



**RESTART**

SA EVENTS AND EXHIBITIONS

**25 - 26 NOVEMBER 2020**  
JOHANNESBURG EXPO CENTRE

**DOSSIER**

**RESTARTING**  
the **SA EVENT**  
INDUSTRY





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# Introduction From The Organisers

The exhibitions and events industry united in support of the Restart Expo, an event that showcased how exhibitions and events can be hosted safely with all the required COVID-19 health and safety protocols in place.

**We need to be Covid-19 regulated and not Covid-19 restricted, as we are organised gatherings and not mass gatherings.**

- The Restart Expo was initiated by Specialised Exhibitions and Johannesburg Expo Centre,
- Held at the Johannesburg Expo Centre in Nasrec, Johannesburg, from 25-26 November,
- There were forty exhibitors taking part representing the industry and industry suppliers, amongst others,
- There was a seminar theatre, a meeting area, and a business lounge on the exhibition floor.

There really is no reason to keep the industry closed. We have big facilities available, we are professionals and we are able to ensure compliance to all COVID-19 protocols.

**This document provides detail of a proven working model as demonstrated by Restart Expo in support of fully reopening the exhibition, events and conferencing industry in South Africa; safely, with all the required COVID-19 protocols in place.**

**CRAIG NEWMAN,  
GROUP CEO,  
GL SOUTH AFRICA**





# Current Covid-19 Restrictions

**The exhibitions and events industry was given a lifeline with the announcement by the South African Government that the country was moving to Alert Level 1 of the Risk Adjusted Approach on 21 September 2020.**

- Events could now take place under certain restrictions with a 50% capacity allowed in venues, up to a maximum number of 250 people indoors and 500 people outdoors.
- Even though these numbers are low, it was a starting point for the industry, which has seen most exhibitions and events planned for 2020 either postponed or cancelled due to the COVID-19 lockdown.
- The current maximum limit of 250 people indoors limits interactions; this capacity limit is not financially viable for exhibition and event organisers.

**The industry needs the capacity limit for organised events to be lifted to no restriction or to at least 50% of venue capacity, with no maximum limit in numbers indoors and outdoors within this.**





# Why The Restart Expo

## RESTART EXPO: A RAY OF HOPE FOR OUR INDUSTRY

With the easing of restrictions came an opportunity to create the Restart Expo, a working model exhibition that could demonstrate to the government, business SA and other stakeholder groups that exhibitions and events can be hosted safely, with all the required COVID-19 health and safety protocols in place.

- The Restart Expo adhered to health protocols with online registration, wearing a face mask, hand sanitiser stations, social distancing and temperature checks in place.
- Strict flows of movement and a real-time counting system ensured that no more than 250 people were indoors at any one time.
- The Restart Expo demonstrated what is possible to safely restart the exhibitions and events industry.
- The expo was also able to demonstrate the **distinction between mass gatherings and organised events**.
- These principals are principals that we live by as an industry.

The event was not held on a commercial basis, but put together at the cost of all those that participated. No revenue was generated as its purpose was to showcase what can be achieved safely.

**As an industry we believe we shouldn't be COVID-19 restricted, but rather COVID-19 managed. We should not be classified as mass gatherings, as we are organised events which can be completely COVID-19 compliant.**



# What The Restart Expo Looked Like

Refer to Appendix 'A': Restart Expo floor plan

Watch the Restart Expo video: <https://youtu.be/CM6kFrqoo-I>



## EXHIBITORS

Forty industry-related exhibitors were able to engage with government officials, members of non-governmental organisations, business representatives, media and industry colleagues. Six hundred visitors attended the expo over a two day duration.



## MEETING ROOMS

In addition to the exhibition stands, there was a business lounge for premier visitors and media, four meeting rooms that allowed for socially distanced one-on-one meetings or used as on-the-go work spaces, and two restaurant areas.



## SEMINAR THEATRE

A high powered seminar programme saw multipliers of business, health officials & authorities exchange ideas and discuss ways in which to take the SA economy forward in a safe and healthy manor. Sessions were live streamed with participants from around the globe.



## SIGNAGE

Directional signage, separate entry and exit points, strict flows of movement, a holding area and a real-time counting system in place ensured social distancing and that no more than 250 people were indoors at any one time.



# Covid-19 Visitor Protocol at Restart Expo

The Johannesburg Expo Centre (JEC) facility selected for the Restart Expo was ideally suited as it provided enough space for the expo and seminar component of the show as well as a separate registration building to control access and observe social distancing protocol.

