

Wherever in Africa
you want to do business...

...our events deliver contacts, content
and communities with the power to
transform your business



"Thebe Reed Exhibitions is ready to become an important player in Africa's future economy."

A bright new chapter of South Africa's exhibition industry has begun.

While the world recovers from the global economic slump that left its mark on our exhibitions industry, we embark on our exciting journey as an even stronger driver of business tourism in South Africa, and indeed across the continent, in partnership with the world's leading events organiser, Reed Exhibitions.

The merging of Thebe Exhibitions and Projects and Reed Exhibitions has created an events giant, perfectly poised to grow the exhibitions market across Africa.

After many years of being at the forefront of the business events industry in the region, and combining local logistics, operations, sales and marketing experience with global events organising expertise, Thebe Reed Exhibitions is ready to become an important player in Africa's future economy.

Not only do we already own a range of leading and award-winning exhibition titles and trade shows in South Africa, but the launch of new events such as Africa Travel Week in Cape Town sees Thebe Reed Exhibitions expose the world to the enormous potential Africa holds for the global travel industry, providing an opportunity for the continent to take a bigger role on the global tourism stage.

Our expertise cuts across economic sectors and we have made a huge effort in establishing exhibitions, trade fairs, events and conferences as an integral part of the marketing mix for many corporates, SMMEs and government entities. In addition, we manage one of South Africa's most successful venues, Johannesburg's Coca-Cola dome, and have an African expansion strategy for venue management in place.

Our exhibitions bring the right people together, supplying the right product or service for a specific need. We will tailor-make your exhibition and help shape the future of your company.

We look forward to doing business with you.

Carol Weaving
Managing Director
Thebe Reed Exhibitions Group



Leader in Southern Africa

Thebe Reed Exhibitions is Southern Africa's top exhibition organiser and venue management company, with it's relationship with Reed Exhibitions, we have access to global trade and consumer event organising expertise serving 43 industry sectors, we provide the best platform to showcase all industry sectors.



Part of the world's number one

Reed Exhibitions, the world's leading events organiser and part of the FTSE-listed Reed Elsevier Group, holds the majority stake – 60% - in Thebe Reed Exhibitions. The Thebe Tourism Group, the heritage-based tourism division of the Thebe Investment Corporation, holds a further 30% while Managing Director Carol Weaving retains a 10% stake in the group. The group's two divisions focus on exhibitions and venue management.





Commitment to our environment

We are committed to entrenching the role of exhibitions in the marketing mix and to the environment in which we operate. Our Black Economic Empowerment rating shows that we are a fully representative South African business, as does our involvement in communities through social investment projects. We also take care to ensure that every exhibition we manage is sensitive to the natural environment.



Partnerships that work

With the interests of our exhibitors at heart, we form partnerships with associations, government departments, corporates and charities in every event we take on. This ensures relevant one-on-one contact for everyone involved, as well as real networking opportunities. What is more, it is good for business.



Richard Mortimore | Chairman

Richard Mortimore is CEO of Reed Exhibitions UK, part of Reed Exhibitions, the world's leading event organiser. He joined Reed Exhibitions as Managing Director of the Travel division in May 2006 and was responsible for the global development of the portfolio of travel and meeting exhibitions as well as running the day-to-day operations of the group. He is now responsible for a global network of events including World Travel Market in London, Arabian Travel Market in Dubai, six luxury travel events in France, Japan, Africa, Mexico, China and the UK, Aircraft Interiors in Seattle and The London Book Fair.

Richard is well-known for his former role as Director of International Sales for US Airways with overall responsibility for EMEA as well as a variety of roles for United Airlines and Virgin Atlantic in a career spanning 20 years.

Jerry Mabena | Director

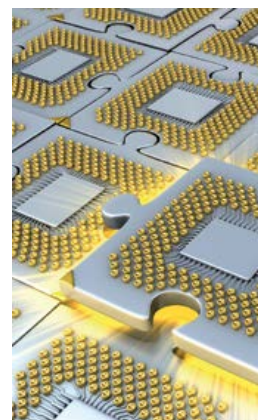
Jerry is an entrepreneurial business executive with vast experience in the marketing, advertising, telecoms, events and property management sectors. As the CEO of Thebe Services division, Jerry is responsible for managing a portfolio that contains 16 subsidiary and associate companies. These are customer facing, service-centered businesses. The portfolio make-up is in financial services, tourism, media and property management. Jerry has a B.com (Economics & Industrial Psychology) degree from Rhodes University and an Accounting & Finance certificate from Wits Business School.



