

## SPORTS AND EVENTS TOURISM – BUILDING ON THE LEGACY



These days many people say that the 2010 world cup is 'old hat.' To some extent that may be true, but we cannot afford to underestimate its legacy. Fact of the matter is that South Africa delivered the best world cup ever and that it is the biggest sporting event in the world.

Sports tourism is one of the fastest growing areas of the global travel and tourism industry and South Africa is now, without a doubt, a leader in the field. The pressure to win the bid to host mega-events and reap the rewards is evident in increasingly aggressive bid processes.

Sports tourism and mega events in South Africa is estimated to contribute more than R6 billion to our tourism industry. More than 10 percent of foreign tourists come to South Africa to watch or participate in sports events, with spectators accounting for 60 to 80 percent of these arrivals. This is extremely valuable for the

leisure tourism sector.

At the recent sports and events tourism conference in Cape Town experts agreed that we cannot rest on our laurels, now that we've proved what we can do. Even with the legacy of the world cup, we will not be able to sustain the momentum if we do not have a clearly formulated strategy and plan in place to grow the industry.

The conference brought together decision makers in this industry for the first time, discussing aspects like destination branding and sponsorships and looking at some very interesting international case studies.

While many of us are not directly involved in sports events, the impact on the broader events industry is huge. We need to keep a close watch on developments in the sporting arena and be pro-active in turning sports events into business opportunities – into conferences, product launches, exhibitions and networking

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events. We need to work with authorities that are putting bids together, making sure that our events form an integral part of bid documents. We need to work with incentive travel companies, sports tour operators and government agencies. We need to negotiate sponsorships and we need to provide essential strategic and logistical support.

Central to all of this is a thorough understanding of the interrelatedness of sports and events, of how the different pieces of the puzzle fit together. Again it also boils down to networking and constantly staying ahead of the game, making sure that you have information on the latest developments at your fingertips.

I believe South Africa has what it takes. We've set a benchmark and the secret now lies in constant and sustained delivery.

*Carol Weaving*

Managing Director:  
Thebe Exhibitions & Projects Group

## GROUP NEWS



**Siphon Alex Nkosi** 05 Jan 1972 – 15 Oct 2011

A tribute to a great friend and colleague - Siphon Alex Nkosi. Greatly missed, forever cherished and always remembered.

On 15 October 2011 we were deeply shocked to learn of the untimely passing of Siphon Alex Nkosi, a great friend and colleague to all of us at Thebe Exhibitions & Projects Group, and in particular, the team at the Coca-Cola dome, who worked with him on a daily basis.

Alex started working at the dome in 1999 as a Storeman and was later promoted to

Maintenance Assistant. Management soon realised his skills in the rigging field and through our relationship with Gearhouse South Africa, arranged for a month of hands on experience at the Gearhouse Johannesburg office, where Alex was trained on all practical aspects of rigging and working at height.

Alex also received fall arrest training and subsequently became the Coca-Cola dome's in-house head rigger, ultimately responsible for all items rigged on the catwalk system.

Siphon, as he was affectionately known by all

at the dome, always stood out because of his dedication and gentle, selfless nature. All who knew him regarded him with great respect. We all knew Alex to be an honest and kind man and his efforts and contributions will never be forgotten.

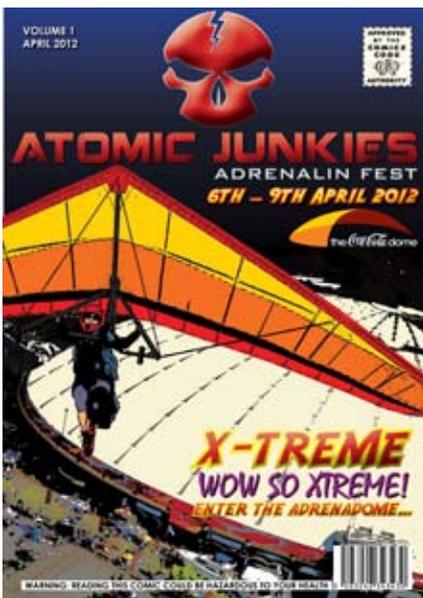
Many of us worked with Alex for over 10 years and we became more than colleagues; we became family. Alex will be greatly missed and we are all deeply saddened by his passing.