JEC's venue operations and commercial team, as well as all its sub-contractors, have been inducted by the Department of Health for safe operations under COVID, and having this code of conduct operational since May 2020 puts them in great standing to confidently host events of any nature at the venue.

**A strict COVID-19 visitor protocol was in place for all visitors attending the expo:**

## 1. ONLINE REGISTRATION

- Register online
- Select a preferred timeslot
- Registration by a ballot system
- On acceptance, an entry ticket emailed



## 2. COVID-19 QUESTIONNAIRE

- 24 hours prior to the visiting timeslot, a COVID-19 questionnaire emailed to the visitor for completion.
- No form, no entry

COVID-19 Self-Declaration for Entry

Access is subject to completing this document. Acknowledge Entry

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

|  | Yes                      | No                       |
|--|--------------------------|--------------------------|
| 1. Have you travelled internationally in the last 14 days?                             | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Have you been in contact with someone who is COVID-19 positive in the last 14 days? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Have you currently suffered from any of the following symptoms?                     |                          |                          |
| Fever  | <input type="checkbox"/> | <input type="checkbox"/> |
| Cough  | <input type="checkbox"/> | <input type="checkbox"/> |



# Covid-19 Visitor Protocol at Restart Expo Cont.

## 3. VENUE ARRIVAL

- Show ticket on arrival for entry to parking area
- Face masks compulsory and to be worn at all times
- Follow the directional signage to registration screening area



## 4. HAND SANITISER STATIONS

- Hand sanitiser stations placed throughout the venue
- Hand sanitiser on exhibitor stands
- Cleaning throughout the day in all areas



## 5. TEMPERATURE SCREENING

- Temperature checks for all visitors
- Access denied if temperature above 38 degrees Celsius



## 6. COVID-19 OFFICERS

- Dedicated COVID-19 officers on-site

## 7. REGISTRATION & BADGE

- Visitors directed to the registration desk
- Once checked, pre-printed badge and lanyard given to visitors in a sanitised plastic bag
- Check for COVID-19 questionnaire, if not on the system visitor required to complete, or no entry







# Covid-19 Visitor Protocol at Restart Expo Cont.

## 8. HALL ACCESS

- From Registration visitors directed to a holding area
- Real-time counting system in place to ensure Government regulations stipulating up to a maximum number of 250 people indoors is met
- Access to the hall through a further control point



## 9. SEMINAR THEATRE

- Seminar Theatre socially distanced seating on a first come first served basis
- Stage, floors and chairs cleaned between speaker sessions
- Podium and mics cleaned after each speaker



## 10. MEETING ROOMS

- Private meeting rooms available on first come first served basis
- Area cleaned after each meeting



## 11. RESTAURANT

- Two restaurants available
- Social distancing in place
- Food safety protocols in place
- Regular cleaning of floors, tables and chairs



Refer to Appendix 'C': Restart Expo Covid-19 Visitor Protocol



# An Industry That Is Already Regulated

**The industry is well regulated, even before the global pandemic, the organisers and venues involved are more than capable of putting together a public event that falls within the World Health Organisation and local government COVID-19 regulations.**

Refer to Appendix 'C': JOC - Joint Operations Committee (pg28)

This document was developed by the City Of Johannesburg Events Committee (Joint Operations Committee). It details the stringent measures that have been put in place in the City of Johannesburg, this level of scrutiny to events is replicated in all major cities in the country.

- The events industry is already well regulated. Local authorities have the expertise and experience to regulate events.
- Demonstrated to National government that increasing capacity to 50% of venue does not increase the public health risk.
- The Cities have established events offices since the promulgation of the Safety at Sports and Recreation Act 2 of 2010 and the South African Police Services have Provincial Events Offices that approve events applications in their respective provinces.
- They liaise with the local police for each event and they provide manpower, intelligence and logistical assistance to local police stations during medium to high risk events.

The Events Industry is in a far better position to host 50% plus capacity than any other public spaces, retail and entertainment venues.



# Fully Reopening The Industry Safely

**As an industry we are compliant, we are able to manage regulations and the different processes that are involved with the exhibitions and events industry. The Restart Expo showcased our ability to add COVID-19 safety and health protocols to an already well-regulated industry.**

- The Events Safety Guidelines, formulated at the beginning of lockdown, has considered the health and safety protocols from the Department of Health, the World Health Organisation, and many international event organisations.
- Besides the new Guidelines, the exhibitions and events industry is very regulated and safety is a prerequisite to any event plan.

