

FIFA has left the building

The MTN Johannesburg Expo Centre's indoor and outdoor exhibition space was officially handed back by the organisers of [2010 FIFA World Cup](#), yesterday, Tuesday, 31 August 2010 and Johannesburg Expo Centre CEO Craig Newman says that events hosted on the 50ha site can once again enjoy the full facilities of the showgrounds.

The [Johannesburg Expo Centre](#), a major shareholder in South Africa's biggest consumer show the Rand Show, has been fully upgraded and now sports new entrances, upgraded conference rooms and improved restaurant facilities.

"In addition to these improved facilities, we have also seen a decided change for the better in the public's attitude toward the Nasrec Precinct in general, following the World Cup and recent Tri-Nations rugby match. This bodes well for the success of the repositioned Rand Show 2011," says Newman.

It's the big Rand Show for 2011

Pula Dippenaar, MD of SA Show Services, which manages the Rand Show 2011, says the Rand Show 2010 was severely curtailed by the 2010 FIFA World Cup, having to make do with a mere quarter of the site. "Now that we once again have access to the entire refurbished site, the team is going full-out preparing a bumper offering for 2011," she says.

The show has embarked on an extensive turnaround strategy aimed at cementing it as the region's foremost consumer launch pad. 2011 will mark the second year in the rollout of this strategy, which sees it shedding its flea market and rock concert image and transforming into a family-oriented, lifestyle-focused exhibition.

Endorsement

Andries Brink, the chair of the Greater Johannesburg Business Chamber says that the chamber fully supports the new energy and focus of the show's new owners.

"As a business chamber, we seek to promote entrepreneurship and a market-driven economic system," says Brink. "The show's new strategy, which sees it moving away from late-night entertainment to focus on attracting quality visitors who want to do business with quality exhibitors, is precisely the kind of action which promotes entrepreneurship."

Brink adds that the one of the chamber's aims was to have a positive and proactive influence on the business environment by promoting businesses in its region.