Our thoughts and prayers are with his family during this difficult time.

## EXHIBITIONS NEWS

# ATOMIC JUNKIES HITS JOZI IN APRIL 2012

Thebe Exhibitions and Projects Group (TEPG) has introduced Atomic Junkies, an extreme sports and adrenalin fest that will take place at Johannesburg's Coca-Cola dome over Easter next year, from 6 to 9 April.



TEPG Managing Director Carol Weaving says Atomic Junkies will be a hype driven event that will appeal to all race, gender and income groups. "We strive to attract the top talent. We will present what's 'cool' and reach a target

audience that is ready for a new culture of sports. Traditional sport is no longer enough. Activities continually evolve as participants look for new ways to challenge themselves and perform increasingly dangerous feats."

She says Atomic Junkies will showcase the most famous names in extreme and adrenalin sports, generating renewed interest in Johannesburg's sports tourism industry post the 2010 FIFA World Cup. "The event will represent a funky, adventurous and exciting approach to celebrating life as a youth or a young adult in South Africa."

With at least 15 top international athletes and over 3 000 national participants and thousands of visitors, the Atomic Junkies Live Adrenalin Theatre will be the must-see event of the festival. Each day spectacular displays of the most unbelievable stunts will be performed by world class athletes. The shows will be hosted by extreme sports participants and will showcase the best in drifting, spinning, skateboarding, vert ramps, FMX, BMX, supercars and modified

performance car stunts. The shows will be high energy, action packed and visually spectacular, accompanied by car and bike demos to amaze and please crowds of all ages, race and gender.

Local and international athletes will be available for autograph signings after each show, enabling fans to meet their extreme sports idols in person.

Extreme or action adrenalin sports usually include a high level of danger, involving speed, height, high levels of physical exertion and highly specialised gear or spectacular stunts. They include snowboarding, skydiving, bungee jumping, free climbing and base jumping.

"Extreme sports has a massive following and has developed a culture that is well-established amongst the younger generation," says Weaving, "and with Atomic Junkies we hope to grow it even more – to push adrenalin to new levels!"

For more information contact Trish Berrangé at [trish@tepg.co.za](mailto:trish@tepg.co.za) or 011 549 8300.

# DECOREX DURBAN TO CELEBRATE ITS 10TH BIRTHDAY IN STYLE IN MARCH 2012

The tenth edition of one of South Africa's most highly anticipated home living exhibitions, Decorex Durban, will be celebrated in style next year as the expertly conceptualised event will feature a range of high end exhibitors, workshops and demonstrations characterized by home trends and products at the forefront of their respective industries. Between 21 – 25 March 2012, the Durban Exhibition Centre will be filled to the brim with a combination of the very best in décor, design and home living.

The event forms part of the Decorex SA portfolio, which will also see exhibitions held in Cape Town (26-29 April 2012) and Johannesburg (8-12 August 2012). Cairey Slater, Decorex Durban Exhibition Manager, said that "after over ten years in the local industry, the Decorex brand is well established and we are excited about growing the popularity of the exhibition even further! To do justice to the milestone of hosting our tenth Decorex Durban, we have opted for a refreshing fusion of popular elements from previous years alongside exciting new features, and have also placed an emphasis on the entertainment value for a great day out".

The range of offerings at Decorex Durban 2012 will be conveniently grouped and arranged in separate pavilions, including 'Design and Decorate', 'Eat', 'Build' and 'Plug In'. Amongst the many industries that will be represented at next year's much-anticipated event are appliances,



art, building finishes, interior décor, food and wine, furniture, kitchens, bathrooms and accessories, to name but a few.

## A sneak peak at some of the highlights of Decorex Durban 2012:

**Inspire Theatre:** This will see some of South Africa's top design, décor and foodie guru's hosting talks and demonstrations for the public free of charge on a first come first served basis.