## **Refer to Appendix 'C': JOC - Joint Operations Committee**

- Taking exhibitions as an example, the format of an exhibition allows the organisers to structure and steer the visitors to the event on all steps of their journey – from their registration, to their arrival on site and entry, to the way they navigate show floors, meetings spaces, and auditoriums, as well as the catering and sanitary options available to them.
- Exhibition venues are designed specifically to host this type of event and to manage visitors to their site according to strict local authority security policies and international safety standards. Adding further measures to ensure COVID-19 regulation compliance is not difficult to do, as the Restart Expo demonstrated.
- It is standard practice for all exhibitions to get approval prior to opening. There are very strict health and safety protocols in place and the industry has always been compliant.



# Fully Reopening The Industry Safely Cont.

- Paperless system with online registration, QR codes to download the visitor protocol, seminar programme and visitors guide
- Social distancing with decals in place
- Hand sanitiser stations throughout the venue and on all exhibitor stands
- Wearing of facemasks
- Regular cleaning of exhibitor stands, seminar theatre, business lounge, restaurants, meeting rooms, and registration and holding areas
- Open windows to allow air flow
- Temperature checks
- Completion of COVID-19 forms prior to entry
- Real time counting system to monitor venue numbers

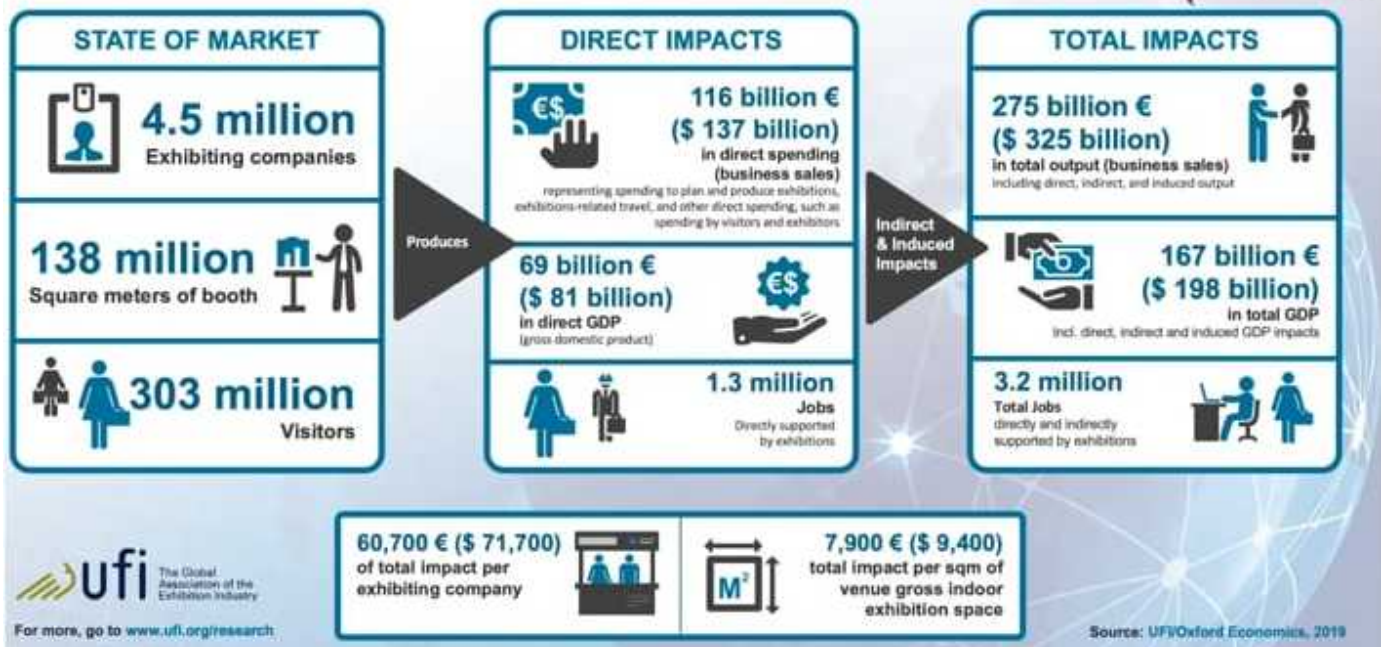


# Economic Contribution Of The Industry

## GLOBAL ECONOMIC IMPACT

Global research has indicated that for every dollar (ZAR, euro or whichever currency) that is invested in putting together an event of this nature, it generates anything between six to eight dollars into that local economy, and that's even before the trade that happens on the floor of the event is taken into account.

