

# Expo offers 32 countries in 32 days for 2010

The Cape Town International Convention Centre (CTICC) will host Global Icons Expo-Tainment Experience, which will include 32 nations under one roof in over 10 000m<sup>2</sup> exhibition space for 32 days in June and July 2010. To date this is reputed to be the highest investment from a single booking that the CTICC has secured since its opening.



Feizel Warley and Abbas  
Jamie of Global Icons

The expo will transform the entire centre into a different nation every day and create an interactive global village that is the ideal place for countries to display their nations to the world. This will be the perfect destination for a family day out, a corporate function or simply as a place for soccer fans to rejoice in the day's victories. Designer hospitality suites and a grand ballroom will be the ultimate scene for companies to entertain their special clients.

As businesses and brands are currently all looking for opportunities to capitalise or host local and international guests around this massive sporting opportunity, Global Icons saw the need in the marketplace for an entertainment and hospitality experience in a safe and secure environment.

## The world's eyes are upon us

“As the world's eyes are upon this nation we have this opportunity to show that we are capable of putting on major world class events. Our team includes leaders in the field of entertainment, exhibitions, hospitality, fashion and logistics. We are also very fortunate to be hosting the expo at a first-rate venue thereby ensuring all local and international visitors an unforgettable African experience,” commented Abbas Jamie of Global Icons.

The Department of the Premier's 2010 Unit endorses the expo. According to Dr Laurine Platzky, the 2010 FIFA World Cup co-ordinator for the department, the event will position the Western Cape as an economic force and will provide the people

of the province with an opportunity to share the rich cultural diversity with the rest of the world. The Mandela Rhodes Foundation will be the main charitable beneficiary of this event.

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