**Decorex Designer Collection:** The Decorex Designer Collection brings together nine of South Africa's most trend-forward, popular designers and artisans, who each contribute towards the signature range of products. Using materials and textures that include clay, porcelain, wood, hand printed textiles and recycled glass.



**Endless Possibility with Plascon:** Main sponsors Plascon will be collaborating with Durban decorators and designers to showcase their 2012 colour forecast with hues inspired by Memory, Expression, Mystery and Origins.

**Wallpaper Trends:** A delightful display for décor devotees will be the Wallpaper Trend Installation, where twelve fabric houses will each be showcasing their trendiest wallpaper ranges for the season.

For more information, visit [www.decorex.co.za](http://www.decorex.co.za), like 'Decorex SA' on Facebook, or follow @decorexsa or hashtag #decorexurban on Twitter. Ticket prices for the exhibition are as follows: adults R55, pensioners and students R45, children under twelve R10.



## NEW MANAGEMENT CONTRACT CONCLUDED FOR CAPE WINE 2012

TEPG has expanded its exhibition management division by concluding the management contract for Cape Wine 2012. Cape Wine is the business showcase of the South Africa wine industry and attracts wine trade professionals and media from across the globe. It is the most successful international wine trade show in the southern hemisphere and probably the most enjoyable wine show in the world.

Featured parallel to Cape Wine is Vindaba, which will present South Africa's fantastic wine tourism offering to the world's travel trade and media. Vindaba will include exhibitions, seminars, one-on-one meetings and tailor-made pre and post tours to our wine routes – the most beautiful in the world.

Cape Wine 2012 will be taking place from 25 – 27 September 2012 at the Cape Town International Convention Centre. For more information contact Nicole De Klerk at [nicole@tepg.co.za](mailto:nicole@tepg.co.za) or 011 549 8300.

## THE PREMIER BOOK FAIR IN SUB-SAHARAN AFRICA

Thebe Exhibitions and Projects Group is pleased to announce that we recently concluded a contract with The Publishing Association of South Africa to manage the Cape Town Book Fair, which will be held at the Cape Town International Convention Centre (CTICC) from 15 – 17 June 2012.

Established in 2005, the Fair has grown to become the premier book fair in Sub-Saharan Africa and attracts visitors and exhibitors from around the world. The 2012 Fair will follow a new format and will be held every two years at the CTICC.

The Fair will be open to the public and will attract a large delegation of local and international Trade Visitors, who will benefit from a Buyer meets Seller programme.

For more information visit [www.capetownbookfair.com](http://www.capetownbookfair.com) or contact Nicole De Klerk at [nicole@tepg.co.za](mailto:nicole@tepg.co.za)

## BOFE REFLECTS SOUTH AFRICA'S INHERENT ENTERPRISING SPIRIT



In a display of South Africa's trademark entrepreneurial flair, more than 9000 current and aspiring entrepreneurs, business owners and investors attended the Business Opportunities & Franchise Expo (BOFE), held from 15 – 18 September 2011, at the Coca-Cola dome. The successful attendance reinforced this expo's position as the country's signature entrepreneur, franchise and business opportunities event.

This year's event continued to raise the bar as visitors were given access to tools they could use to establish a business or enhance their current operations, through various seminars at the Business Buzz Zone.

Exhibitors were impressed with the expo's organisation, quality of visitors as well as the networking and sales lead generation opportunities. Many ranked the expo as the best in its class. Over 234 exhibitors complemented popular attractions at the event, such as the Business Buzz Zone, where dynamic presentations and round table discussions about gaining access to markets, finance and advice on running a business was hosted by successful businesspeople and public speakers.

The Business Opportunities and Franchise Expo 2012 promises to be even more inspiring, enlightening and stimulating, engaging entrepreneurs on the multitude of Business and Franchise Opportunities that South Africa has to offer.

Diarise Thursday 13 to Sunday 16 September 2012 for next year's expo.

For more info visit [www.bofe.co.za](http://www.bofe.co.za), or join the BOFE Facebook group for regular updates.

