

EXTENDING OUR REACH, EMBRACING AFRICA, WELCOMING THE WORLD

Last year our Integrated Annual Report saw us driving the knowledge economy – harnessing education, skills and innovation to create sustainable economic success and competitive advantage. This year we built on that foundation, focusing on ideas of expansion and extension – both physical in terms of our new CTICC East expansion and geographical in terms of how we seek to reach out and connect with our continent and the world.

RELEASING AFRICAN POTENTIAL

As a truly South African offering, the CTICC contributes to realising the continent's potential. The key drivers of technology, tourism and mineral resources are platforms that we can leverage with our African partners, maximising opportunities to promote Africa to the wider world. In addition, we wholeheartedly champion the role that both education and female empowerment play in the growth of Africa. As such, we are committed to sharing knowledge and building capacity in business and society so that all those aspects of African potential are realised. Our case studies this year focus on this.

In addition, our CTICC East expansion will allow us to leverage this aspiration, building on our vision to be one of the world's top ten leading long-haul international convention centres by 2020. This is supported by our multi-faceted mission to maximise economic spin-off, create jobs, constantly innovate, exceed service expectations, nurture quality staff and be a world leader in sustainability.

EXPANDING OUR REACH

Our CTICC East expansion will give us an additional 10 000m² of exhibition and conference space, coupled with a further 3 000m² of formal and informal meeting space. This will

allow us to compete far more favourably on the world stage. Having already hosted 39 significant international conferences in 2015/16, we are now poised to welcome still more global events of increasing stature. The advent of this state-of-the-art new building in 2017 will allow us to host and deliver extraordinary experiences to a far broader audience – from Africa, our continent, from the world beyond and also our local communities.

So expansion means more space but it also means more options – more facets to the work we do, more flexibility and, lest we forget that we are also in the entertainment business, more fun. For without interaction, without engagement, without increasing our knowledge, our circles, our connections, we are not growing the knowledge economy – and we are not growing ourselves.

INVESTING IN PEOPLE AND PLANET

This, of course, applies to both our own people and our clients. Without the commitment and enthusiasm of our dedicated, often 24/7, colleagues (half of whom are women), we would not be able to achieve our vision. And without our clients, we would simply not be in business. Our interlinked investments in staff training, industry upliftment and the client experience bolster our pledge to reach out to Africa and beyond. Moreover, with the advent of our new building, our CTICC team will most certainly expand as well.

Having said that, these new facets to our offering, this new expanded space, must also maintain our commitment to sustainability – a further pledge that is core to our promise of being more environmentally and socially aware, as well as fiscally prudent. This commitment to responsible triple-bottom-line reporting underscores both this report and everything we do – and plan to do – in the coming years.

This 2016 integrated annual report illustrates our ongoing pledge to people, planet and performance, as well as our growing links with our continent and the world.