is a memorable success. Through dedication, personalized service, and an unwavering commitment to our clients, we aim to foster strong business relationships and contribute to the growth of the MICE industry in South Africa.



# OUR SERVICES

Itshekeng DMC provides a comprehensive range of services for businesses and organizations looking to host successful MICE events, including:



## **EVENT PLANNING & COORDINATION**

Tailored strategies for seamless event execution, from small conferences to large conventions.



## **INCENTIVE TRAVEL PROGRAMS:**

Customized incentive programs to motivate and reward employees or clients, designed around South African culture and attractions.



## **CONFERENCE & EXHIBITION MANAGEMENT:**

Full-service conference and exhibition solutions, including venue selection, logistics, technical support, and delegate management.



## **LOCAL & CULTURAL EXPERIENCE:**

Offering a wide range of activities and experiences that showcase South Africa's diverse heritage, culture, and natural beauty.



## **TRANSPORT & LOGISTICS:**

Comprehensive transportation solutions, from airport transfers to VIP transport for groups and delegates.

# OUR CORE VALUES:



## **EXCELLENCE:**

We are committed to delivering high-quality services that exceed client expectations.



## **INNOVATION:**

We continually explore new ideas and solutions to create unique and impactful experiences.



## **INTEGRITY:**

We conduct business with transparency, honesty, and a deep sense of responsibility.



## **COMMUNITY ENGAGEMENT:**

We prioritize local development and actively engage with communities to uplift and empower them.



## **SUSTAINABILITY:**

We are committed to environmentally responsible practices and promoting sustainable tourism.

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## CONCLUSION:

With a focus on delivering tailored MICE solutions, Itshekeng DMC is the trusted partner for organizations seeking world-class event management services in South Africa. Guided by Dineo Rakumakoe's leadership, the company stands at the forefront of the MICE industry, ensuring that every event is executed with precision, professionalism, and a unique touch of South African culture.

## **CONTACTS:**

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### **Ms Dineo Rakumakoe**

Certified Event Management Practitioner

### **SAQA**

Registered professional  
designation ID: 1113

