

Paul Kruger Street, Tshwane, Gauteng



Gauteng Exhibition Planners Guide

Find your Feet in South Africa

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NATIONAL CONVENTION BUREAU

southafrica.net



**When it comes to exhibitions,
the evolving needs of our clients
and the future of the industry
has accelerated.**

Progressive destinations and venues reimagined their identities beyond physical places and spaces. In response to this, South Africa, as an exhibition destination, adopted a future-fit mindset and gained valuable expertise in its offering in response to these trends. Combining experience with ease of access, top infrastructure, affordability, and an amazing all-year climate. South Africa as a top exhibition destination is ready and able to host exceptional world-class exhibitions in a distinct, unforgettable way. In recent

years, South Africa has hosted Electra Mining Africa (having celebrated 50 years in September 2022), Africa Automation Technology Fair, SAITEX 2022, Africa Agri Tech, Hostex 2022, Meetings Africa 2022, The Hotel & Hospitality Show 2022, World Travel Market Africa 2022, and Propak Africa 2022. This track record has left the destination with expertise in hosting city-wide events.

**If you're looking for something
that is more than just an
exhibition destination,
we would like to advocate
South Africa.**

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South Africa: An Exhibition Destination that Ignites Curiosity

Exhibitions are a critical part of any industry for the opportunities they offer. A gathering of like-minded professionals exposing buyers and exhibitors to alternative and ground-breaking ways of working and operating.

Exhibitions are also the most powerful, versatile, and cost-effective marketing tool available according to The Global Association of the Exhibition Industry's (UFI's) Global Exhibition Barometer. South Africa offers an evolved service to exhibitors and attendees that showcases the country's agility, top infrastructure, and digital expertise.

If you're looking for a destination offering world-class venues and infrastructure, combined with unique spaces and places against a landscape of beach, bush, or mountain, look no further than South Africa.

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Reasons to Exhibit in South Africa

01

Modern, innovative English-speaking hi-tech cities

02

World-Class exhibition and trade show venues

03

Incredible connectivity and broadcasting technology

04

Proven track record of hosting international business events

05

Incredible value for money in a unique location

06

Home to the Gautrain, South Africa's urban rapid transit railway system

07

Over 30 direct international flights

08

State-of-the-art exhibition-ready infrastructure

09

Economic powerhouse of the African continent

10

Easy access for post-event excursions and tours

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Welcome to Gauteng: The Gateway to South Africa

As the smallest province in South Africa, Gauteng accounts for only 1.5% of the country's land area. However, it is home to more than a quarter of South Africa's population.

A vibrant economic hub, it is a popular destination for business with a significant number of international companies basing their headquarters in Johannesburg. Gauteng hosts three metropolitan municipalities – City of Ekurhuleni, City of Johannesburg, and City of Tshwane, all of which are major urban hubs for business meetings and events.

Gauteng is the province with the largest exhibition venues in South Africa and as a result, hosts more than two-thirds of the exhibitions in the country. In addition to this, it has the highest number of flights coming into South Africa giving it the best connectivity and ease of access through OR Tambo International Airport and the Gautrain.

Being the first stop in the country, it is a convenient destination for international exhibitors looking for a sophisticated destination that offers world-class infrastructure, facilities, and entertainment.

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Key Sectors and Markets

The exhibitions industry plays a vital role in the global economy as a key driver for economic growth and development.

The sector experienced steady growth and was contributing an impressive R75 billion to the South African economy per annum*.

The industry also contributed to the tourism sector, through the attendance of more than 1 million exhibition visitors to the tune of R23 billion annually.

**Association for African Exhibition Organisers (AAXO) – Economic Impact of the Exhibition Industry. April 2017.*

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Key Sectors for Gauteng



As the economic hub of South Africa, which contributes to more than a third of the country's economy, the province of Gauteng dominates in a large number of economic sectors:

- Banking and Finance
- Mining (especially relating to gold)
- Manufacturing
- Television and Film
- Business Services and Outsourcing
- Energy
- Pharmaceuticals
- Health Sciences
- Information and Communication Technologies
- Technologies
- Automotive
- Metallurgy

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Hybrid Exhibition and Events

All venues in Gauteng have re-engineered, reimagined, and reinvented their offerings and offer a blend of virtual and in-person exhibitions.

However, by adopting the latest cutting-edge audio-visual technology to digitising aspects such as ticketing, registration, monetisation, and sponsorship opportunities, visitors can now also experience a world-class exhibition and productive events online.

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Supplier Partners

Gauteng has a wide range of supplier partners that have a strong understanding of the local market and can operate at a world-class level.

As your partner on the ground, they have access to the right service providers with the right credentials to take your exhibition and/or event to the next level. Service providers have worked to evolve their way of working to adapt to the needs of the exhibitor of today.

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Other Major Provinces

Western Cape

Cape Town is rated as the Number 1 Convention City in Africa and the Cape Town International Convention Centre (CTICC) has been a leading world-class venue host offering state-of-the-art facilities.

