

thebeat



NEWS FROM THE HEART OF THE EXHIBITION AND PROJECTS WORLD

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TIME FOR A LONG-TERM APPROACH

In just a few months from now we will refer to the 2010 FIFA World Cup in the past tense. Strange, but true!

The 2010 tourism machine is working and the industry is ready to deal with the influx of supporters, officials, guests and media expected to arrive from as early as April. Every aspect of the tournament has been planned down to the smallest detail and now it is merely a matter of implementation.

I do not have a single doubt in my mind that South Africa will deliver a top-class event with the warmest hospitality on the planet.

What does leave one with a real concern, however, are the reports of overpricing that are coming to the fore. Fact is, international travellers are very informed these days and recognise a rip-off when they see it! This is especially true in the tough economic climate that is still prevailing in most parts of the world.

If we have the long-term sustainability of our tourism industry at heart, we simply cannot

afford to price ourselves out of the market in the short term. This applies to both leisure and business tourism businesses, across the board.

This is a once-in-a-lifetime opportunity to show the world that we are up there with the best. The long-term benefits are immense and worth waiting for. Tourism can truly turn into South Africa's new gold and we can make it happen!

It is therefore critical that we leave the legacy of a destination that works, that is exciting and that offers value for money. The legacy of a tourism industry that caters for even the smallest request, any time of the day or night.

Right now we are all investing in our shared future. Let's take care to make sure that our investment is careful and clever.

Carol Weaving

Managing Director: Thebe Exhibitions & Projects Group

TEPG BUYS IFS

The Thebe Exhibitions & Projects Group (TEPG) has bought the International Fashion Sale (IFS) expo.

The expo, which has taken place twice a year for the past 14 years, is a lifestyle shopping experience that brings visitors the world's leading brands in fashion and accessories for men, women and children. These brands include Diesel, Nike, Guess, Nine West, Morgan, Gerri, Lee Cooper, Rage, Sketcher and CK.

Carol Weaving, Managing Director of TEPG says the purchase of the IFS expo is a significant addition to the group's portfolio of consumer and trade exhibitions. "The IFS is a Johannesburg tradition. We are very pleased to be the new owners and managers of the show. As experienced and credible exhibition organisers we plan to take it to new heights."

The IFS expo made the Coca-Cola dome its home in 2008 and the next event will take place from 29 July – 1 August 2010.

Weaving says as managers of the Coca-Cola dome, the purchase of the expo is a perfect fit for the group. "We look forward to bringing consumers an exhibition that is exciting and offers value for money."



THEBE EXHIBITIONS & PROJECTS GROUP AND THEBE CONFERENCES & EVENTS HAVE MERGED

Thebe Exhibitions & Projects Group Managing Director Carol Weaving says this step brings together two organisations that serve a very dynamic target market.

"Thebe Exhibitions & Projects Group is one of the region's top exhibition and project organisers. Our portfolio includes well-known titles such as Decorex, Gardenex and the World Holiday & Travel Fair. We also manage the Coca-Cola dome - one of South Africa's most versatile concert and exhibition venues - on behalf of the Sasol Pension Fund.

"On the other hand, Thebe Conferences & Events is a client-focused market leader in the conferences and events industry. In over 20 years of operation, the company has earned a reputation for offering customised and creative solutions for all events, be they sports marketing, product launches, gala dinners, conferences or incentive trips. The company serves an impressive list of blue-chip clients. These include Discovery, Standard Bank, the Industrial Development

Corporation, Old Mutual, British American Tobacco, Kreston International and the Department of Labour.

"This merger makes good business sense as it embodies a natural synergy of expertise to the benefit of the exhibitions, conferences and events business, a huge contributor to the South African economy. Apart from providing greater capacity and an enhanced service offering to the industry, the logistical benefits are ample. For example, operating from one office and pooling technical equipment will have a saving on costs and overheads. All of this enhances client benefits."

Weaving says the expertise that the combined team will bring to the industry will definitely be a force to be reckoned with.

"We look forward to working together in this fast moving, highly competitive industry and to offer our clients the enhanced advantage of pooled resources and expertise." says Weaving.

decorex^{sa}



Decorex SA ushers in a new era of enlightenment and brings a 'breath of fresh air' to the world of interiors. Guided by softness and beauty, it leaves our lives and homes energised for a fresh new start. Held in association with Plascon as main partner and DSTV as media partner, the 3 regional shows bring you inspired solutions, the latest in home trends, beautiful kitchens and bathrooms, the most exquisite collection of design icons and rising stars as well as fantastic prizes.

