

PARTNERSHIP, FUNDING & SPONSORSHIP PROPOSAL

South African Meter Taxi, E-Hailing and Operators Conference 2026

Driving Professionalism, Safety, Innovation and CoordinationforaSustainablePassengerTransport Industry

Theme: Professionalisation and Coordination in the Meter Taxi and E-Hailing Industry

SAMTAF
SOUTH AFRICAN METERED TAXI FORUM

Executive Summary

National Industry Gathering

A premier passenger transport transformation platform bringing together 500+ delegates from across South Africa.

Strategic National Initiative

Creates practical solutions, strategic partnerships and industry commitments contributing to economic growth and job creation.

Convened by SAMTAF, Managed by TDA

Operators, e-hailing platforms, regulators, policymakers, vehicle manufacturers, financial institutions and technology providers.

Call to Partnership

Government, SOEs, DFIs, private sector and international development organisations are invited to support through financial and non-financial contributions.

The Case for a National Transformation Platform

Industry Contributions

- Employment creation
- Entrepreneurship
- Township economic participation
- Tourism transport services
- Digital economy growth
- Urban mobility solutions
- Small business development



Key Challenges to Address

- Industry fragmentation
- Regulatory uncertainty
- Safety and security concerns
- Limited access to finance
- Inadequate skills development
- Technology adaptation challenges
- Lack of coordinated engagement

7 National Transformation Pillars

01
Professionalisation

Standards,accreditation& skills programmes

02
Economic Transformation
Inclusive participation & entrepreneurship

03
Industry Coordination
Operators, regulators & tech platforms

04
Passengerconfidence& driver protection
Safety& Security

05
Technology adoption & innovation
Digital Transformation

06
Vehiclefinance,insurance & business support
Accessto Finance

07
Transport Integration
Taxis,e-hailing&publictransport systems

Conference Objectives

1. Promote professionalisation within the industry
2. Improve industry coordination and stakeholder collaboration
3. Enhance passenger and driver safety
4. Strengthen regulatory compliance and engagement
5. Encourage innovation and technology adoption
6. Facilitate investment and access to finance
7. Support industry transformation and enterprise development
8. Build strategic partnerships
9. Develop policy recommendations
10. Establish long-term industry working groups

Who Will Be in the Room

Industry	Government	Finance & Business	Innovation & Industry
Meter Taxi Operators	National Government	Financial Institutions	Technology Companies
E-Hailing Operators	Provincial Governments	DevelopmentFinance Institutions	Vehicle Manufacturers
Driver Associations	Municipalities	Insurance Companies	Researchers & Academia
Operator Associations	Public Transport Agencies	Investors & Development Partners	Transport Researchers

