

WELCOME TO 2018!

HOW CAN JEC BRING YOUR EVENT TO LIFE THIS NEW YEAR?

Each New Year brings with it fresh new hope and a multitude of opportunities for growth and development. At Johannesburg Expo Centre (JEC), we see the New Year as another opportunity to work hand-in-hand with new and current clients to create even bigger and better exhibitions, conferences and events, that will make a lasting impact on your brand.

For over three decades, the JEC has hosted some of the most popular consumer events, trade shows, conferences and exhibitions in Southern Africa, and 2018 will be no exception. But, for now, we'd like to take a moment to introduce the team behind the JEC who bring these events to life.

Introducing....



Desrae McDonnell – The Events and Exhibitions Manager

JEC's Exhibitions and Events Manager, Desrae McDonnell, is a logistical mastermind, who seamlessly brings each and every event to life. Working closely with clients, Desrae has more than 17 years of experience at the JEC, and is the driving force behind the versatility, flexibility and ease with which the JEC is able to meet client expectations.



Refilwe Mokgaotsi – Marketing and Communications Executive

Refilwe is one of the Marketing and Communications Executives at JEC, who embraces every challenge and uses her creative flare and previous experiences to come up with innovative solutions. Her love of working with people has served her well, as a member of the marketing team for JEC. Refilwe is committed to representing the JEC brand in the best possible light in an industry where reputation is critical to success. Refilwe is also deeply passionate about tourism and has completed several courses in this field as well. She believes that a combination of education, motivation, inspiration, and especially hard work are the stepping stones to achieving goals.



Believe Sibiya – The Receptionist

Believe is the first point of contact for anyone visiting the JEC, as she heads up the reception area at Expo Centre. With her contagious smile and positive attitude, Believe has been with JEC for a couple of years, having initially joined the team to assist the Marketing and Communications Department. Believe still contributes a valuable stream of innovative

ideas to the marketing team and as a committed team player she has become a strong ambassador for the JEC brand.



Craig Newman – CEO

Craig Newman has served as JEC's CEO for over 11 years, turning it into one of Southern Africa's most sought-after, award-winning and highly profitable exhibitions, conferences and events venues. Craig has over 25 years of experience in this sector, and has occupied a number of leadership positions at some of South Africa's leading MICE industry companies.

With over 25 years of industry experience, Mr Newman, took on the role of CEO at the JEC, which signalled the start of a new era and significant financial turnaround for this venue. His unwavering dedication and commitment to turning the venue around, resulted in JEC being awarded the bid as the 2010 FIFA World Cup's international broadcast centre. Under Mr Newman's leadership, the JEC has prospered and ranks as one of the top exhibitions, conferences and events venues in Africa today.

Mr Newman was elected as the incoming President by the UFI Board of Directors during the European Conference in Cologne,

Germany. Prior to this, Mr Newman was a member of the Board of Directors and the Executive Committee, as well as Vice Chair of the UFI Middle East/Africa Chapter. Mr Newman has actively campaigned and advocated to expand Africa's footprint in the global exhibitions industry as well as the growth and development of UFI's global membership.

Craig became the major driving force behind the JEC with his exceptional vision and his confidence to make things happen. His liberal and frank demeanour is complemented by his positive outlook and where some may see challenges, Craig sees opportunities.



Hannes Venter – The General Manager

Hannes is one of the longest serving members of staff at the JEC, having witnessed the venue go through multiple changes and evolutions for the past 30 years. Hannes has shown tremendous commitment to the JEC, and has taken great pride in upholding its appearance and maintenance over the years. As the one individual who knows the JEC better than any other, it came as no surprise when Hannes was appointed as the JEC's General Manager for over ten years. In January 2017, Hannes was recognised as the "Best Venue Employee for 2016" at the Exhibition Industry Awards (A United Industry) evening held at the Dome in Johannesburg.



Leighton May – Marketing and Communications Executive

With significant experience in the retail sector and a dedication to sports and fitness, Leighton had always hoped to

play sports professionally, but like so many others, he found himself channelling his passion for people and business in a completely different direction. As a prominent member of the Marketing and Communications team at JEC, Leighton is organised, efficient, and driven to deliver on all of the JEC's objectives. His love of sports has earned him respect among colleagues as an excellent team player and over the years he has become somewhat of a mentor to younger colleagues and aspiring athletes.



Tracy Malebana – Marketing and Communications Executive

Tracy is one of the young-bloods in the Marketing and Communications Department at JEC. As someone who believes that it's critical to develop a deep understanding of the industry in which the JEC operates, she has become a dynamic and vibrant member of the marketing and publicity team, responsible for securing new business leads and portraying the best possible image to clients and stakeholders. Tracy dedicates herself to constantly finding new ways to boost the JEC brand and finding strategic solutions and partnerships that will enhance the JEC's position in the marketplace.



Prince Moloji – The Maintenance Manager

The JEC is pleased to announce that Prince Moloji has joined the team. As the new Maintenance Manager at JEC, Prince will head up and oversee the upkeep of all indoor and outdoor facilities at the JEC, keeping Southern Africa's largest exhibitions, conferences and events venue in impeccable condition.

Mr Newman has actively campaigned and advocated to expand Africa's footprint in the global exhibitions industry as well as the growth and development of UFI's global membership.

A fresh approach

The JEC is committed to delivering on the high standards that clients have come to expect, while constantly evolving to exceed their expectations. The JEC has a formidable reputation for its outstanding hospitality and professionalism. Each event, regardless of size and stature, is given the same amount of dedication and attention.

Over the years the JEC has become synonymous with some of Southern Africa's largest events, including: Rand Show, Automechanika, Electra Mining, Classic Car Show, Ultra South Africa, Bassline Africa Day, The Encounter, Love World Festival. Time and Again, the Expo Centre team have proven that there is no limit to what can be achieved.

Let us meet your demands and exceed your expectations this New Year.

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