SPECIAL PROJECTS TEAM ON TOP OF THEIR GAME!

The Thebe Exhibitions & Projects' – Special Project team was onsite, at the Sandton Convention Centre from the 20th – 26th February. Here they delegated, organised, ran, co-ordinated and managed various high profile events which were undertaken with the unmistakable Style and Finesse they are fast becoming synonymous with, doing their multitasking techniques proud!

The week was kicked off with the PanSALB annual Awards Gala Dinner which was host to 500 invited guests. Following closely on the opulent heels of PanSALB, the T.20 Ministers' Meeting commenced with the Ministerial Dinner at the Michelangelo Hotel on 22 February and concluded on 24 February with the adoption of joint communiqué.

The Tourism, Sport & Mega Events International Summit opened on 25th February with calls for an international framework to maximise the benefits of sporting and mega events. Following

the opening session which was officiated by President Jacob Zuma, delegates met in three plenary sessions to discuss the importance of mega-events in relation to the Millennium Development Goals; economic and social Impacts of mega-events; and greening mega-events.

An effortlessly stylish, one of a kind gala dinner, themed "Africa and the world celebrate 2010" complimented this event and welcomed the world to South Africa in true style. The evening was carried out with the utmost flare and the compliments abounded. The guests were treated

to dual key note addresses by FIFA (Mr Jerome Valcke and Dr Danny Jordaan).

Not to forget the Meetings Africa Associations Day Conference, a one day conference for Associations which was held on 23rd February. The delegates were treated to speakers from both South Africa and Abroad and the day was completed with a Buyer Meets Seller Cocktail Function at the Raddison Blu.

Each event was afforded the utmost attention from the Special Projects Team, resulting in the entire week being hailed a success.



Show features to look forward to at Decorex Cape Town and Joburg:

See Plascon's passion for paint and gorgeously liveable colours in their trend-setting new Colour Forecast; Architects and interior designers can share visions and debate ideas with local and international speakers at the one day conference **Conversations on Architecture** that is dedicated to the shape of the built future; Explore and find the it-factor that turns your **kitchen and bathroom** into a haven of luxurious indulgence; Find the **finest in finishes** from floors, walls and surfaces, to lighting and windows.

Source the it-chair, the must-have table, the dream bedroom or state-of-the-art functional ware with a forward-looking collection of **high-end exhibitors** offering alluring room settings and cutting-edge trends; Harness the power of beautiful objects with SA's definitive craft display, **The South African Handmade Collection**, a dti initiative dedicated to the heartfelt handmade.

Find inspiration at the **DIY Décor Pavilion**, which includes free demonstrations at the **Make Theatre** hosted by DIY celeb, Aidan Bennetts; Contribute to a good cause with the 'Home-tweet-home' project and see displays

of funky bird houses created by top designers - all in the name of charity; Visitors can also catch up with fellow trend spotters at the Love Chocolate Lounge, the chic DStv Café or the Villiera Wines Cap Classique Bar.

Decorex Cape Town; 23 - 27 April (23rd is half day), CTICC, Cape Town

Decorex JHB; 5 - 9 August, Gallagher Convention Centre, Midrand

Visit www.decorex.co.za for more information or to purchase tickets.

WHY VISIT THE WORLD HOLIDAY & TRAVEL FAIR?

So there you are discussing the best place to spend the next family vacation...blank stares meet each other. You need to do your homework and the World Holiday & Travel Fair (WHTF) proudly brought to you by International Banking from Absa beats the best classroom and library when it comes to obtaining all the information under one roof.

Taking place at the Coca-Cola dome in Johannesburg from 16 to 18 April 2010, the WHTF is unique within Southern Africa as the only fair of its kind to showcase international destinations and travel options while offering travel bugs special offers and the facility to book and pay for their next holiday there and then.

