



LIGHTS! CAMERA! ACTION!

The Johannesburg Expo Centre (JEC) is adding film production to its arsenal of services with the launch of Studio Joburg - a fully-fledged film and television content hub.

The result of a collaboration between the owners of the Expo Centre and a consortium of leading film practitioners, Studio Joburg will mean that Johannesburg has its very own Universal Studios in its backyard, the venue is the perfect location for all film needs.

Eddie Mballo, who joins Craig Newman (JEC CEO) and his team in this endeavour, is a film and television production expert with over 30 years' experience in the industry.

"South Africa has been a popular destination for the production of filmed content for the US and Europe for many years," says Mballo. "Since the creation of the Dti's Location Film and Television Production Incentive, and the South African Film and Television Production and Co-Production Incentive, South Africa has become a desirable film location as well as a co-production partner of choice."

The Expo Centre provides the perfect location for this new venture. "In addition to the sheer size of the venue, it's extremely practical," says Mballo. "There is an adequate power supply with access to plug points all over the venue and a sufficient water and ablution supply. There are also halls that are ready to be used so production can begin immediately."

Studio Joburg, the venue is the perfect location for all film needs, will see facilities within the Expo Centre converted into a film-making hub, with additions made to include a film school, post-production facilities and office space. There are also plans in place to create an amusement park with studio tours, park rides and themed precincts.

"Our vision is to create a place where families can spend the day together, eating in themed restaurants and seeing films being shot," explains Mballo. "The themed precincts will include recreations of London, Paris and New York, with major landmarks such as the Eiffel Tower, the Statue of Liberty and London's Tower Bridge."

The studio will also be an important development for the people of Soweto and the surrounding areas in terms of job creation and skills development. "The film value chain consists of several support services that are crucial to the completion and success of each film project," explains Newman. "These services include set building, painting, catering, wardrobe, design, and lighting to name a few. Each of these support services means several job opportunities for people in the area," he concluded.

JOHANNESBURG EXPOCENTRE



Home to South Africa's favourite family and consumer event, the Rand Show, the Johannesburg Expo Centre is South Africa's largest purpose-built exhibition, conference and events venue. Situated just south of Johannesburg, the Expo Centre has proven that it can host a diverse range of world-class shows, including the likes of Ultra South Africa, Automechanika, BAUMA Conexpo Africa, Sexpo and Electra Mining.

What you can expect:

- Multipurpose exhibition halls providing over 50 000m² of indoor space
- Over 100 000m² of versatile outdoor exhibition space and over 20 000 parking bays
- Upmarket conference rooms encompassing 4 000m²
- Multi-purpose arena that can accommodate up to 20 000 people
- Five star catering facilities and 24 hour security
- Prime location - accessible from all major highways, just 30 minutes from OR Tambo International Airport and Lanseria Airport
- Situated 15 minutes from a range of three, four and five-star hotels
- Studio Joburg - the venue is the perfect location for all film needs
- Individual gates and entrances for each hall provide ease of access for event build-up and break-down
- A registered helicopter landing base, managed by Capital Air
- World class facilities, awarded by the PMR Africa Award in 2007, 2011, 2013, 2014 and 2016

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