

IFES 2013 conference comes to Cape Town

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Every year, the International Federation of Exhibition and Event Services (IFES) hosts an AGM and Conference in a different city around the world. In 2013 it will be held in Africa for the first time, in Cape Town at the Cape Town International Convention Centre (CTICC).



IFES currently has 192 members representing more than 39 countries. IFES members are national associations and individual companies who are active in the design, conception, production and show services for temporary structures used at exhibitions and tradeshows. They benefit from the global representation of the IFES network through new business opportunities and the sharing of professional expertise.

The IFES World Summit 2013, as the conference has been named, will attract approximately 120 international delegates who are IFES members.

The Exhibition & Event Association of Southern Africa (EXSA) has endorsed the event, and is working closely with the IFES 2013 committee to attract local EXSA members. Local attendees will benefit from discounted EXSA member registration fees, access to an international conference with exciting programme content and a number of international speakers, and numerous networking opportunities to build relationships which could lead to work opportunities.

Justin Hawes, MD of South African exhibition and events specialist, Scan Display, and incumbent Treasurer of IFES, was responsible for promoting Cape Town as the venue for 2013. He is the Chairman of the IFES 2013 organising committee and says: "IFES attendees are all directors, owners and senior staff members of their companies. While the association is relatively small, the members are all important decision-makers. I believe this conference is a great opportunity for South African companies - and specifically exhibition suppliers - to connect with the international exhibition scene."

The theme of the conference is '*Creating value in the global exhibition industry to ensure growth and sustainability*'. Environmental sustainability is one aspect of sustainability that will be highlighted at the conference. Event greening measures are being adopted for the event itself (another first for IFES) and content around sustainability will be covered by speakers such as environmental entrepreneur and Director of AgriProtein, Jason Drew.

For international delegates, a big draw card is that the trip to South Africa will allow them the opportunity to book a post show tour. Five different packages have been created for delegates to choose from, including safaris to Sabi Sabi and Kapama River Lodge, a Victoria Falls trip, stays in and around sunny Durban, as well as options around Cape Town.

As many delegates travel with their spouses, packages have been created to keep partners entertained while the conference is running.

Hawes adds: "With the successful hosting of the 2010 World Cup it is now easier to attract events to South Africa, and there is already a great deal of excitement around the event. We are confident that this will be the best IFES conference yet."

The IFES World Summit 2013 will run from 28 - 29 June 2013, with a golf day taking place at a Milnerton links golf course on 27 June.

For more information visit www.ifesnet.com or www.facebook.com/IFES2013CapeTown, or alternatively contact Alex Pattison on +27 21 409 1200 or alexpat@scandisplayct.co.za.

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