

JIMS back at Nasrec Expo Centre

The Johannesburg International Motor Show (JIMS) will run at Nasrec Expo Centre from 18-27 October 2013, reaffirming Gauteng's standing as home of business tourism, events and exhibitions.

The Gauteng Tourism Agency's (GTA) Convention & Events Bureau is proud to be associated with internationally renowned and accredited event, which expects to host over 300 local and international media and 250,000 visitors over the two weeks.



Events destination

"For us, this international exhibition is not just about latest beautiful and exotic cars; it's about reconfirming our standing as an international destination of choice for world conferences and exhibition. We are a leading meetings, incentives, conferences and events (MICE)

destination in the continent and hosting such big exhibitions bodes well for Gauteng," explains GTA's head of Convention and Events Bureau, Nonnie Kubeka.

The show is fresh from top European destinations such as Geneva, Frankfurt and Paris and this underlines Johannesburg's standing as a true global competitive city region, on par with the best in the world.

International entrants

"Our role has been the behind the scene exhibition logistics support, delegates and exhibitors boosting and international media support through our global media relations programme. We will also be providing current and post exhibition media tours for local, regional and international delegates to various attractions around the province with the view of encouraging them to return back to South Africa and Gauteng after the show as tourists with their families and friends."

This year's motor show has some of the new entrants from some of South Africa's key partners in trade, tourism and investment space such as China and India.

For more, visit: <https://www.bizcommunity.com>