## THEBE TO MANAGE 2012 INTERNATIONAL SMALL BUSINESS CONGRESS

The Thebe Exhibitions and Projects Group (TEPG) has been awarded the exhibition management contract for the 2012 International Small Business Congress (ISBC) which will take place at the Sandton Convention Centre from 15 to 18 September.

The congress, to be held in Africa for the first time, is aimed at improving small business practice globally and was first established in 1974.

TEPG Managing Director Carol Weaving says the event, which will be attended by delegates from across the world representing trade associations, governments, financial institutions, business support organisations and academic communities, will also feature an exhibition that will showcase Small, Medium and Micro Enterprises (SMMEs) in high-growth sectors such as agro-processing, automotive, mining,

construction, tourism, cultural, business process services, chemicals and the greening industry.

The congress coincides with the annual Business Opportunities and Franchise Expo (BOFE), which is owned and managed by the TEPG and is dedicated to developing entrepreneurship in South Africa.

"As one of the continent's leading exhibition and event organisers, we are confident that we are ideally placed to successfully deliver an all-

encompassing small business and entrepreneur gathering," says Weaving.

"The structure of our company allows us to manage every single aspect of a major exhibition like this, which requires a diversity of services and expertise," says Weaving, "as well as close cooperation with the stakeholders of the project."

For further information contact Nicole De Klerk at [nicole@tepg.co.za](mailto:nicole@tepg.co.za) or 011 549 8300.



# EXPO SETS THE TONE FOR RETIREMENT PLANNING

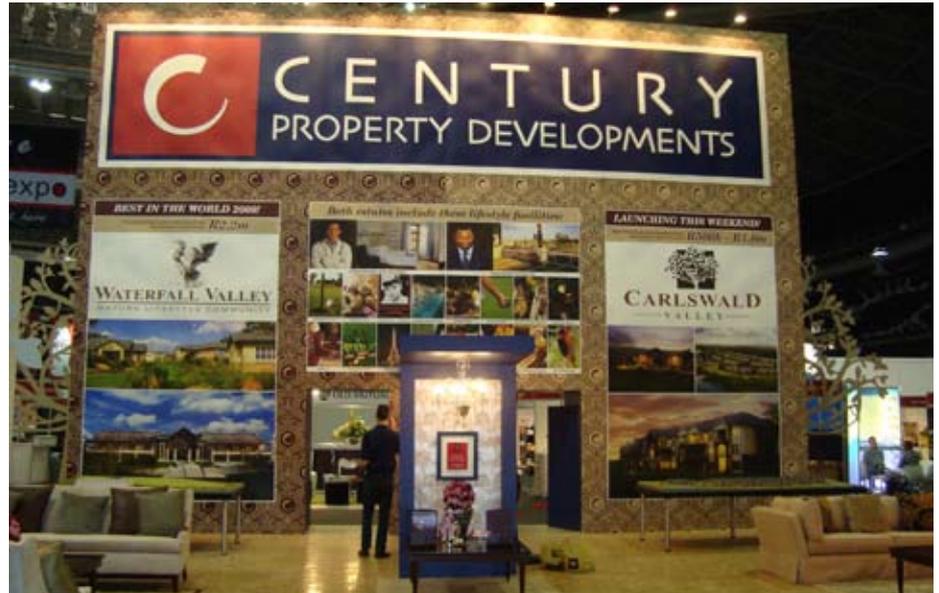
South Africa's first-ever Retirement Expo, which took place at the Coca-Cola dome in Johannesburg from 28 to 30 October 2011, has set the tone for retirement planning in years to come.

This is according to Carol Weaving, Managing Director of the Thebe Exhibitions and Projects Group, owners and organisers of the expo.

Weaving says the expo attracted more than 5 000 visitors. "There is a definite need among retirees – and those planning to retire – to get a bird's eye view on all the lifestyle choices on the market and we believe the Retirement Expo is filling this gap."

Presented this year by Century Property Developments, the Retirement Expo showcased products and services related to all aspects of retirement including health and nutrition, information technology, financial and investment planning, retirement villages and lifestyle resorts.

It also featured a series of complimentary workshops presented by retirement experts.



