

# Joy at global exhibition day

VINCENT CRUYWAGEN

THE Cape Town International Convention Centre was happy to have participated in the inaugural Global Exhibition Day on Wednesday, chief executive Julie-May Ellingson said yesterday.

Ellingson said the exhibition not only helped brought together the global exhibitions and trade fair industries, but raised awareness around the contribution the industry made to the economy and to job creation.

She said the convention centre would continue to showcase “exciting and interactive custom-designed stands” and to highlight in the process the value of exhibitions and trade fairs, and how these contribute to Cape Town being recognised as a destination of choice for events.

“This exhibition stand is a collaboration with the convention centre in partnership with Expo Solutions, GL Events, In-House and Scan Display, without which these events would not be possible.

“The convention centre would like to thank its partners for their commitment and professionalism. We look forward to continuing to work together to grow trade fairs and exhibitions in the Western Cape and in South Africa,” Ellingson said.

Since opening its doors in 2003, the convention centre “has proudly hosted



**EXPO PLATFORM:** Julie-May Ellingson, COE of the Cape Town International Convention Centre.

almost 330 exhibitions and trade fairs”.

“We are excited and honoured to be a part of the inaugural Global Exhibitions Day. We are using this day to acknowledge the importance of the exhibitions and trade fair industries in growing our economy.

“Trade fairs and exhibitions provide a critical platform to showcase progress and investment opportunities within key catalytic sectors. The convention centre has proudly hosted almost 330 exhibitions and trade fairs since opening its doors in 2003.

“In the past financial year alone, the convention centre successfully hosted 32 exhibitions and trade fairs and wel-

comed 466 355 visitors to Cape Town and South Africa.”

Participant in the event Sergey Alexeev said: “We are pleased by the outstanding support we’ve received from more than 30 associations, organisers, venues and service providers and hundreds of individuals.”

Ellingson said the convention centre’s participation in Global Exhibitions Day illustrated the centre’s vision of becoming one of the world’s top 10 leading long-haul international convention centres by 2020.

“We hope to achieve this by increasing our offering through our expansion programme which will effectively double the centre’s existing capacity by adding 10 000m<sup>2</sup> multipurpose conference and exhibitions space and 3 000m<sup>2</sup> of formal and informal meeting space.

“This will allow us to meet the growing demand to stage more events, offer more flexibility and host concurrent events and exhibitions,” Ellingson said.

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