

## **Cape Town International Convention Centre (CTICC) press release**

### **For immediate release**

1 November 2017

### **Parents and tots enjoy MamaMagic in new extension of CTICC**

The Cape Town International Convention Centre (CTICC) successfully hosted its first consumer exhibition in its brand new facility, CTICC 2, this weekend.

Nearly 15 000 parents and children flocked to MamaMagic – The Baby Expo, which took place from 27 to 29 October 2017 for parenting advice, entertainment, and a fair bit of shopping.

The Baby Expo has been providing South African parents with advice and support for over a decade. After being housed in CTICC 1 since 2007, the exhibition moved into CTICC 2 as one of the new facility's first clients.

CTICC 2 opened for business in September 2017.

“We are excited to be one of the first major events in the new CTICC 2. The new building is a wonderful addition to the CTICC and is an exceptional space for us to host our annual event, which sees about 20 000 feet come through the door each year. The design of the building is truly impressive, which I believe will enhance visitors' experience,” said Warren Murray, the event's Exhibition Director.

MamaMagic occupied three exhibition halls in the new centre and also created a play area for children in the venue's outdoor space.

“It is an absolute honour for us to host MamaMagic – The Baby Expo in CTICC 2 following the success we had hosting our first event, the 21<sup>st</sup> Annual Congress of the South African Council of Shopping Centres in September. Our clients have



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been phenomenal in their support. Hosting these first series of events allow us to look at repeat events in a new way, strengthen relationships with established clients and identify best practices in delivering a world-class service in our new venues," said Julie-May Ellingson, Chief Executive Officer of the CTICC.

MamaMagic is a popular family outing as parenting brands offer expert advice, new innovations and cut-price products to parents and parents-to-be. Live entertainment keep children occupied and amused. From the social media comments posted over over the three days it was clear that Capetonians had great fun at the event. The Barney Show, featuring the loveable purple Dinosaur, was a sell-out. The event is also an important trading weekend for MamaMagic exhibitors.

"CTICC 2 is our new baby and we are just as nervously excited to showcase its features as proud parents. MamaMagic is a large consumer show with big brand exhibitors and discerning attendees which make it a robust demonstration of the new venue's capabilities. We are very glad that our delegates gave it a two thumbs up," said Ellingson.

CTICC 2 has six exhibition halls across two floors and adds 10 000m<sup>2</sup> of exhibition space to the convention centre's inventory, allowing for the growth of an array of consumer exhibitions.

"We want parents and expectant parents to come and find inspiration for their journey into parenthood. The exhibition allows them the opportunity to speak to industry experts one-on-one, and have all their questions answered there and then," added Projeni Pather, founder of MamaMagic.

Following The Baby Expo, CTICC 2 will play host to the 20<sup>th</sup> AfricaCom 2017, the biggest African telecoms and technology gathering from 7 to 9 November 2017.

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