

## **PRESS RELEASE FROM THE CAPE TOWN INTERNATIONAL CONVENTION CENTRE (CTICC)**

7 June 2016

### **For immediate release**

The Cape Town International Convention Centre is delighted to announce its participation in the inaugural Global Exhibitions Day (GED) taking place on Wednesday 8 June 2016.

GED will bring together the global exhibitions and trade fair industries to raise awareness around the valuable contribution the industry makes to the economy, as well as the positive contribution it has on job creation.

The CTICC will be showcasing an exciting and interactive custom-designed stand on GED and welcomes industry, stakeholders and the public to participate in highlighting the importance of exhibitions and trade fairs, and how the industry contributes to Cape Town being recognised as a destination of choice for events.

"This exhibition stand is a collaboration with CTICC partners Expo Solutions, GL Events, In-House, and Scan Display without whom this would not have been possible. The CTICC would like to thank its partners for their commitment and professionalism and we look forward to continuing to work hand-in-hand to grow trade fairs and exhibitions in the Western Cape and South Africa," says Julie-May Ellingson, Chief Executive Officer, CTICC.

Since opening its doors in 2003, the CTICC has proudly hosted 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 CTICC has proudly hosted almost 330 exhibitions and trade fairs since opening its doors in 2003. In the past financial year alone, the CTICC successfully hosted 32 exhibitions and trade fairs and welcomed 466 355 visitors to Cape Town and South Africa," says Ellingson.

"We are very pleased by the outstanding support we've received from more than 30 associations, dozens of UFI members, organisers, venues and service providers, and hundreds of individuals," says Sergey Alexeev, President of UFI.

The CTICC's participation in Global Exhibitions Day illustrates the centre's vision of becoming one of the world's top ten leading long-haul international convention centres by 2020.

"We hope to achieve this by increasing our offering through our CTICC East expansion which will effectively double the centre's existing capacity by adding 10 000m<sup>2</sup> multi-purpose 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 of various sizes," adds Ellingson.

**Ends**