

Your Tshwane Events Centre Update



First quarter 2009

Election Results Centre back at the Tshwane Events Centre

The Independent Electoral Commission's (IEC) results centre will be operational at the Tshwane Events Centre for the April elections - for the fifth consecutive time.

The Results Operations Centre will open its doors on Wednesday, 15 April - a week before the national and provincial elections on Wednesday, 22 April.

"We are proud that the Independent Electoral Commission saw it fit to return to the Tshwane Events Centre for the fifth time. We are all set to provide an excellent venue in pursuit of seamless operations for the 2009

elections," says Tshwabac Chief Executive Officer Wim du Toit.

Chairperson of the IEC. Dr Brigalia Bam, said earlier that just over 23 million voters - including 1,5 million new voters - are registered for this year's elections.

"The vibrancy of the current party political scene contributed to the outstanding enthusiasm of the public to get themselves correctly registered. The social responsibility which the media displayed in promoting registration activities contributed greatly. All of this bodes well for a high turnout at the

elections and that will be good for democracy in our country," she said.

Altogether 26 parties will contest the national elections, while 41 parties will contest the elections at both national and provincial levels.

Determined by a draw, the first and second parties listed on the ballot paper will be the Movement Democratic Party and the National Democratic Convention. The last party listed is the Minority Front.

Parties contesting for the national assembly pay a deposit of R180 000, while parties contesting provincial legislatures pay R40 000 per province. The deposit is refundable if a party wins at least one seat in the legislature it is contesting.

"There is certainly great excitement all around for this election - and the Tshwane Events Centre will do its bit to add to the reputation of professionalism that the IEC has become known for," says Wim.



The team that makes the Tswane Events Centre roar!

The Tshwane Events Centre team is all set to make it all happen!



"2009 is going to be a watershed year for the centre. It is time that we stand up to be counted among our peers - and distinguish ourselves as the most versatile and spacious events centre in Gauteng," says Marketing Manager Ricky Da Costa (second from left). The rest of the team is Ntombi Rewu (left), Radika Patel and Johnny Niemand.

Watch this space!



According to Wim

Here we are in full swing into 2009 again and the year has certainly started with a bang! The centre is as busy as ever and our first four months are fully booked.

One of our important clients, the Independent Electoral Commission will take up residence in Hall J this year again to oversee this year's elections. No doubt this will give the centre plenty of publicity, thanks to the numerous high level visitors who will be popping in during the elections. We have also been working hard in submitting tenders to the IEC on behalf of the centre and our strategic partners Ekim Business Solutions and Oasys Innovations for rendering additional services like facilities and event management. Should our efforts be fruitful it will bring much welcome revenue into the coffers of the company.

Talking of tenders, we have submitted several other tenders which will most certainly put the centre on the map - and a little extra change in our pockets! Some of these include the City of Tshwane's 2nd investment conference, the South African Bureau of Standard's full package conference and the Tshwane Tourism Conference and Tourism Month.

Another new project that the centre has managed to bag is the processing of Zimbabwean refugees in Hall A by the Department of Home Affairs for the next two years.

The exciting transformation of the company I mentioned in the last newsletter is well on track and behind the scenes work is in full swing. A new company - The Tshwane Events Company - is in the process of being formed with wholly black-owned Ekim Business Solutions.

Another exciting development which is being reported on page 3, is our new BEE level rating. I am proud to say we have moved from level 5 to level 2. This new rating will in future open many more doors of opportunity for the centre.

Certainly exciting times! All the best until next time.

Wim du Toit
Chief Executive Officer
Tshwabac

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A new role for Hanlie

Hanlie Delpont, Pretoria Show Manager for the past six years, will soon take up a new role as dedicated exhibition stand salesperson.

Hanlie's new company, Siyakula Events will start marketing the show to prospective exhibitors from April.

"The world-wide economic slump and the international tendency of decreased visitors to general consumer shows negatively impacted on the 2008 Pretoria Show," says Tshwabac Chief Executive Officer Wim du Toit.

"Most noticeable was the decrease in demand for exhibition space, with many of our regular exhibitors of many years opting not to exhibit at the show at all, or taking smaller stands, resulting in a considerable decrease in income.

"Following a board and management strategic planning session late last year, it was decided that a proven, well-experienced

person to focus on the selling of exhibition stands for the 2009 Pretoria Show was essential. Hanlie was identified as the ideal candidate and following negotiations this function was outsourced to Siyakula Events, which she has established for this very purpose.