500 Expected Delegates

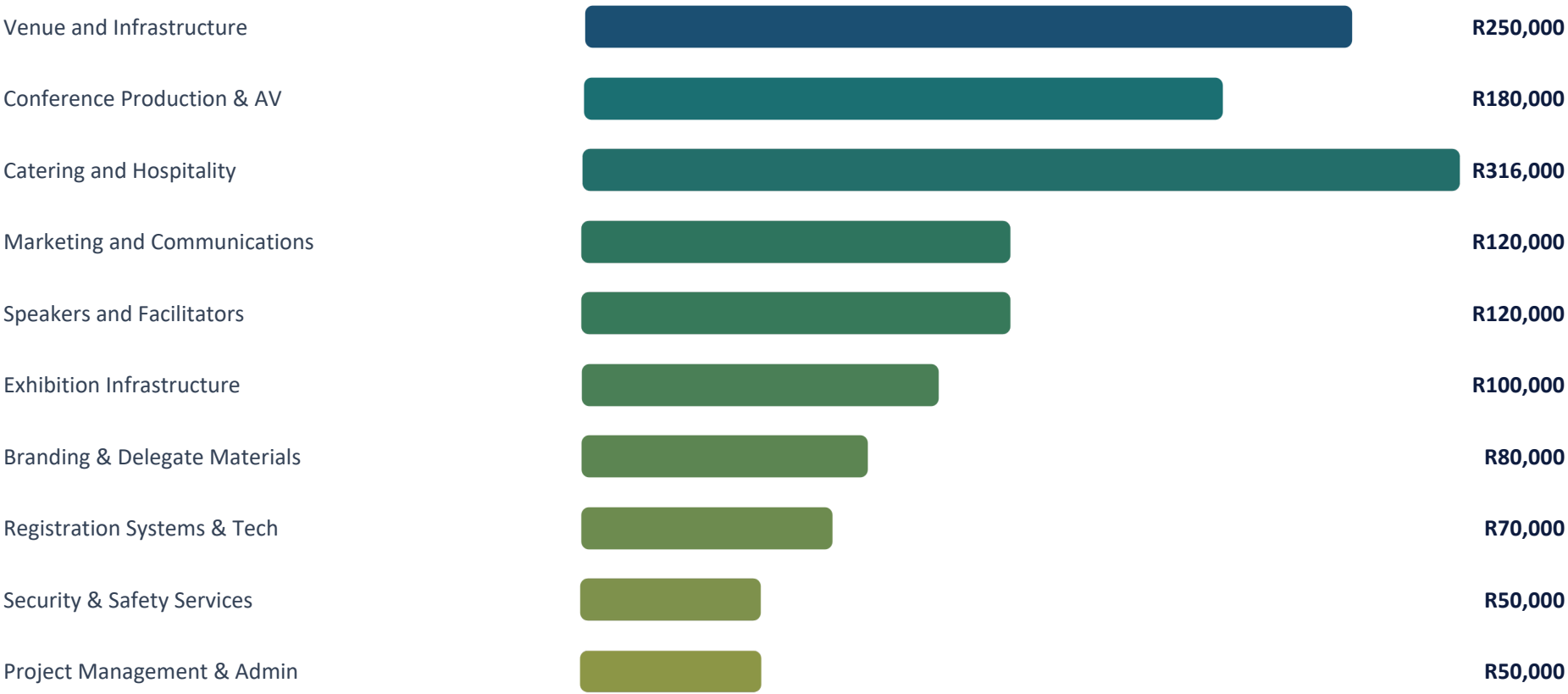
Expected Outcomes

Tangible deliverables from the conference

1. SA Meter Taxi & E-Hailing Industry Declaration 2026
2. National Professionalisation Framework
3. Safety and Security Charter
4. Regulatory Recommendations
5. Industry Working Groups
6. Technology Adoption Roadmap
7. Financing & Investment Partnerships
8. Public Transport Integration Framework
9. Industry Transformation Action Plan

Conference Budget

Total: R1,360,000



TOTAL PROJECT COST

R1,360,000

Sponsorship Packages

PLATINUM
R500,000

- ✓ Principal Conference Partner
- ✓ Opening Session Speaking Slot
- ✓ Ministerial Session Recognition
- ✓ Premium Exhibition Space
- ✓ 10 Delegate Registrations
- ✓ Main Stage & All Platform Branding
- ✓ Full Page Programme Advert
- ✓ Delegate Bag Branding

GOLD
R250,000

- ✓ Prominent Branding Throughout
- ✓ Exhibition Stand
- ✓ 5 Delegate Registrations
- ✓ Half Page Programme Advert
- ✓ Session Branding
- ✓ Social Media Promotion

SILVER
R150,000

- ✓ Exhibition Space
- ✓ 3 Delegate Registrations
- ✓ Quarter Page Advertisement
- ✓ Branding Recognition

BRONZE
R75,000

- ✓ Logo Placement
- ✓ 2 Delegate Registrations
- ✓ Branding Recognition

Special Sponsorship & Exhibition Opportunities

Special Sponsorship Opportunities

Networking Reception Sponsor	R100,000
Technology Showcase Sponsor	R80,000
Conference Awards Sponsor	R75,000
Lunch Sponsor	R75,000
Conference Bags Sponsor	R60,000
Safety Session Sponsor	R50,000
Delegate Packs Sponsor	R50,000
Lanyard Sponsor	R40,000
Tea Break Sponsor	R30,000

