

ELECTRA MINING AFRICA 2018

Putting SA on the **mining** map



The mining potential in South Africa is far from exhausted. In fact, according to comments made by Minerals Council chief executive officer Roger Baxter earlier this year, mining investment could almost double in the next four years if the country was to return to the top 25 per cent of the most attractive mining investment destinations worldwide.

A quick snapshot of the Electra Mining Africa 2018 Exhibition this year simply adds credence to Baxter's predictions. The event, held every two years at The Johannesburg Expo Centre (JEC) tells the story of an industry aggressively on the march taking major technological strides with no intention to slow down.

With the latest and most innovative technology and ground-breaking automation known to be on display at Electra Mining Africa, industry players with real skin in the game know all too well the value of the show and attend in their numbers with over 80 000 feet through the gates this year over 5 days.

"This year's event, which took over the entire JEC venue, was brimming with industry stakeholders for the entire duration of the exhibition," said Craig Newman, chief executive officer of JEC.

"There was an incredible buzz. As a targeted B2B show, with the right decision makers in attendance, the value for industry players is absolutely priceless and that is why Electra Mining Africa 2018 is such a well-attended show."

There were thousands of visitors who attended this year's show over the five

days to see the latest innovations across mining, industrial, electrical, power, transport and related industries. With over 20 000 parking bays and over 150 000 m² of space, the JEC's indoor and outdoor multipurpose facilities are more than equipped to handle the volume of people attending the show and facilitate the large scale, often customised exhibitor stands.

Engaging with over 800 exhibitors, visitors are able to see many new products launched at the show and new technologies unveiled before anyone else in the country. With large scale machinery and equipment in action and various live demonstrations on the go, the energy on the floor from event goers was palpable as reality and possibility of the future of mining in the country started to dawn.

Gary Corin, managing director of Specialised Exhibitions, could not have been happier with the 46th installment of the Electra Mining Africa event at The Johannesburg Expo Centre.

"The show was an overwhelming success. This is the perfect home for the show. No other venue allows for our needs like Expo Centre. The venue is in pristine condition, allows for the heavy

machinery on display, has ample parking for our visitors and exhibitors' staff. Exhibition Halls are functional, spacious and conducive for doing business. Then there is the outside areas – these help create a carnival atmosphere. Outdoor exhibits, eating areas and exhibits on the Lake contributed towards creating an event that is like no other on the African continent. We highly recommend the venue as a place where people can meet!

The value-add free-to-attend seminars at the JEC offered an excellent learning platform and delivered great insight and knowledge to the delegates. There were also nine co-located conferences during the exhibition. Many exhibitors have already booked their exhibition floor space for the 2020 show.

"Given the potential that the mining industry still holds for the country, we need to be showcasing South Africa as a critical player in the global mining game. If we really want Roger Baxter's words to ring true, we need to reignite the perception of the country as a mining hot bed. Electra Mining Africa is one platform that allows us to do just that," he said. ■



Straight from the **horse's mouth**

Business is as much about the bottom line as it is about the people, and the team at the Johannesburg Expo Centre pride themselves on their relationships with their clients. Here is what people had to say:



Russel Faibisch, founder, producer and chief executive officer of Ultra Music Festival and Ultra Worldwide: "The inaugural show was a great success and each year since then, we've raised the bar. We plan to grow the event in South Africa for many years to come so that Ultra South Africa becomes a destination festival that music fans should experience at least once. As Ultra expands to other parts of the globe, there may not be a more appropriate location in South Africa than the JEC."

Angela Frost from Strait Up Events: "The team at the JEC were fantastic, this includes all the cleaning staff who were always on site and ready to assist in anyway. The food was incredible and loved by everyone. Our overall experience with Expo Centre, Nasrec was truly a pleasure and we will continue to support the venue and encourage clients to host events there."

Robyn Abrahams, head of sales for Rand Show 2018: "Where would we be without Craig and his team and the Johannesburg Expo Centre? No one understands the nuances and needs of this event like the team at the JEC. We are particularly excited for next year's event as it will be the 125th year of The Rand Show. The team at the JEC have proposed some amazing ideas and activities that we can't share with you just yet!"



Edna Mamonyane, spokesperson for JMPD Inauguration: "It was incredible to work with the team at the JEC for the JMPD Inauguration considering the short notice of this event. It is clear that the team are experts in what they do as they managed to pull it all together brilliantly."



Simon Molefe, deputy director of Harry Gwala for Youth Month 2018: "It's incredible to work with a group of people as passionate about the youth as we are. The Annual Gauteng Youth Jobs, Careers and Entrepreneurship Opportunities Expo was bigger and better this year than ever before. The expo, which took place from 9 – 17 June 2018, at Johannesburg Expo Centre, was thoroughly enjoyed by the learners who attended as well as, youth in and out of school and unemployed youth seeking guidelines on available career options."

Viva Liles-Wilkin, producer at Quizzical Pictures: "We have had an excellent experience at the Expo Centre and will certainly consider it for further productions in the future."



CRAIG NEWMAN

Anyone who has engaged with the team at the Johannesburg Expo Centre knows Craig Newman. His big personality, insightful business acumen and way with people makes him one of those people you are unlikely to forget.

Craig Newman has been serving as the chief executive officer of the Johannesburg Expo Centre for the past 10 years and has turned it into a highly profitable business, year on year.

He is considered by industry players as one of the biggest advocates for the business events industry in Africa and believes wholeheartedly that South Africa and Africa can more than compete with the rest of the world on the events and exhibition stage.

With much negative sentiment about the country in the press, people like Mr Newman are true gems. In his own words, "South Africa offers world class facilities and services when it comes to events and exhibitions and we plan these with painstaking detail and precision so as to offer target industries meaningful and unforgettable experiences.

"We are without doubt becoming a sought-after destination for international events. And our track

record speaks for itself. There's certainly no shortage of examples when it comes to large scale events that have put the country on the map.

"From the 2010 Soccer World Cup to the World Summit on Sustainable Development, it is clear that South Africa has the experience and infrastructure to host successful events that bring immense value to the country."

In 2014, Mr Newman was elected onto the main Board of Directors at the UFI, the Global Association of the Exhibition Industry and was further appointed onto the UFI Executive Committee. He was then appointed as vice chairman of the UFI Middle East Africa Chapter and now stands poised to take the lead role in his upcoming appointment as president of UFI. His appointment is further testament to both his commitment to grow and develop Africa as the ultimate business tourism destination and the increasingly important role that Africa is playing in the industry.

In his personal capacity, Mr Newman is the proud father of three, an outdoors person and a man who loves to travel. He likes to keep fit to and finds the time to run and train for road races.

"I love what I do and I get to meet interesting people all the time and work with a fantastic team. But spending time with family and friends is really what it's all about. ■

