

International network pays dividends for Scan Display at WPC

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As preparations for the 18th World Petroleum Congress and the accompanying 1st Southern Africa Oil & Gas Exhibition get underway at the Sandton Convention Centre in Johannesburg, local exhibition business, Scan Display Solutions, is building stands for a number of international exhibitors.

Scan is involved in the build-up of 12 local and international exhibitors' stands, including the stand for the Saudi Arabian Oil Company (Saudi Aramco). In a labour-broking arrangement, Scan has been subcontracted by leading United States exhibition company, Freeman, to provide them with local support.

Scan's managing director, Justin Hawes, says it has been a pleasure working with the Freeman team: "The company's 75 years of experience is evident in its professionalism. They have been extremely well prepared for a smooth build-up. Remarkably, not one piece of equipment shipped out to South Africa has been damaged."

This is the first time that Freeman has done work in South Africa and Tom Short, Sales Manager: Corporate Sales is delighted with his local support: "Scan has done an outstanding job and we are lucky to have had them as our partner on this project. We look forward to working together in the future."

The growing number of international exhibitions and conferences taking place in South Africa in recent years has motivated Scan to develop relationships with global exhibition companies.

As part of its strategy to expand its international network and learn from global best practices, Scan took a seven-member delegation to the world's leading global retail trade show, Euroshop 2005, in February. In June, Justin Hawes attended the International Federation of Exhibition & Event Services' convention in London and the UK's Exhibiting Show and Association for Exhibition Organisers' awards function.

Scan also recently became the first South African member of the International Federation of Exhibition & Event Services (IFES), the only international organisation dedicated to the specific needs of exhibition designers and service providers. IFES has extensive global coverage with 14 member associations representing 1 300 companies throughout the world.

Hawes is positive about the benefits of an international network: "Scan's drive to develop relationships with overseas exhibition companies is paying off with the company doing more and more work for international exhibitors. Our international connections have made this possible."

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