



## sugden pillay

**GENERAL MANAGER : EVENTS PLATFORM  
SOUTH AFRICAN TOURISM**

Event strategist, tourism promoter and research specialist, Sugden Pillay is presently General Manager: Events Platform at South Tourism.

Sugden holds a Bachelor of Arts degree in Politics & Sociology from the University of Durban Westville. He won a British Council scholarship to complete a three month coursework Masters Degree in Environment & Development at Sussex University in the UK. He is currently completing a Masters of Commerce Management degree from University of KwaZulu-Natal – dissertation topic : Developing an Events Strategy for Durban.

Sugden has worked as Research Assistant at the Institute for Social & Economic Research focusing mainly on tourism event research aimed at understanding the impact of major events.

He has also served as planner/researcher for the Economic Development Department at the Durban Metro Council. Here he was responsible for advising the Council on the types of events to support. His vast experience in the event management field has been fine tuned by his involvement major events such as; the Commonwealth Heads of Government Meeting (CHOGM), Non Aligned Movement (NAM) Summit, Durban beach events, and so on. He has served as an official on the Durban Bid Committee for the 2006 Soccer World Cup bid.

Sugden's policy background is solid, having been Director: Tourism Research & Development – at the Department of Environmental Affairs and Tourism (DEAT). During his term he was involved with research studies of major events in SA such as the World Summit on Sustainable Development (WSSD) and the Cricket World Cup. He developed the National Events Strategy for South Africa.

He was also General Manager : Tourism KwaZulu-Natal, promoting the Zulu Kingdom as an event destination. He has owned a consulting company specializing in event impact assessments such as Durban beach events, SA Fashion Week, Vodacom July Handicap, Comrades Marathon, A1 Grand Prix, and so on.