



Webinar 2

The State of the Exhibitions Industry

Panel Members



Joey Pather

**Senior Vice President of MICE Sector
Galaxy Entertainment Group**

Joey Pather is a visionary conference and exhibition industry leader. He is the Senior Vice President of MICE Sector with the Galaxy Entertainment Group. He has over twenty years of hospitality and MICE management experience.

Mr. Pather is responsible for the overall vision and strategic execution of Galaxy International Convention Center, as well as the development of its suite of MICE event solutions and venue management services to drive demand optimization.

A tenured industry veteran, Mr. Pather has a demonstrated track record of leading and strategizing conference and exhibition center development - from planning, marketing and promotion to stakeholder relationships and operations management.



Projeni Pather

Chairperson: Association of African Exhibition Organisers

Projeni Pather is the Managing Director of Exposure Marketing and has a wealth of experience in the exhibition and event industry. In 2004 she founded her own marketing company, which organises exhibitions, conferences, and events nationally. She currently serves as Chairperson of AAXO, the Association of African Exhibition Organisers, and Spokesperson for the South African Events Council. Her success is driven by her confidence in the strength of face to face events, her excellence in marketing and communication, and her charismatic leadership.



Justin Hawes

Managing Director: Scandisplay

Justin Hawes is a Chartered Accountant with a BCom, BAcc and HDip Tax from the University of the Witwatersrand, Johannesburg, South Africa. He has been Managing Director of South African exhibition, events and display company, Scan Display, since its formation in 1996. Scan Display has branches in Johannesburg, Cape Town, Durban, Port Elizabeth, Botswana and Rwanda, and a network of distributors throughout Africa. Justin served on the executive committee of the Exhibition and Event Association of Southern Africa (EXSA) for five years. He was the association's Chairman in 2005 and Vice Chairman from 2002 to 2004.

In 2009, Justin co-founded the Event Greening Forum (EGF), a non-profit organisation aimed at promoting sustainability in the South African events industry. He is currently the organisation's Treasurer.

In 2011, Justin became the first African to be represented on the International Federation of Exhibition & Event Services' (IFES) board serving as the association's Vice President and Treasurer. Justin is currently President of the board, which he was elected in July 2020.



Craig Newman

**Chief Executive Officer
Johannesburg Expo Centre**

An accomplished CEO, Business Leader and Exhibitions expert with over 25 years' experience and a rich history in the exhibition and events management environment. Offering advanced skills in networking to develop strategic relationships, developing and implementing business strategies aimed at achieving sustainable growth, and leading high-performing teams to consistently deliver on or exceed client expectation. Fully adept at driving results through effective networking and service-delivery focus with a proven track record in consistently leading successful exhibitions. Currently serving his 3rd term as the outgoing UFI President and serving 14 years as the CEO of the Johannesburg Expo Centre.

Moderator



Rashid Toefy

Deputy Director General: Economic Operations in the Department of Economic Development and Tourism

Before joining the department, Rashid was the Managing Director of MCI in Africa. The MCI Group is world's largest conference and association management company, and brings people together through innovative meetings, events and congresses and provides strategic association management consultancy in 60 cities around the world.

He served as the Chief Executive Officer of the Cape Town International Convention Centre (CTICC), the leading convention centre in Africa from 2008 to 2014, positioning it as a global leader in sustainability.

He has worked extensively in the travel and tourism industry, both in South Africa and abroad. He spent three years based in Amsterdam, developing business and marketing strategies for travel companies and tourism businesses in over 30 countries, working extensively in Central Europe and Latin America.

Rashid is a member of the United Nations Global Compact Advisory Board in South Africa.

He has a degree in Economics and Environmental Science, as well an MBA from the University of Cape Town with his Masters Dissertation focusing on Collaborative Leadership, balancing discipline and diversity in effective decision making.

Rashid has become a thought leader on sustainability and implementation of triple bottom line principles within an organisation. He has spoken at several conferences, both in South Africa and abroad, about the importance and value of establishing social and environmental consciousness in businesses.

Rashid hates settling for mediocrity, and wants to do profound things that impact positively on all those around him.

He says: "we all need to make the following two ancient philosophies part of our lives....the first is the Japanese concept of *Kaizen* – "continuous improvement" and the second is the uniquely African concept of *Ubuntu* meaning "I am because we are".