

21 September 2005

Thebe Exhibitions & Events to manage Cape Town Book Fair

Thebe Exhibitions & Events has been appointed to manage the first Cape Town Book Fair, themed "Celebrate Africa."

Set to take place at the Cape Town International Convention Centre from 17 to 20 June 2006, the fair will showcase leading international and local publishers.

It is the first-ever international book fair to be held in South Africa and is the result of a joint venture between the Publishers' Association of South Africa and the Frankfurt Book Fair, the largest book fair organisation in the world.

Carol Weaving, managing director of Thebe Exhibitions & Events says thousands of visitors are expected to attend the fair as it is supported by the technical, financial and international marketing involvement of the Frankfurt Book Fair. "As one of South Africa's leading exhibition and events companies, we are pleased to be involved in bringing an event like this to the country for the first time."

The Cape Town Book Fair will, among others, be promoted at the Frankfurt Book Fair next month.

Thebe's responsibilities will include managing the entire exhibition, parallel events and conferences, as well as managing sponsorships and making travel and accommodation arrangements.

Thebe Exhibitions & Events is part of the Thebe Tourism Group, a subsidiary of the Thebe Investment Corporation, South Africa's first Black Economic Empowered company.

According to Weaving Thebe has steadily increased its market share since its inception in 1997 and is committed to highlighting the role of exhibitions in the marketing mix.

Cape Town Book Fair director Vanessa Badroodien says, "Thebe Exhibitions & Events has a phenomenal track record in the industry. It allows us to concentrate on the many other aspects of staging an international book fair, confident in the knowledge that we have an experienced and committed partner working with us. Furthermore, their experience in combining a consumer and trade show with an international exhibitor and delegate profile was an important criteria for us."

Thebe Exhibitions & Events is a member of eight professional associations. Weaving serves on the board of three of these, namely the Exhibitions Association of Southern Africa (EXSA), the Southern African Association for the Conference Industry (SAACI) and the South African Meetings Industry Federation (SAMIF).

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