Corinne Cunningham | Director

Corinne Cunningham's role as Finance and Commercial Director, Europe at Reed Exhibitions encompasses responsibility for finance, strategy & acquisitions and IT. She has worked for Reed Exhibitions for 7 years and has been with Reed Elsevier for nearly 20 - previously at RBI in both the UK and continental Europe

Since 2013 her role has expanded to cover finance and strategy for the UK, MIDEM, Austria, Germany and Russia.



Brett Hendricks | Director

Brett Hendricks is the General Manager of Thebe Services and Director of Thebe Reed Exhibitions. Prior to his appointment as GM, Brett served as Thebe Tourism Group's CFO and afore this Group Financial Manager. Before Brett joined Thebe, he spent 10 years with BDO Spencer Steward in the auditing profession, where he completed his articles and then spent 3 years as an audit manager, before moving to the corporate finance division as a senior executive, where he consulted to businesses and headed up various projects consisting of valuations, due diligence and internal audit. He serves on various boards and committees within Thebe Tourism Group.

Carol Weaving | Managing Director

A doyenne of South Africa's business tourism industry, Carol has for over 25 years been dedicated to enhancing the role of the exhibition and events industry in the marketing mix - both locally and internationally - and is a recognised leader in her field.

She has led Thebe Reed Exhibitions through a period of continued growth, overseeing a portfolio of over 14 trade and consumer exhibitions, as well as managing venues such as the Coca-Cola Dome. She has been instrumental in facilitating the investments of both the Thebe Tourism Group and Reed Exhibitions during her tenure.

She was the first-ever female chairperson of the Exhibition and Event Association of Southern Africa [EXSA].



Thabo Molefe | Director

Thabo Molefe was appointed to the LexisNexis South Africa board in 2005. Over the years, his career has seen him assume responsibility for new-sales and marketing strategies, as well as handling the development of customer markets and customer engagement models. At LexisNexis South Africa he is responsible for the sales and marketing strategy of the organisation, new sales and annuity revenue growth, as well as the development, alignment and planning of all sales resources and routes to market. He is also accountable for the development of new markets, the maintenance of existing customer relationships through senior level and executive relationship ownership, and the overall positioning of the brand and customer experience.

ILTM[®]AFRICA



INCENTIVES, BUSINESS
TRAVEL & MEETINGS
EXPO | AFRICA



Part of:

AFRICA | TRAVEL | WEEK[™]

ILTM Africa

ILTM Africa is a specialist invitation-only event, where the very best travel agents and advisors from across the world meet Africa's most spectacular luxury travel experiences. A bespoke appointment programme lies at the heart of the event, allowing buyers and exhibitors to choose up to 57 appointments from a select community of elite buyers and suppliers.

www.iltm.com/africa/

IBTM Africa

The new invitation only event for Africa's incentives, meetings and business travel industry. This highly targeted event will bring together buyers and suppliers for three days of business, education and networking all held in Cape Town, South Africa.

www.ibtmevents.com/IBTM-Africa

WTM Africa

Set to be the leading B2B exhibition for the African travel industry, inbound and outbound. WTM Africa will provide the perfect platform for international and pan-African buyers and sellers, all focused on the African market, to conduct business and network in a fresh new environment.

www.wtmafrica.com

Africa Travel Week[™]

Run in conjunction with Reed Travel Exhibitions, Africa Travel Week comprises three co-located shows – ILTM Africa, IBTM Africa and WTM Africa – encompassing Africa's inbound and outbound markets for general leisure travel, luxury tourism, and the MICE/business travel sector. Both ILTM Africa and IBTM Africa operate with a pre-qualified hosted buyer programme and a pre-scheduled appointment system. WTM Africa combines a hosted buyer and appointment system with a trade visitor programme.

www.africatravelweek.com

"This has been the best show we've attended. We are networking with quality buyers and have over 500 appointments over the two days." Mark Collins, Director, Dreams4Africa





Business Opportunities & Franchise Expo

Business Opportunities & Franchise Expo

The Business Opportunities and Franchise Expo brings together business opportunities, franchise options and business support service companies to successful and aspirant entrepreneurs who have the motivation and capital to invest in new business ventures. It assists aspiring entrepreneurs and small to medium business owners to change their career paths by owning their own businesses and gives companies offering business opportunities and franchisors the opportunity to meet face-to-face with potential new investors.

