

CRAIG NEWMAN

A decade of dedication and leadership

After more than a decade of service to the exhibitions, conferences and events industry, **Craig Newman** celebrated his 10-year anniversary as the chief executive officer of the Johannesburg Expo Centre (JEC) on 14 July 2016.

Craig Newman, the major driving force behind the JEC, is a man of exceptional vision with the confidence and ability to make things happen. His liberal and frank demeanour is complemented by his positive outlook and where some may see challenges, Mr Newman sees opportunities for growth.

"It has been an exciting, thrilling and adventurous journey to get to where I am now," he says. "When I set out in life, I began as a musician and today, I find myself in business. It's been a winding road, but also an incredible one."

With more than 20 years experience, Mr Newman has made a phenomenal contribution to the South African exhibition and events industry.

"My career started in 1991 and since then, I've learned a lot about how it's important to lead with integrity, confidence and insight," Mr Newman said.

"One must never become complacent and that's why I do whatever I can to feed my enthusiasm so that I continue to develop and grow as a leader."

Mr Newman has developed an enviable understanding of the market and his wealth of knowledge and experience has been tantamount to the excellent turnaround strategy for the JEC.

With his solid experience and his unique ability to assess each situation and act without delay, Mr Newman has successfully turned the JEC into a highly profitable business, year-on-year.

"My fellow shareholder and business partner, **Raymond Burke**, is my mentor," he says. "He has more than 40 years' experience in the South African exhibitions industry but over and above that, he epitomises what an entrepreneur should be.

"He has everything in his armour with regards to being a successful entrepreneur and he has taught me the importance of calculated risk."

As the current chief executive officer of this leading multi-purpose venue, Mr



Newman is respected and admired by all who meet him. His friendly approach, together with his fearless attitude makes for a potent combination that is capable of leading the Expo Centre for years to come.

"When it's all over, I'd like to be remembered as someone who made a difference in someone else's life," Mr Newman said.

Celebrating 10 years

On 14 July 2016, Mr Newman celebrated a successful career as chief executive officer among friends, family and colleagues.

The band Ground Level provided the main entertainment for the afternoon and guests were asked to bring blankets with them that would be donated to the children of Inkwenkwezi Primary School and Riverlea Primary School.

"If you can make a difference to one, you can change a community," Mr Newman said, as he thanked guests for their contributions towards the Nelson Mandela initiative.

Colleagues paid tribute to Craig through speeches and toasts, citing the tremendous difference that he has made as chief executive officer of the JEC.

"The Expo Centre has gone from strength to strength thanks to Craig," said **John Webb**, of Expo Guys. "Giving back to the community is always at the back of his mind."

"Craig has always shown tremendous dedication to helping underprivileged communities," agreed **Hannes Venter**, general manager of the JEC. "He is a good manager, a good leader and shows an incremental approach to changing the *status quo*."

So what is it that drives Mr Newman toward further success?

"Many years ago, a very successful businessman asked me – how much is enough? So I continuously ask myself the same question and the right answer is always, 'just a little bit more'. That's what drives me forward. This doesn't only refer to financials but also to knowledge and experience. I always want just a little bit more," Mr Newman concluded. ■



Craig Newman, chief executive officer of Expo Centre