

Showcase SA @ Rand Show: Connecting people

The organisers of Rand Show 2018 are pleased to announce the staging of the Showcase SA Expo @ Rand Show, an exciting expo that will provide an opportunity for public sector, government departments and parastatals to interact directly with Rand Show visitors, at one of the largest and most successful consumer exhibitions in South Africa today.



“The Showcase SA Expo @ Rand Show 2018 provides the public sector an opportunity to showcase their expertise and services, interact with visitors face-to-face, demonstrate the various services offered by their departments and show visitors how public sector is living up to its mandate,” said **Craig Newman**, chief executive officer of Johannesburg Expo Centre (JEC) and official spokesperson for the Rand Show.

With a legacy spanning over 124 years, the Rand Show is a South African heritage brand, having entertained, and created lasting memories for multiple generations of South African families since 1894.

Mr Newman said that in an environment, which has been designed to create a safe, exciting and entertaining experience for a diverse audience of South African families, there is no better platform to position your brand, promote local products and services and educate the public on how to access those services offered by your department.

“The Rand Show also provides an interactive platform to engage with audiences, communicate policies and legislation, and create interactive brand activations that will create

lasting and favourable impressions amongst attendees.

“Public sector exhibitors seize the opportunity to conduct critical market research, gain valuable public feedback and show audiences how to gain access to your departments services,” he said.

According **Dave Nemeth** of Trend Forward, who has partnered with Rand Show to provide strategic marketing insight, the Rand Show provides the perfect platform to conduct research and gain immediate public feedback.

“Results-oriented departments who would like to gather hard data and statistical analysis to inform future decisions would really benefit from participating and using this opportunity generate accurate data,” Mr Nemeth said.

Welcoming no less than 200 000 visitors per year, 70 per cent of the Rand Show’s audience is comprised of young families with children.

“The Rand Show delivers in terms of visitor numbers, but the secret to successful marketing and exhibiting lies in utilising this space as an effective communications platform, creating a personalised experience for visitors and communicating in a positive and

memorable way that will positively shape public perception and attitudes,” Mr Newman said.

The Department of Home Affairs has announced its participation at this year’s Rand Show, which coincides with its piloting of the mobile application solution for the smart ID card conversion from the green one. The pilot project has taken into account citizens’ needs for a secure, efficient product while ensuring communities’ access to government services.

This year visitors will be able to access a variety of Home Affairs services and products such as birth, marriage, death registrations as well as smart ID card and passports.

“Our participation in the Rand Show is testimony to our resolve to serve our communities across the length and breadth of our country,” said **Mkuseli Apleni**, director-general of Home Affairs.

“It is quite an honour to have the Home Affairs participate at this year’s Rand Show to give visitors that much needed access to the department, without taking a day off work to do so. We encourage visitors to make use of this facility at the show as it is convenient,” Mr Newman concluded.