Key Sectors:

- Consumer Goods and Services
- Tourism and Hospitality
- Agriculture
- Building and Construction
- Industrial Engineering
- Financial and Business Services

KwaZulu-Natal

Durban was the first city to establish an international convention centre and was the trailblazer in the growth and development of the business events industry in the country.

Key Sectors:

- Agriculture
- Automotive
- Mining
- Maritime
- Import and Export



Exhibition Venues

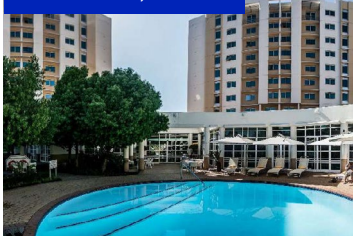
Sandton Convention Centre

Conveniently located in the economic hub of Sandton in Johannesburg, Sandton Convention Centre is a well-equipped business event venue that has a respectable record of exhibitions and conferences held on its premises. It is easily accessible for local and international organisers and boasts 22 000m² of floor space, hi-tech overhead rigging, and a ceiling height of 6.5m.

Where to Stay

- Garden Court, Sandton
- The Maslow Hotel, Sandton
- Sandton Sun and Towers
- Capital Hotel on the Park

Garden Court, Sandton



The Maslow Hotel



Capital Hotel



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Gallagher Convention Centre

On a 32-hectare property, Gallagher Convention Centre, is one of Africa's largest exhibition venues with a total exhibit space of 27 000m². The venue offers 27 multi-purpose venue options that are well suited to exhibitions. It also offers 3 meeting rooms of which the largest room has a capacity of 17 800m².

With over 5 000 parking bays, a database of qualified suppliers and high-level on-site exhibition facilities, Gallagher Convention Centre is your venue of choice for your next trendsetting exhibition.

Where to Stay

- Premier Hotel, Midrand
- City Lodge Hotel, Fourways
- Mercure, Johannesburg, Midrand Hotel
- SunSquare, Montecasino

Premier Hotel, Midrand



City Lodge Hotel, Fourways



SunSquare, Montecasino



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Johannesburg Expo Centre

Johannesburg Expo Centre (JEC) is a best-loved landmark and mass event venue. With over 150 000m² of space and the capacity to hold 100 000 guests, it is one of the venues of choice that offers scalable solutions when it comes to exhibitions.

Where to Stay

- Eagles Nest Estate Guest House
- Blueberry Hill Hotel
- Anew Hotel Parktonian



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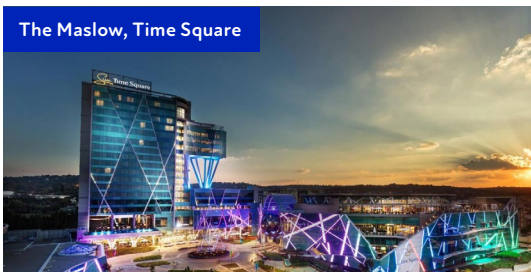
CSIR International Convention Centre

The CSIR International Convention Centre is designed in an open plan format and the exhibition centre is an extension of the main foyer allowing for greater visibility for your business events. With more than 1 000m² of exhibition space, the CSIR International Convention Centre has ample floor space on the ground floor to meet all your exhibition requirements. The Exhibition Hall at the CSIR ICC can cater for up to 1 000 people.

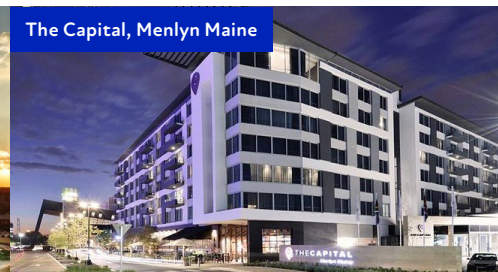
Where to Stay

- The Maslow, Time Square
- The Capital, Menlyn Maine

The Maslow, Time Square



The Capital, Menlyn Maine



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Accessibility

Johannesburg OR Tambo International Airport

OR Tambo International Airport carries all the hallmarks of a world-class airport – location, accessibility, and connectivity. Ideally situated in Johannesburg it boasts excellent road infrastructure linking it to the national road network.

Lanseria Airport

Lanseria Airport is located approximately 30km northwest of Sandton and it serves mainly short-haul destinations. It is also the airport of choice for many charter flights to private game reserves. Local budget carrier, FlySafair, operates from Lanseria Airport.

Rail System

Gautrain

The Gautrain rapid rail system links the airport with Sandton and was further extended to Johannesburg, Pretoria and Ekurhuleni.

Tshwane

Tshwane is located 65 km north of Johannesburg and is easily accessible with the amazing high-speed Gautrain stops at 3 local stations (Centurion, Pretoria, and Hatfield) between OR Tambo and Sandton. Five major highways join this region providing vital access to other cities.

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What's New?



Newmark Hotels – The Catalyst Hotel

The Catalyst Hotel is set in an upscale business-and-leisure district in Sandton, which has been dubbed 'Africa's richest square mile'. Its convenient location and our premium facilities make The Catalyst Hotel an ideal option for your meeting, conference, and event requirements, as well as for executive retreats.