"We trust this measure will succeed in stemming the ebb that has negatively affected all general and even specialised shows in the country.

We look forward to maintaining the Pretoria Show's number one position as the biggest combined commercial and agricultural show in South Africa," says Wim.

A new Pretoria Show coordinator will be appointed soon for the rest of the show's many activities.



Hanlie Delpont's company Siyakula Events will sell Pretoria Show exhibition stands in future.

It's Baba Indaba time

South Africa's premier parenting expo, the SABC Education Baba Indaba comes to the Tshwane Events Centre from 4 to 7 June.

Whether you're already parents or moms-and-dads-in-waiting, the Indaba is packed with inspiration, great ideas and practical advice on how best to tackle the joyous, but sometimes arduous, task of bringing up a baby.

Showcasing a variety of practical hardware options - from prams and baby joggers to feeding bottles and car safety seats - the Indaba also provides vital information on everything from medical and nutritional products to educational tools.

But it is also about fun and excitement, so explore the stands offering ideal gifts for the baby shower, nursery furniture and accessories and toys.

Twice daily, at 12:00 and 15:00, the real Takalani Sesame characters will stage their fun shows. Add to this the infamous pram obstacle course and it becomes clear that the

Indaba is set to be an enjoyable event - both for parents and children. And what's more, on Thursday 4 June parents enter for free. Otherwise, pensioners pay R20, adults R40 and little ones under 12 enter for free.

Proceeds from the show go towards the Red Cross Children's Hospital Trust. For more information go to www.babaindaba.co.za.



Takalani Sesame will entertain visitors to the Baba Indaba in June.

The Pretoria Show - 70 times!

This year the Tshwane Events Centre will host the 70th Pretoria Show- the biggest show in the northern provinces of South Africa. From 28 August to 6 September an expected 700 exhibitors will showcase agricultural and commercial products to meet visitors' needs.

Need new stuff for the house - see you at the Homemakers Expo

Homemakers Expo is once again geared to bring homemakers what's hot and what's new on the homemaking front.

To be presented at the Tshwane Events Centre from 4 to 7 June, the Pretoria Homemakers is set to follow on the success of the recent expo in Johannesburg.

"We feel confident that similar positive statistics will be achieved during this event," says Homemakers Managing Director Ray Abrahamse.

"Given the current economic climate, the Johannesburg show performed incredibly well. Several of our clients said that they received better leads and orders than last year. We had more than 43 300 visitors to the show, compared to last year's some 46 700 – a drop of only seven percent.

"The response again proves the importance of exhibitions as part of any company's marketing mix.

Over the four days, more than 43 300 people were exposed to products exhibited at the show - not many other marketing opportunities offer this kind of one-on-one interaction between the brand or product and consumer.

"Many marketing gurus are of the opinion that companies should increase their marketing spend during tough economic times to ensure a greater share of their target market. We can't agree more and our shows offer the ideal platform from which to achieve this," he says.



Beyond Tshwane's borders – at Meetings Africa

"Meetings Africa has certainly been worth our while," says Tshwane Events Centre Marketing Manager, Ricky Da Costa.

Exhibiting for the second time at the continent's largest business tourism exhibition at the Sandton Convention Centre recently, the centre's stand was frequented with visitors from as far afield as Asia.

"It was certainly worth our while exhibiting at Meetings Africa and we are looking forward to securing business that stems from the exhibition," says Ricky.

A relative new kid on the conference, exhibitions and meetings block, the Tshwane Events Centre has certainly made its mark in this highly competitive market.

BEE level 2 rating for TSHWABAC

The Tshwane Business and Agricultural Corporation has been rated as a level 2 BEE institution.

According to Anton Boswel and Associates, industrial relations and labour law practitioners, Tshwabac received a full score on skills and socio-economic development, 96 percent on employment equity and 72 percent on management control.

This improves Tshwabac's previous level 5 rating dramatically.

Chairman recovering

Following a recent motor accident, Chairman Bert Badenhorst is speedily recovering from his injuries.

Bert's right knee, the same leg that was badly hurt in a car accident in 2005, again suffered rather severe damage and he won't be able to bend it for a while – hence the use of a wheelchair in the interim.

He is, however, in good spirits and conveys his sincere appreciation for your prayers and good wishes. We wish him a speedy recovery.

