



THE RAND SHOW

# HOST YOUR 2017 EVENT AT THE JEC

Over more than three decades, the Johannesburg Expo Centre (JEC) has kept pace with the remarkable growth of the local and global exhibitions, conferences and events industry, evolving into a world-class facility that's unlike any other.

**C**ONSIDERED ONE of the top exhibition and event venues in Southern Africa, the JEC is letting potential clients know why it's the ideal venue to host their events in 2017.

## WHAT IT OFFERS

An award-winning venue located just south of Johannesburg, the JEC is South Africa's largest purpose-built exhibition, conference and event venue. With multipurpose facilities that provide more than 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.

"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. "Our unique facilities include a clubhouse that can seat up to 200 people, providing the perfect setting for corporate dinners and events, as well as a monorail, a 4x4 track, a registered helicopter landing base, and a mini golf course."

Smaller upmarket facilities include the Black Eagle and Bateleur conference centres, which provide up to 4 000 m<sup>2</sup> of space for important business meetings, while individual gates and entrances for each hall provide ease of access for event build-up and break-down. Other features include a multipurpose arena for 20 000 people, with 20 000 parking bays, 24-hour security and five-star catering facilities. The JEC also has its very own fire pool. "The lake is a biodiverse environment that contains fish and other species, and it has been used extensively as an exhibition area for boats and other structures," explains Craig. "During the Rand Show, the lake is used as a stage area for exhibitions, and in future, we plan to offer it as an additional set for films."

## LIGHTS, CAMERA, ACTION

If you hadn't yet heard, the JEC added film production to its arsenal of services in 2016, with the launch of Studio Joburg – a fully-



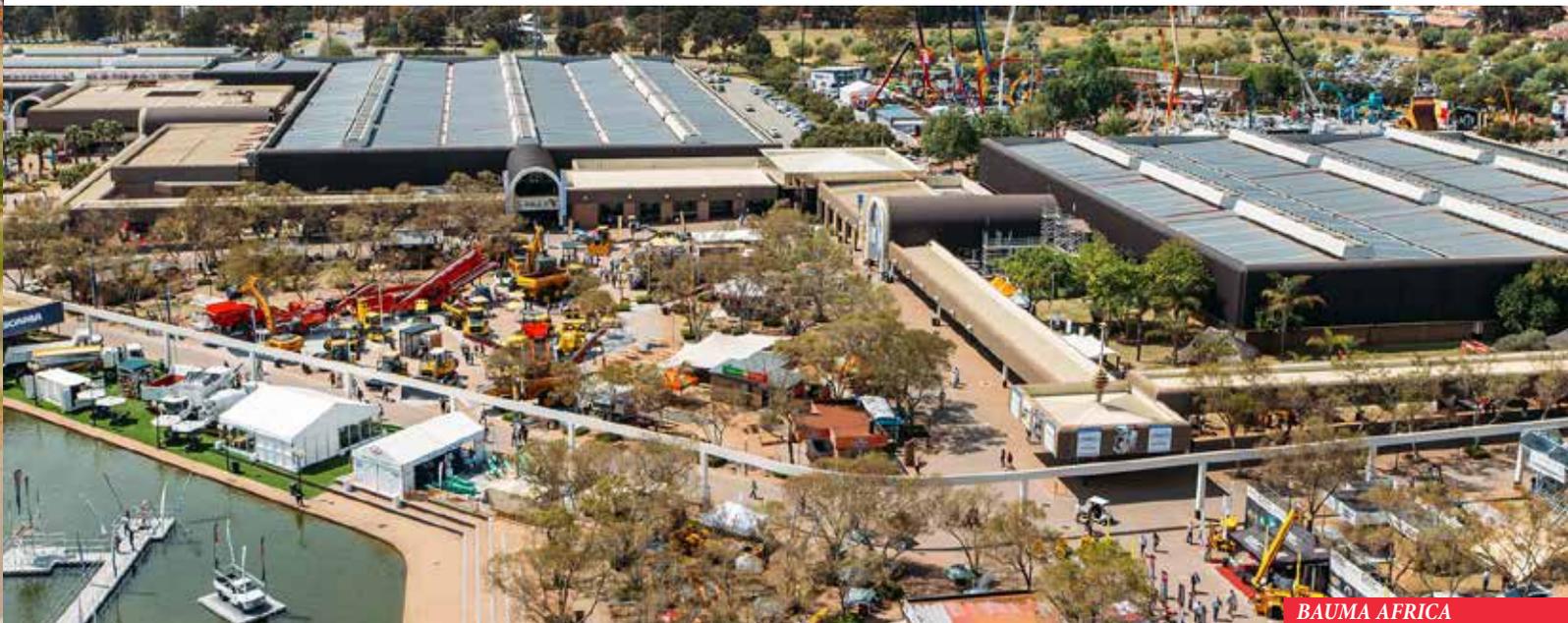
EXSA GALA DINNER



AUTOMECHANIKA



ULTRA MUSIC FESTIVAL



BAUMA AFRICA



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fledged film and television content hub. Studio Joburg is the result of collaboration between the owners of the JEC and a consortium of leading film practitioners, and will give the city of Johannesburg its very own Universal Studios. Studio Joburg will see facilities within the JEC converted into a film-making hub, with additions made to include a film school, post-production facilities and office space. There are also long-term 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," says Craig.

### INVESTING IN ITS FACILITIES

In order to remain relevant and keep up with the needs of its clientele, the JEC constantly reinvests in its facilities. "As a large venue with significant foot traffic throughout the year, we need to ensure that our facilities are always of a high standard and that they never fall short," explains Craig. "We have also recently renovated the toilets to ensure that they remain at the standard that clients and visitors have come to expect. We have always received positive feedback regarding the cleanliness and supply of our ablutions, which is thanks to our excellent cleaning staff. It is all part of the commitment we've made to our clients and stakeholders – to always provide the best possible experience."

### AWARD WINNING

Confirming that the JEC is delivering on its objectives, the venue achieved top honours at the PMR.africa Business Excellence Awards in 2016 in the category for Top Exhibitions and Events Venue. The awards rate South African venues according to 17 attributes: facilities, catering quality in relation to cost, cleanliness, office facilities, parking facilities, reputation, value for money and more. Other attributes include environmentally friendly structures, facilities for disabled persons, security,

and willingness to go the extra mile. "We have to ensure that we stay relevant in an environment that demands excellence in every way," says Craig. "I believe that 2017 will be a tough year, so we will have to raise our game to expand in a very tight economic environment."

### HOST YOUR EVENT AT THE EXPO CENTRE

So why should you choose the JEC to host your next event? "We have the capacity, experience, resources and strategic partnerships to host any occasion, regardless of size, across a broad client base," says Craig. "As a dedicated and award-winning exhibition, conference and events venue, we are more than prepared to meet the unique demands of every event." **M**



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