"We have experienced a high calibre of visitors at BOFE. Visitors came prepared, they knew what to ask and they knew what they were looking for. BOFE was one of the best shows that we have participated in." Gregory Binstead, Maxi's



decorex^{sa}

Decorex SA

Hosted in Johannesburg, Cape Town and Durban, Decorex SA is South Africa's premier décor, design and lifestyle portfolio. For over 21 years Decorex SA has been a showcase of the latest décor and design trends, products and information. With hundreds of leading brands exhibiting, Decorex SA is a celebration of South African design in all facets.

"Decorex Cape Town was an outstanding success for Caesarstone. What we love about Decorex Cape Town is that it attracts the right target market for our brand. The success of Decorex Cape Town is the result of an excellent marketing campaign and the outstanding, professional and efficient organisation on the part of the Decorex team who made it all happen. My congratulations to them all!" Trevor King, Caesarstone

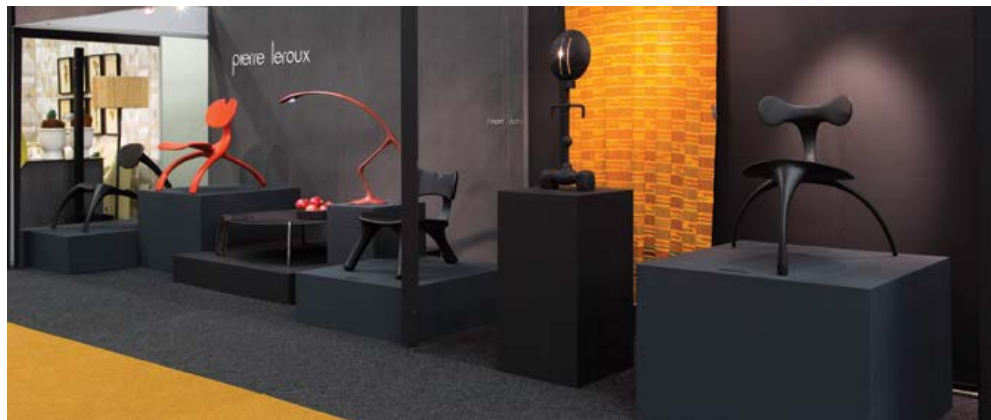


100%design™ south africa

100% Design South Africa

Running alongside Decorex SA, 100% Design South Africa is a contemporary showcase of the finest residential, hospitality, office and product design in South Africa. It is an international exhibition of professional design and interior design with over 100 exhibitors. In addition to the exhibition, there are 100% Design talks with leading international and local design professionals.

"100% Design South Africa is about discerning design and pushing creative boundaries in a visual theatre. We are very proud to have this addition to our portfolio. With this brand we will embark on new marketing strategies to bring the local and international trade audience to the show. The South African Market is in need of this platform and with the knowledge and expertise of our team, we are excited to execute." Sian Steyn, Decorex SA



GAUTENG MOTOR SHOW

Gauteng Motor Show

The Gauteng Motor Show is the ultimate motoring event, with action-packed excitement that will rev any adrenalin junkie's engine. Offering a fun fuelled entertainment line-up including drifting, drag racing, competitions, a wide range of kiddie's entertainment, music and an array of products and services from the motor industry for all petrol heads and adrenalin junkies! It is a day out for the whole family.

"The event was well organised, with people being able to easily move from one activity to the other on foot." The tagline 'The ultimate motoring event to excite, ignite and fire you up on all cylinders!' Definitely lived up to expectations."

Do It Now Magazine





mediatech

advanced technology trade fair africa

Mediatech Africa

Mediatech Africa co-owned by Sun Circle Publishers (Pty) Ltd. is the largest technology trade show in Africa for the broadcast media and live entertainment industries. It attracts exhibitors from across the world as well as local distributors and suppliers, to meet with thousands of tech-savvy visitors seeking to experience the latest trends in technology.