According to Weaving retirees have significant buying power and are an economic force in their own right. "Retirement has become an industry and we believe the Retirement Expo is now its primary marketing platform."

The Johannesburg 2012 Retirement Expo will be held from 26 to 28 October.

For information contact Nicole De Klerk on tel 011 549 8300 or [nicole@tepg.co.za](mailto:nicole@tepg.co.za).



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## VENUE NEWS

# THE COCA-COLA DOME IS JOBURGS BEST CONCERT VENUE



It's official, the Coca-Cola dome is Johannesburg's best concert venue – and that is what Joburgers are saying.

"One of the most credible affirmations is from your patrons – and we are delighted that they

have voted us the best concert venue in Johannesburg for the 13th consecutive year," says the dome's Marketing Manager Taryn Schild.

The Leisure Options Best of Joburg Readers' Choice Awards are now celebrating their 16th

year and received over 75 000 readers' votes in 2011. Leisure Options is published by one of South Africa's largest media houses, the Caxton Group.

The results follow open ballots which gave readers the opportunity to vote for the best of the best in Johannesburg across a large number of different categories, ranging from music and nightlife, restaurants and shopping to goods and services.

"We thank our clients for their continuous support and for bringing world class events to our venue, as well as the people who support these fantastic events – the patrons who have visited our venue this year, voting us number one."

# “HIP-HOP KING” LIL WAYNE TO TOUR SA AS PART OF WORLD TOUR



He's hip-hop's biggest name, its deadliest lyricist and the genre's most flourishing touring act; he's an in demand performer with fan bases across the globe; he's Lil Wayne and in December he's bringing his worldwide "I Am Still Music Tour" to South Africa.

This GRAMMY Award winning, multi platinum artist will perform at the Coca-Cola dome on 9th December.

Visiting our shores for the first time, this is a major coup for the South African live music scene and for local promoters Canoc

Productions who recently brought Trey Songz to this country.

One look at Lil Wayne's impeccable track record will convince even the most ardent skeptic that the New Orleans born lyricist is a strong contender for the crown of "greatest hip-hop artist of all times".

Don't miss the world's greatest hip-hop star in Johannesburg later this year. Lil Wayne, no-one does it better.

Book at Computicket by calling 0861 915 8000, visit [www.computicket.com](http://www.computicket.com) or visit your nearest Computicket outlet.

## TEPG WINS IN THE EXSA 2011 AWARDS

The Exhibitions and Event Association of Southern Africa hosted the 2011 EXSA Awards Gala Dinner on 3 November to honour those who have contributed to the industry over the last twelve months.

Congratulations to our Managing Director, Carol Weaving on being inducted into this year's EXSA Hall of Fame and honoured for her timeless dedication and on-going support of the industry.

TEPG's Decorex SA team won Best Trade and Consumer Exhibition, 12 000 sqm and over for Decorex Joburg which took place at the Gallagher Convention Centre in August this year – congratulations on this accolade!



*Nicola Du Plooy & Cairey Slater accepting the Decorex SA award.*

### UPCOMING EVENTS

#### DECOREX DURBAN

21 – 25 March

#### CONVERSATIONS ON ARCHITECTURE (DURBAN)

22 March

#### ATOMIC JUNKIES

6 – 9 April

#### DECOREX CAPE TOWN

26 – 29 April

#### CONVERSATIONS ON ARCHITECTURE (CAPE TOWN)

26 April

#### CAPE TOWN BOOK FAIR

15 – 17 June

Drive to the sky

**Excitement. Adventure. Entertainment. Spectacular views.**

Take the SkyCar to the top of Moses Mabhida Stadium arch or climb 550 steps and experience the 360° view of Durban. Get your adrenaline rush for the day and swing out in a huge 220-metre arc under the iconic arch. Celebrate when you come back to earth.

SkyCar Adults R50. Children 6 - 12 yrs R25. Free for Children under 6 yrs | Adventure Walk: R80, no children under 10  
Professional Tours R75pp. General Tours: Adults R20. Children under 12 R15 | Big Swing R595 pp. (18+ only)

MOSES MABHIDA STADIUM DURBAN

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