ANEW Hotel, Centurion

ANEW Hotel, Centurion offers 7 conference and events venues suitable for conferences, a variety of celebrations, corporate events, meetings, or team-building activities. With its convenient location close to major highways, separate visitors entrances, and secure parking, ANEW Hotel Centurion is your perfect events partner.



Marataba 5-Star Camp Experience

Marataba is in Marakele National Park, Hartbeestfontein, a three-hour drive north of Johannesburg. The experience attributes include no electricity, the vehicles are equipped with small chargers that are powerful enough to charge camera batteries and phones.



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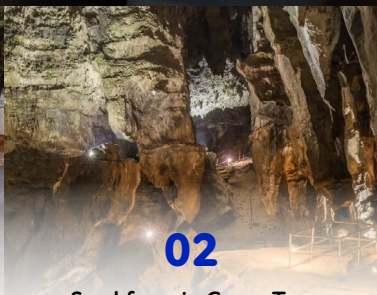


Tours and Excursions



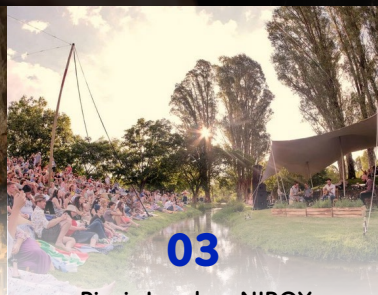
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Soweto Township Tours:
The best way for visitors to immerse themselves in the vibrant atmosphere of township life.



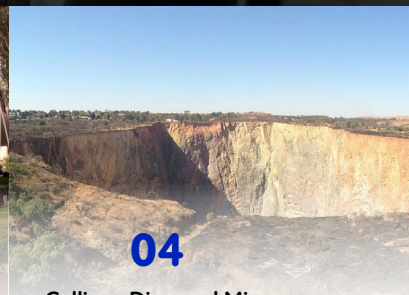
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Sterkfontein Caves Tour
(History & Heritage)
The Sterkfontein Caves are credited with many notable discoveries.



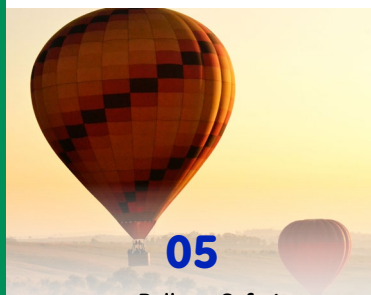
03

Picnic Lunch at NIROX Sculpture Park (Arts & Culture, History). A venue dedicated to the benefit of the arts, since 2006.



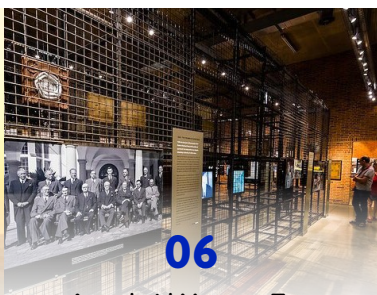
04

Cullinan Diamond Mine Surface Tour This mine has produced some of the world's largest high-quality gemstones.



05

Balloon Safari
Sip champagne while drifting high above the Magaliesberg Mountains mountain range.



06

Apartheid Museum Tour
A visit to Gauteng would be incomplete without an outing to the Apartheid Museum.



07

Lesedi Cultural Village
It's an adventure that reveals the mystical cultures and traditions of Africa, tribal folklore and traditions.



08

Dinokeng Game Reserve
The first free-roaming Big 5 residential game reserve in Gauteng.

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Visa Regulations

Guests looking to visit South Africa must produce a valid visa before they can enter the country. A visa will be issued for a visit for tourism or business purposes and is valid for a period of 90 days (3 months).

Certain countries are exempted from visa control, which means that citizens from those countries do not need a visa to visit South Africa. For those that require visas, please note that visas are not issued at South African ports of entry, and airline officials must insist on visas before allowing passengers to board.

Find out more about the:

[Requirements for a visa](#)

[Types of visas](#)

[Countries exempt from South African visas](#)

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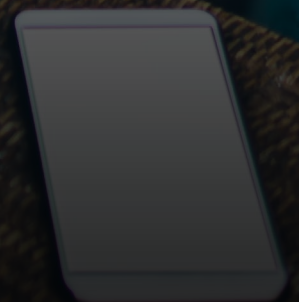
To Our Valued Partners

The SANCB has implemented a portal, which is a web-based platform allowing the business events industry to collaborate with the SANCB in bidding for the business events.

This tool provides personalised access and self-service by enabling convention bureaus and other business events stakeholders to solicit support from the SANCB and exchange information relating to bidding for business events. The system is integrated with the Customer Relationship Management system (CRM) for operational efficiency and allows for industry partner management, consumer marketing, forecasting and reporting.

Features of the portal and how will it assist our clients include:

- Personalised access
- A dashboard that provides a holistic view of all the user's projects
- Functionality to exchange information with the SANCB for bidding purposes
- Reporting functionality



Visit our portal for a step-by-step guide here:

<https://ncbportal.southafrica.net>

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