Exhibition Opportunities

Standard Exhibition Stand

R15,000

- Exhibition space
- Table and chairs
- Programme listing
- 2 Exhibitor passes

Premium Exhibition Stand

R25,000

- Prime location
- Enhanced branding
- 4 Exhibitor passes
- Additional recognition

Conference Programme –Day 1

16 September 2026

Opening	**Opening Ceremony** WelcomeSAMTAF · TDARemarks · Ministerial Keynote
Session 1	**State of the Industry** Industryoverview&landscape review
Session 2	**Regulatory Reform & Coordination** DeptofTransport · Provincial · MunicipalAuthorities · Industry
Session 3	**Technology & Innovation in Mobility** Uber · Bolt · inDrive · Mobility Technology Companies, ICASA
Session 4	**Passenger & Driver Safety** RTMC · SAPS · InsuranceCompanies · Operator Associations
Evening	**Networking Reception** Industrynetworkingdinnerand engagement

Conference Programme –Day 2

17 September 2026

Session 5	**Skills Development & Professionalisation** TETA · IndustryExperts · TrainingProviders
Session 6	**Access to Finance & Fleet Modernisation** CommercialBanks · IDC · NEF · AssetFinanceProviders
Session 7	**Future Mobility & Public Transport Integration** GautrainManagementAgency · PRASA · MunicipalAuthorities
Session 8	**Vehicle Manufacturing & Fleet Innovation** Toyota SA · VW SA · Ford SA · Nissan SA · Mercedes-Benz SA
Declaration	**Industry Declaration Session** AdoptionofDeclaration2026 · Professionalisation Framework · Transformation Action Plan
Closing	**Closing Ceremony** Closingremarksandhandover

Why Partner With This Conference?

Strategic benefits for every partner

Brand Visibility

National exposure among industry leaders and decision-makers across SA

Thought Leadership

Position your brand as a champion of transport transformation

Policy Engagement

Direct access to regulators and policymakers shaping the sector

Market Access

Engage operators, entrepreneurs and growing transport businesses

Business Development

Lead generation and strategic partnership opportunities

ESG & CSI Alignment

Supports enterprise development, skills & mobility innovation

The Gauteng Declaration 2026

A key outcome of the conference will be the adoption of the Gauteng Declaration on the Transformation of the Meter Taxi and E-Hailing Industry, to be presented to the Minister of Transport for implementation.

- ✓ **Professionalisation**
- ✓ **Industry Coordination**
- ✓ **Safety and Security**
- ✓ **Transformation**
- ✓ **Innovation**
- ✓ **Economic Inclusion**
- ✓ **Regulatory Compliance**
- ✓ **Public-Private Collaboration**

Non-Financial Support Opportunities

Partners may also contribute through valuable in-kind support:

- ✓ Venue sponsorship
- ✓ Shuttle and transport services
- ✓ Delegate bags
- ✓ Printing and branding
- ✓ Event technology solutions
- ✓ Wi-Fi services
- ✓ Marketing support
- ✓ Vehicle displays
- ✓ Safety demonstrations
- ✓ Driver training programmes
- ✓ Research & industry reports
- ✓ Scholarships for operators & drivers

Call to Action

The South African Meter Taxi, E-Hailing and Operators Conference 2026 presents a unique opportunity for government, development agencies and the private sector to invest in the future of South Africa's passenger transport industry.

By supporting this initiative, partners will not simply sponsor a conference —they will contribute to the development of a national transformation platform that advances professionalisation, innovation, safety, economic inclusion and sustainable growth.

Together, we can build a more coordinated, competitive and sustainable passenger transport sector for South Africa.

Contact Details

South African Meter Taxi Forum (SAMTAF)
Conference Organising Secretariat –Tourism Development Agency (TDA)

Project Administrator
Ms. LesegoDiseko
078 122 2315

"Driving Professionalism, Safety, Innovation and Coordination for a Sustainable Passenger Transport Industry."