

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

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CTICC

### **GAMING COMES ALIVE WHEN THE CTICC HOSTS THE ELECTRONIC AND GAMING EXPO 2016**

The CTICC will be taking the tradition of overnight gaming to new heights when it hosts gamers during the Electronic and Gaming Expo 2016.

In its second year, an expected 20 000 electronic and gaming fans will descend on the CTICC for the three-day expo. It is estimated that South Africa boasts 3.5 million casual gamers.

As part of this exciting event, the expo and CTICC will cater for those serious enthusiasts by providing a secure overnight space for fans to game via LAN (Local Area Network). This is in addition to the daily activities taking place at the centre.

"We have hosted events that last well into the night in the past but this will be the first time that the CTICC will host an expo, where South African electronic and gaming fans, will compete throughout the night against their equally enthusiastic counterparts across the world. The CTICC is proud to be part of this pioneering event which, we believe, has significant growth potential," says Julie-May Ellingson, Chief Executive Officer of the CTICC.

A PwC report estimates that by 2018 the gaming sector in South Africa would be worth R3.7 billion. The console gaming sector is estimated to grow 9.9% between 2013 and 2018 – in 2013 the console gaming sector amassed R960 million and is expected to grow to R1.5 billion by 2018. The report suggests online gaming is expected to grow to R291 million in 2018, while mobile gaming will be worth R1.47 billion by 2018.

"The CTICC has the size, that is, the volume of the halls and the internet connectivity, not to mention the fact that it's Africa's number one exhibition and conference venue," says Johnny Malherbe, Electronic and Gaming Expo 2016 organiser.

Malherbe adds: "Everyone loves games, be it computer, console, table top and the like, as well as mobile gaming which is becoming the fastest growing sector in gaming. Also, anyone can play – there are very few barriers."

Added measures have been put in place to make sure that visitors to the CTICC and those who will be participating in the overnight gaming competition are safe and secure with trained security and health professionals at hand.



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In addition to the LAN gaming, the expo also offers Cosplay, where participants wear costumes and accessories of their favourite characters; table games; amazing stands; gaming, competitive gaming; and memorabilia.

The Electronic and Gaming Expo takes place from 29 to 31 July 2016. For more information about the event, visit [www.egesa.co.za](http://www.egesa.co.za)

#### **ENDS**

For additional information, contact Susan Davis, Corporate Communications Manager, CTICC, at 021 410 5000 or email [susand@cticc.co.za](mailto:susand@cticc.co.za).



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