We have a new website!

The Tshwane Events Centre boasts a new-look website! Go to www.tshwane-events.co.za and send us your comments.

Christmas wish for Morné – a reality!

Morné Mostert, Front Desk Coordinator at the Tshwane- Events Centre was certainly taken aback recently - with a cheque of R80 000!

Morné has been disabled since 1996 in a motorcycle accident. Part of his left leg was amputated on two occasions as

gangrene set in, the last being to the middle of his knee joint.

Tshwabac put his plight to friends who heeded the call to fund a prosthesis – and a new lease on life for Morné.

Our most sincere thanks to friends for opening their hearts and wallets.

Contributors were Japie Steenkamp of Brits Drukkery, Bronwen Gogle of African Earth Events, Tok Grobler of Bushbaby Communication, Carel Hoffmann of OppiKoppi, Dr Anna Mokgokong of Community Investment Holdings, Dr Reuben Rutowitz of Norex Holdings, Ben Schutte of Empire Amusement Park, Neels Serfontein of LCS Property Finance, Henk Theron of Forever Young T/A Annique, Trevor and Cheryl van Heerden of Absolute Caterers, Willem van Heerden of Van Heerden Broers, Thinus van Vuuren of J & K Retailers, Kobus Lategan of Kobus se Gat and Kevin Kennedy of Oasys Innovations.



Morné with his new leg.



Morné's reaction when told he will have a prosthesis.



The Tshwane Agricultural and Business Corporation hosted the Annual General Meeting of Agricultural Writers SA North at the Tshwane Events Centre recently. Tshwabac is a corporate member of the association. Tshwabac Chief Executive Officer Wim du Toit (extreme right) with the association's team.

Round & About

Watch out for these upcoming events at the Tshwane Events Centre

- 3 to 5 April - Fifa 2010 Training, Hall C, contact Kathlego Masege on 076 559 0011.
- 18 April - Poultry yearling show, Feathered Friends, contact George Luies on 072 435 4293.
- 18 April - Production of Kalahari Reds, Sheep Ring, contact Attie Brits on 083 773 6234.
- 18 April - Red genetic sale, Obaro Championship Ring, contact Clive Gardner on 012 325 1212.
- 9 and 11 May to 18 June - Unisa exams, Halls C and H, contact Anna Cilliers on 011 471 3668.
- 22 May - Goat auction, Sheep Complex, contact Johan Boshoff on 083 377 0290.
- 23 May - Dexter auction, Pig Complex, contact Piet van der Merwe on 082 952 1084.
- 30 May - Poultry Club show - Feathered Friends, contact George Luies on 072 435 4293.
- 4 to 7 June - Homemakers Fair, Hall J, contact Berdene Kumm on 082 372 5001.
- 4 to 7 June - Baba Indaba Expo, Hall L, contact Natalie Naudé on 083 608 8088.
- 6 June - Waterfowl show, Feathered Friends, contact Frank Koopman on 010 222 0483.
- 15 June - Tshwane University of Technology exams, Hall J, contact Rentia van Wyk on 082 886 8251.
- 20 June - Unisa exams, Hall H, contact Anna Cilliers on 011 471 3668.
- 24 to 26 July - Bundu Expo, Hall J and West End Theatre, contact Brenda Badenhorst on 082 688 8305.
- 1 August - Unisa exams, Hall H, contact Anna Cilliers on 011 471 3668.

Young scientists budding at ScienceUnlimited 2009

More than 3 000 m2 of interactive exhibits, demonstrations and information stands set the scene for his year's ScienceUnlimited.

Budding scientists streamed to the exhibition at the Tshwane Events Centre recently. The exhibition offered a comprehensive, multi-faceted, interactive programme of various science shows, workshops, demonstrations, illustrated talks and lectures. According to ScienceUnlimited coordinator

Richard Chernis the aim is to offer the youth a life-changing experience by opening a wide and exciting window on science and technology.

"More than ever South Africa needs qualified individuals who will use their skills and entrepreneurial spirit to enable our country to compete with the best in the world. We need a new generation of young minds, skilled in and passionate about

science and technology, working to put us on the global technological map.

"The breathtaking developments taking place in biotechnology, nanotechnology, medical science, space travel, information technology, sports medicine, robotics and laser technology, to name but a few, prove that science and technology can be really exciting," says Richard. For more information visit www.scienceunlimited.co.za.