

# PenQuin International presents Joburg's biggest career drive - The Star Workplace Expo

Issued by [Penquin](#)

13 Jan 2009

In mid-2008, PenQuin International, a marketing solutions company, obtained the contract to host the inaugural The Star Workplace Expo, which takes place 20-22 March 2009 at the Coca-Cola dome in northern Johannesburg. With less than three months to go, the size and number of exhibitors already exceeds that of previous career-themed exhibitions.

“For exhibitors, this expo is a marketing platform,” says PenQuin Special Projects' Michael Berger. “Learning institutions can promote courses and recruit students, while companies showcase and highlight career options. There's more to a company than its mainstream theme. Take the SAPS for example; not all police personnel work in the field rounding up bad guys. SAPS also recruits IT, admin and many other skilled support staff.”

Expo visitors will include school leavers and matriculants looking for career direction; graduates wanting to see what is available; and adults already in the working sector wanting to re-skill or move to other positions in related industries. “Our focus for the expo is on Choice, Quality, Expertise and Specialisation,” adds Berger. “School leavers make up a large proportion of the visitors but there are also gaps in middle and senior management and specialised services. The expo provides the opportunity for this latter group to see what is out there and to make themselves known to exhibitors; it's a great networking environment.”

Employment opportunities for people with disabilities (PWD) are presented through the presence of the Quadriplegic Association of South Africa and Skyward Employment.

In addition to visiting expo stands, visitors can attend speaker presentations run throughout each expo day. The Star Workplace Expo also coincides with the launch of a new innovative and dynamic online career website, developed by PenQuin, which will be announced during the expo. Visit [www.workplaceexpo.co.za](http://www.workplaceexpo.co.za) for further information.

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