

MEETINGS AFRICA

Advancing Africa with UFI 2017

Meetings Africa, which took place from 28 February – 1 March 2017, set the scene for the official launch of the UFI Global Congress 2017, which will hit South African shores later this year.

Meetings Africa is an event that showcases Africa's diverse offering of products, world-class facilities, and services. It is also where African associations and African meetings professionals come together in an attempt to promote the sector. As a result, the global meetings industry has begun to recognise Africa's potential as a sought-after destination.

On Wednesday 1 March, the UFI 2017 Media Launch was held at Meetings Africa for all to attend.

"The UFI Congress and Meetings Africa have the same objective for the industry," explains **Craig Newman**, Chief Executive Officer of the Johannesburg Expo Centre (JEC) and Vice Chair of the Middle East Africa chapter, UFI.

"Both events aim to bring attention to the fact that Africa is an event destination of choice."

The 84th UFI Global Congress, which will take place from 1-4 November 2017 at the Sandton Convention Centre, will bring large organisations from North America, South America, Europe, Asia and the United Kingdom that invest in exhibitions worldwide.

"The congress will connect Africa with the rest of the world while offering a platform to facilitate business opportunities, the sharing of information, and face-to-face networking," explains Newman.

"It will be a platform for those seeking new opportunities in emerging markets and for those who would like to launch their businesses locally, to meet

with big potential partners from the international arena. We would like to encourage all members of our industry to offer their full participation and support the exhibition," says Newman.

"UFI is a global organisation which gives us the opportunity to promote Africa and to create awareness of the business opportunities available here. Therefore, we ask that the industry takes advantage of the opportunities that the event will bring through either exhibiting or sponsorship.

"We look forward to hosting this prestigious event and being involved in Africa's development as a promising future platform for the global exhibitions and events industry," concluded Newman.

Let us meet your demands and exceed your expectations.

BELOW (FROM LEFT): Skina Maseko, project manager, MIC South Africa; Craig Newman, chief executive officer, Johannesburg Expo Centre; Jim McIntosh, director, business developer and marketing, MCI South Africa; Sonia Thomas, director of operations, UFI; Jana Hofmann, event manager, UFI; and Lisa Sebogodi, managing director, Batsumi Travel.



The Johannesburg Expo Centre: Host of UFI Global Congress 2017

For the past 30 years, the JEC has been consistently delivering events of a world-class standard.

Having built a solid reputation for delivering professional and exciting entertainment, the JEC has welcomed a diverse range of exhibitions, conferences and events ranging from Rand Easter Show & Ultra festival to Church events & companies year end parties.

As South Africa's largest purpose-built exhibition, congress, convention and events venue, the Johannesburg Expo Centre is a multipurpose venue offering 50 000 m² of covered space and an additional 100 000 m² of outdoor space.

