

# At the top of its game

Over the years, the Johannesburg Expo Centre (JEC) has kept pace with the remarkable growth of the local Meetings, Incentives, Conference and Exhibitions (MICE) industries, evolving into a world-class facility that's unlike any other in Southern Africa.



At the PMR.africa Business Excellence Awards held in September, the Expo Centre achieved top honours in the category for top Exhibitions and Events venue, taking home the coveted Diamond Arrow Award with a score of 4.35 out of 5.00. This was the Expo Centre's fourth Diamond Arrow award and sixth PMR.africa award overall.

The awards rate South African event and exhibition venues according to 17 attributes, including access to facilities, catering quality in relation to cost, cleanliness of space prior to the event, office facilities, parking facilities, reputation and value for money. Other requirements include environmentally-friendly structures, facilities for disabled persons, security, and willingness to go the extra mile.

"We are proud of our achievements and the extent to which we have evolved but we never take our status as a world-class venue for granted," says JEC CEO Craig Newman. "We are always looking at ways to improve our service offering so that our clients never expect anything less than the very best. Awards like this confirm to us that we are delivering on those objectives," he says.

The award comes as no surprise, considering the Expo Centre's multipurpose facilities, which provide more than 50 000m<sup>2</sup> of indoor space, more than 100 000m<sup>2</sup> of versatile outdoor space as well as a multipurpose arena that can accommodate up to 20 000 people. With a legacy that extends over three decades, the Expo Centre remains South Africa's largest purpose-built exhibition, conference and events venue and one of the city's best known landmarks.



"I think our strength lies in the fact that we have a diversity of facilities that enable us to host any event, whether it's an international music festival or a trade exhibition," says Newman. "We have a clubhouse which provides the perfect setting for corporate dinners and events, with the capacity to seat up to 200 people and we have other unique features which include a monorail, a 4x4 track, a helipad, a mini golf course and a lake."

Besides having the capacity to host international concerts and large-scale industry events, the JEC has excellent conferencing facilities in the form of two major conference rooms. The Black Eagle and Bateleur Conference Centres allow several business meetings to take place, with the quality catering that the Expo Centre is known for.

With a network of excellent service providers located on-site, the Expo Centre offers exhibitors, visitors and stakeholders a first rate experience every time. "We have the capacity, experience, resources and strategic partnerships to host any occasion, regardless of size, across a broad client base," explains Newman. "As a dedicated exhibition, conference and events venue, we are more than prepared to meet the unique demands of every event," he concluded.



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