

Thebe Exhibitions and Projects joins Thebe Conferences and Events

The Thebe Exhibitions and Projects and Thebe Conferences and Events groups have merged.

Thebe Exhibitions and Projects Group Managing Director Carol Weaving says this step brings together two organisations that serve a very dynamic market.

“Thebe Exhibitions and Projects Group is one of the region’s top exhibition and project organisers. Our portfolio includes well-known titles such as Decorex, Gardenex and the World Holiday and Travel Fair. We also manage Meetings Africa on behalf of South African Tourism and the Coca-Cola dome – one of South Africa’s most versatile concert and exhibition venues – on behalf of the Sasol Pension Fund.

“Thebe Conferences and Events is a client-focused market leader in the conferences and events industry. In more than 20 years of operation, the company has earned a reputation for offering customised, creative solutions for all events, be they sports marketing, product launches, gala dinners, conferences or incentive trips. The company serves an impressive list of blue-chip clients, which includes Discovery, Standard Bank, the Industrial Development Corporation, Old Mutual, British American Tobacco and Kreston International.

“This merger makes good business sense as it embodies a natural blending of expertise to the benefit of the exhibitions, conferences and events industry; a huge contributor to the South African economy. Apart from providing greater capacity and an enhanced service offering to the industry, the logistical benefits are ample. For example, operating from one office and pooling technical equipment will save on costs and overheads. All this enhances client benefits.”

Weaving says the expertise the combined team will bring to the industry will definitely be a force to be reckoned with.

“We look forward to working together in this fast-moving, highly competitive industry, and to offer our clients the extra advantage of pooled resources and expertise,” says Weaving.