"I thought the show was well organised and it was busy due to the diversity of media and technology being shown. For us as first time exhibitors, we were not sure what to expect but we felt it was very worthwhile and we met our objective which was to introduce our company to the major broadcasters in South Africa." Tom Gittins, Director of Sales, Pebble Beach Systems



Sports & Events Tourism Exchange

Sports & Events Tourism Exchange

SETE Exhibition and Conference is a dynamic business to business platform that is aimed at positioning South Africa as a sports & events tourism destination. It encourages collaboration between the sports, events and tourism industries who will showcase their product offerings to the attending International Hosted Buyers and SA corporates, specializing in these sectors and who are interested in bringing business to South Africa.

"This year I personally had a very productive trip with two big opportunities already rolling in and few more in the pipeline."
Arun Raghu, Fans on Stands, India





investment & retirement expo

live.plan.play

Investment & Retirement Expo

The Investment & Retirement Expo provides a platform for companies and organisations offering products, knowledge and solutions for retirement planning and positive lifestyle options. In addition to educating visitors about the range of financial planning and retirement lifestyle products and services available, the expo promotes healthy aging, perfect planning and positive living.

"The Retirement Expo brought leads directly to us, that we would have spent a lot of time to find otherwise. Visitors are willing to sit down and talk to us about our product and service offering. We also found that we built good relationships and prospective leads with other exhibitors. There are a lot of synergies at this expo." Link2Care



Thebe Reed Venue Management

Thebe Reed Venue Management

For the fourth consecutive term, Thebe Reed Venue Management have been awarded the management rights until 2024, via a long-term contract with Sasol Pension fund, for South Africa's leading indoor multipurpose entertainment venue, the Coca-Cola dome.

Our vision and management has earned this landmark venue the title of Johannesburg's Best Concert Venue for over a decade. Thebe Reed Venue Management t/a the Coca-Cola dome has won several awards and were recently voted as the 19th best arena in the world.

"Hobby-X is proud of its long association with the Coca-Cola dome, having been the very first exhibition to be hosted at this iconic venue. Over the years we have enjoyed working with a professional and dedicated team whose support and commitment are always evident, and we look forward to many more successful years together." Gloria Bastos & Elizabeth Morley - Hobby-X





the Coca-Cola dome

Under the roof of one of Johannesburg's most-recognised landmarks, you'll find South Africa's premier multi-purpose venue. From its huge 16,000 square metre arena to its private hospitality suites, the Coca-Cola dome is the most flexible entertainment space in Africa.

It can be transformed into whatever you need it to be – whether you want to launch a product, throw a year-end celebration, host a banquet for 500 to 5,000 guests, attract 19,000 fans to a top international concert, or hold an exhibition that draws in a record number of visitors – the Coca-Cola dome is truly unrivalled in its capability to host any event.

Every event is backed by a core staff of highly motivated, service-driven individuals who have together built a reputation as one of South Africa's top entertainment venue teams.

Experience. Accessibility. Excellence are three words that sum up this incredible venue. Our flexibility, your success!

"Big Concerts has over the last 24 years grown into South Africa's biggest live entertainment promoter. Since 1998 Big Concerts have promoted more 108 concerts at the dome attended by almost 1.5 million fans. We would like to thank all the great people at the dome who have delivered a first class service to Big Concerts. We could not have done it without you guys as well as the thousands of security staff, medical services, the various authorities including the Johannesburg City Council, Traffic Department, Metro Police and the 1.5 millions of fans for supporting Big Concerts held at the dome over the last 15 years."

Attie van Wyk – Big Concerts

"2013 marked the 15th year that HOMEMAKERS Expo has been hosted at the Coca-Cola dome and we thank them for providing us with a smooth, hassle-free and enjoyable ride! This fore-running 1st large consumer event of the year is not without its challenges given the show size and profile, and in all this time the dedication, passion and client-centric focus of the CCD team as venue owner representatives has been consistent. Hats off to them and thanks to each and every CCD team member!" HOMEMAKERS Organising Team





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Visit www.ThebeReed.co.za to discover your gateway to new
markets, new communities and new business.

 **Thebe Reed Exhibitions**

Contact our team of experts and we will ensure that your next event is a success.
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