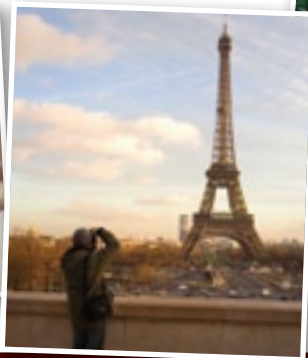
To ensure a great day out, The Star and Saturday Star, as official media partners, will host various activities including 'The Theatre of Food', presented by the Angela Day Kitchen which will showcase cuisine from around the world with well-known chefs presenting live cooking demonstrations to visitors.

South African Breweries (SAB) in association with Tavern Promotions will quench the travelers' thirst at any of their three inflatable pubs: The Kilderkin, The Barrel or The Hogshead.

WHTF is synonymous with enjoying unforgettable experiences, exploring that ideal hideaway spot, discovering places to unwind or destinations to push the limits of adventure. From captivating tours just across our borders to exquisite and exotic places halfway across the world, the fair will have the whole family picturing themselves on white sandy beaches, in Middle Eastern deserts, lush jungles or busy European cities. Visitors will be thrilled at the travel offers / opportunities available.

WHTF is the only international outbound event where visitors will not only get information on international travel and holiday options, but be able to book and pay for their holiday on the spot.

Be sure to not miss any of the action that will be taking place at the World Holiday & Travel Fair this April.



WHAT'S HAPPENING AT TEPG?

With the recent merger of TEPG and Thebe Conferences & Events and the purchase of the International Fashion Sale, there have been a number of new faces joining the Thebe Team!

Michele Licence, Senior Project Manager and Milton Tshikau, Coordinator, both of whom were part of the Thebe Conferences & Events team, have joined the Special Projects, Conferences & Events Division. Enver Saferdien, Senior Coordinator and Arlene Lewis, Senior Project Manager are now both permanent staff members on the team.

Also new to TEPG are Kim Bath, Gerry Bloem and Natasha Nortje who are all working on the International Fashion Sale. Greg Browning recently joined TEPG as Sales Executive for the World Holiday and Travel Fair and Business Opportunities and Franchise Expo. Also a warm welcome to Nadine Levin, Senior Project Manager - Decorex

There have also been some new appointments at the Coca-Cola dome: Mpho Mokgoatheng, Sales Executive; Thabile Mkhabela-Motau, Senior Events Co-ordinator and Josie Harcombe, Senior Co-ordinator who will be assisting the Events Department.

Congratulations to the following staff on their promotions: Lizzy Mokhudu, Senior Co-ordinator; Nika Smit, Senior Project Manager - Decorex and Nicola Du Plooy, Senior Co-ordinator - Decorex.

Welcome to all the new-comers and congratulations to those well deserved promotions!

UPCOMING EVENTS (the Coca-Cola dome)

- WEDDING EXPO | 10 - 11 April
- WORLD HOLIDAY & TRAVEL FAIR | 16 - 18 April
- CASTROL EXTREME AUTO SHOW | 24 - 27 April
- THE BABY EXPO JOBURG | 13 - 16 May
- GRAND DESIGNS LIVE | 21 - 23 May
- MASTERS OF ROCK (DEEP PURPLE & URIAH HEPP) | 28 May
- THE WINE SHOW | 4 - 6 June

For more information on upcoming events visit www.coca-coladome.co.za

UPCOMING EVENTS (TEPG)

- WORLD HOLIDAY & TRAVEL FAIR | 16 - 18 April
- DECOREX CAPE TOWN & SA HANDMADE COLLECTION | 23 - 27 April
- INTERNATIONAL FASHION SALE | 29 July - 1 August
- DECOREX JOBURG & SA HANDMADE COLLECTION | 5 - 9 August
- BUSINESS OPPORTUNITIES & FRANCHISE EXPO | 17 - 19 September
- THE OFFICE ON SHOW | 27 - 29 October

For more information on upcoming events visit www.tepg.co.za

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If you have any suggestions or queries with regards to The Beat newsletter, please feel free to contact us on +27 11 549-8300 or email us on info@tepg.co.za. If you would like more information on upcoming events and latest news on Thebe Exhibitions & Projects Group please do not hesitate to visit our website: www.tepg.co.za. For any comments or constructive criticism, feel free to contact our Managing Director, Carol Weaving, carol@tepg.co.za. This newsletter does not necessarily reflect the opinions of the Thebe Exhibitions & Project Group management and its staff.