

JEC: YOUR TOP CHOICE FOR AN UNFORGETTABLE MUSIC FESTIVAL

The Johannesburg Expo Centre (JEC) has gained a formidable reputation as the venue of choice for hosting some of the biggest outdoor and indoor festivals, concerts, and events in Southern Africa.



Ultra South Africa 2017

Hosting large-scale local and international events of this magnitude require a great deal of expertise, as the team at the JEC take great pride in leaving no stone unturned, to deliver an overwhelmingly positive and unforgettable experience for organisers and visitors all the time. When it comes to hosting a world-class event, you simply cannot afford to compromise on location," says Craig Newman, CEO of JEC. "Not only should your event venue have all the necessary capacity and infrastructure to accommodate thousands of visitors, but accessibility to the location, secure parking, and the safety and security of visitors, is of paramount importance," he says.

This was highlighted again during August when JEC welcomed more than 18 000 Grace House Family Church members. Visitors from across South Africa, traveled to the JEC, South of Johannesburg, to experience The Encounter gospel concert 2017. Organised by The Grace House Family Church, the Encounter is an internationally recognised praise Festival, that brings together thousands of church members and

hosts a line-up of local and international renowned gospel artists. This year, the event organisers selected the Johannesburg Expo Centre, to host its 18 000 attendees, artists, and speakers, which culminated in a highly successful and inspiring experience for all.

JEC has also become the permanent home to other world-renowned events. In February, JEC welcomed almost 30 000 electronic music lovers, for the fourth edition of Ultra South Africa. The Ultra Music Festival is an international phenomenon that has taken the world by storm. The organisers have already confirmed that they will return to JEC in February 2018 for their fifth South African anniversary.

The Christ Embassy Love World Festival of Music and Arts is another gospel inspired festival that has selected the JEC as the venue of preference to host its annual gospel extravaganza. With a multitude of outdoor and indoor venue options to choose from at the JEC, it's the perfect platform for this family oriented-festival. Other major festivals and events hosted at JEC include the Bassline Music Event, the Heineken Music Festival, and the Classic Car Show.

Mr. Newman goes on to say that the JEC ticks all the boxes when it comes to these large-scale events. Boasting more than 50 000m² indoor exhibition and event space, and an additional 100 000m² of versatile outdoor space, there's more than enough capacity for any momentous occasion and festivals that require careful planning and a dedicated team that are prepared to meet all the organiser's expectations.

The Expo Centre has multiple access routes from each of Johannesburg's major highways, with separate entrances to accommodate events or equipment and deliveries. In addition to over 20 000 secure onsite parking bays, the Expo Centre includes a Helicopter landing and shuttle services for transportation of event organisers and visitors.

Any event organiser's choice of venue can make or break the success of the event. With that in mind, the JEC is an award-winning venue, as demonstrated when it once again took top honours at the PMR. Africa Awards, with the coveted Diamond Arrow Award for Excellence for Event and Exhibition Venues. This emphasises that the JEC is recognised as one of the top National Event and Exhibition Venues in Southern Africa, as rated by a sample of 55 event and exhibition organisers during a nationwide survey that was conducted during 2017.

The JEC is one of the largest purpose-built exhibition, conferences, and events venues in Southern Africa. With a proud legacy that spans over three decades, the JEC's leadership team are among the biggest ambassadors of the local exhibitions, conferences and events industry in Africa.

SOUTH AFRICA WELCOMES UFI AND THE WORLD

The UFI Global Congress is the world-renowned meeting place for leading tradeshow organisers, fairground owners, as well as major national and international exhibition associations, and selected partners of the exhibition industry.



Craig Newman, the CEO of JEC

Africa represents the next frontier for growth and development for UFI.

excellence. This year's UFI Congress will focus on raising the odds of exhibitions across the world in a constantly shifting international marketplace. In fact, research by UFI has indicated that in many ways the international exhibition industry is growing faster than the global economy.

According to Newman, the African continent demonstrated the most potential for industry growth and that local industry players are becoming ambassadors of the industry, generating interest and creating awareness that will attract global stakeholders to the local industry.

"We must raise the bar by looking at innovative ways in which we can expand and develop our industry," says Newman. "There are also a multitude of opportunities for us as venues, organisers and service providers to partner and combine our capabilities and experience to create a superior service offering and host the highest calibre of events."

South Africa's exhibitions, conferences, and events industry is engaged in a number of initiatives that will help to bring Africa to the forefront of the global exhibitions industry. The UFI International Congress is a major attraction for the global exhibitions

and events industry, bringing together hundreds of large corporate organisations and delegates from across the world.

"We believe that this is the perfect time to host this prestigious event because Africa represents the next frontier for growth and development for UFI, and a number of our partners have been working together to grow the continent's share of regional, continental and global business events," he says. "South Africa has a long and successful history of hosting world-class events and we continue to develop our expertise in hosting global events of this magnitude."

Industry stakeholders are invited to join the 84th Global Congress as we discuss current and future pressures on our industry, and share best practices and insights into the profits generated through change and perseverance. Everything is ripe for South Africa to be the leading country within the business-tourism sector for Africa, and for this industry to become one of the biggest contributors towards the growth of this local economy," concluded Newman.

Contact Johannesburg Expo Centre:

T. 011 494 1920
E. marketing@expocentre.co.za
info@expocentre.co.za
W. www.expocentre.co.za