

# ENDLESS POSSIBILITIES

Local and international organisers alike see this as the venue of choice in Gauteng and , in looking at what they've accomplished, it's easy to see why.

**S**OMETIMES FINDING THE perfect venue is an event planner's biggest challenge, but if you have the luxury of hosting your event in Gauteng, this task is simplified extensively. In fact, to satisfy all your needs, no matter how big or small, you really don't have to look any further than the Johannesburg Expo Centre (JEC).

There's no doubt about it – the world is going through an economic crisis. The thing is, it's easy to fall into a trap where you blame the global economic crisis for your company's bad performance. It's an entirely different ball game when you recognise the crisis and seek opportunity in the midst thereof.

Craig Newman, CEO of JEC, has this to say, "We have been very lucky with the calibre of shows we've hosted in 2016, but I think that [2017] will be a difficult one for the industry in general. An exhibition that would have attracted 100 exhibitors in the past may now only secure 60 and an event that would have had 10 000 attendees may now only attract 8 000. As a result, we will have to raise the bar [in 2017] so we can continue to grow in tight economic conditions."

## CHANGE IS THE ONLY CONSTANT

More than 30 years in the industry doesn't necessarily guarantee your future success, but



as Craig says, they "have been in this industry for long enough to know that change is only constant." This constant drive to keep the pace with the industry's demands has brought about all kinds of renovations, upgrades and expansions, not only to existing facilities, but also to the overall vision of where they want to be in the next 5 to 10 years.

They have even opened a film studio on site, which they envision to be South Africa's Universal Studios. "Change is an accepted characteristic of business and we want to be around in the next 5 to 10 years. We must continue to ask ourselves: what more can we

do for our clients and for the industry? And the answer must always be, just a little bit more," says Craig.

## EXCEEDING EXPECTATIONS

There really is no hurdle Craig and his team wouldn't jump for their clients. Each and every need is attended to with the same "above and beyond" attitude Craig has in managing this venue and that is exactly why his clients praise his team and the venue with such enthusiasm. So if you need just a "little bit more" from your venue, don't hesitate to make the JEC your first phone call. **M**



ELECTRA MINING AFRICA 2016



## 10 REASONS TO HOST YOUR EVENT AT



# 1

The venue is flexible – "Our strength lies in the diversity of our facilities, which enables us to host anything from an international music festival to a professional trade exhibition," says CEO Craig Newman.

# 2

With multipurpose facilities that provide over 50 000 m<sup>2</sup> of indoor space and over 100 000 m<sup>2</sup> of versatile outdoor space, the JEC offers a unique setting that can accommodate any client.

# 3

A multipurpose arena for 20 000 people, with 20 000 parking bays, 24-hour security and five-star catering facilities, leaves very little for the demanding client to ask for. All your needs will be met.

# 4

Some of Gauteng's finest 4 and 5 star hotels surround this venue of choice.



# WHAT CLIENTS HAVE SAID



ULTRA SOUTH AFRICA



CHINA SOURCING FAIRS



SEXPO



**ELECTRA MINING AFRICA 2016**

"With its sheer size and the variety of spaces it offers, the Expo Centre serves as the perfect venue to host shows of this nature. Not only does it have large exhibition halls that are perfect for large and complex exhibitor stands, live demonstrations and interactive product displays; but it has conference rooms, restaurants, food kiosks and several ablution facilities that contribute to its status as a world-class facility."

**Gary Corin**  
Managing director of Specialised Exhibitions Montgomery



**ULTRA SOUTH AFRICA**

"We plan to grow the event in South Africa for many years to come so that Ultra South Africa becomes a destination festival that music fans should experience at least once. As Ultra expands to other parts of the globe, there may not be a more appropriate location in South Africa than the JEC."

**Russell Faibisch,**  
Founder, producer and CEO of Ultra Music Festival and Ultra Worldwide



**CHINA SOURCING FAIRS**

"We were delighted to introduce China Sourcing Fairs to the Johannesburg Expo Centre. This is the ideal venue for this unique brand, meeting all our requirements as well as those of our exhibitors and visitors."

**Wendy Lai,**  
China Sourcing Fairs



**SEXPO**

"This was the 10th anniversary of the show so we were determined to make it the biggest yet and the Expo Centre was the perfect venue to deliver a memorable performance. There's ample parking, easy access to and from the venue and large exhibition halls that satisfy every possible show requirement."

**Sean Newman**  
CEO of Sexpo SA



**RAND SHOW**

"There is no venue more suitable to host this iconic event than the Expo Centre."

**Pula Dippenaar**  
South Africa Shows Messe Frankfurt

*"We are proud to be recognised for what we are achieving but mostly, we are happy that our clients' expectations are being met. We will always look to improve our service offering so that our clients never experience anything less than the best."*

**Craig Newman CEO**

**5**

All service providers that you could possibly need for your event are available on-site. There is no need to go anywhere else.

**6**

The venue achieved top honours at the PMR.africa Business Excellence Awards in 2016 in the Top Exhibitions and Events Venue category, winning its 3rd Diamond Arrow award and 5th PMR.africa award in total.

**7**

A team of passionate, professional and highly dedicated staff work with you to ensure that your event is a great success.

**8**

Lanseria Airport and O.R. Tambo International Airport are a mere 30 mins away. The venue is accessible from all major highways.

**9**

The centre is affiliated to EXSA, SAACI, SOJO and UFL, all of which are major industry associations.

**10**

Capital Air manages a registered helicopter landing base on the premises.



<< Craig Newman



**CONTACT**

expocentre.co.za  
+27 (0)11 494 1920 | info@expocentre.co.za

Expo Centre Nasrec @jhbexpocentre1