### Global Economic Impact of Exhibitions: World





# Economic Contribution Of The Industry

## THE ECONOMIC CONTRIBUTION OF THE INDUSTRY IN SOUTH AFRICA

- Exhibitions add **R66.5 billion** to South Africa's GDP, contributing **R3 billion** to national taxes and **135 100** sustainable/created jobs.
- The industry contributed **R23 billion** to the tourism sector and sustained **47 000** jobs. The direct impact to the tourism sector is **R7.6 million**. (Research findings from an economic impact study concluded in 2016).
- These figures represent exhibitions only. Add to this the income and jobs generated by events, and the numbers increase significantly.

Both exhibitions and events have seen continued growth in subsequent years (until the virus hit in 2020).





# Impact On The Industry by COVID-19 Restrictions

The exhibition, events and conferencing industry in South Africa has been hard hit by the impacts of the COVID-19 virus and its health and safety ramifications. The majority of events planned for 2020 were either postponed or cancelled.

- The cancellation of exhibitions has had a ripple effect on the entire ecosystem of venues, suppliers, and people who make up this industry. The industry is experiencing extensive income and job losses.
- The industry applied public health procedures put in place locally and globally, as advised by the South African Government. The industry is committed to protecting our staff, exhibitors, visitors, suppliers and all stakeholders.
- The impact of COVID-19 has seen the global exhibition industry revenue reduce to **30% in 2020 compared to 2019 levels**. It has created serious economic difficulties in particular small and medium companies.
- Around **1.9 million** jobs have been affected globally in the exhibition and tourism sectors. It is estimated that almost **300 billion US dollars** of contract value on exhibitions has been lost. *\*Kai Hattendorf, CEO at UFI - the Global Association of the Exhibition industry, seminar talk November 2020.*
- Listening to our seminar speakers talk about the tourism aspects of what needs to be done to help our local economy recover and bounce back, shows how exhibitions, events and conferencing have an enormous role to play.



# Seminar Theatre: Key Discussion Points



**MMADITONKI SETWABA,  
ACTING DEPUTY DIRECTOR-GENERAL,  
TOURISM SECTOR SUPPORT SERVICES**

Speaking on behalf of the Minister of Tourism:

- It is clear that the meeting and events industry has been strongly affected by the disruptive effects of the COVID-19 pandemic with hundreds of events having been cancelled, not only in South Africa but the world over.
- We do not underestimate the value of events. We have demonstrated as a department the importance of exhibitions and events in the tourism value chain through our Market Access Support Programme.
- The events industry hosts about 1-million delegates annually and 11.4% of foreign tourism expenditure was attributed to this industry in 2017.
- Government will continue to support the business events industry, providing access to markets and opportunities and building and strengthening international trade relations. A major component in influencing the revival of an inclusive tourism economy is the Tourism Recovery Plan.

**The effort that has been put into the Restart Expo to showcase the ability to comply with the health protocols is well appreciated and this gives confidence and trust; as government, we are certain that the Restart Expo 2020 will result in more business events being held under these adjusted operations to enable continued economic activity without jeopardising efforts to prevent further spread of the COVID-19 virus.**





# Seminar Theatre: Key Discussion Points



**TSHIFHIWA TSHIVHENGWA,  
CEO, TOURISM BUSINESS COUNCIL OF  
SOUTH AFRICA**

- To be where we are today, and the fact that we're able to sit here today and be able to say this is how we can restart the industry.
- A lot of people underestimate the impact of the business events and the business tourism industry. It's one of the most important sub-sectors of tourism and, pre-lockdown, was one of the fastest growing.
- Our local and international events draw many people, products are sold. Many people and businesses are involved along the value chain; we have to appreciate and value every single person who is part of this. The impact of COVID-19 on the economy has seen GDP shrink and jobs lost.
- Our industry is in the eye of the storm. We were the first industry to shut and we'll be the last to be opened.
- To recover, we need domestic and international travel, we need government and we need corporate events and meetings to happen to sustain the industry. If we are not able to open up on a larger scale, more people will lose their jobs.

**The health and safety protocols that have been developed and shown here at the Restart Expo proves that the industry is ready to fully open. This is what the future will look like. But we need to be able to increase the number of people who attend exhibitions to make them viable and to sustain the industry.**



# Seminar Theatre: Key Discussion Points



**SISA NTSHONA:**  
**CEO, SA TOURISM BOARD**

- We want to get as many people into the country at any given point in time; that's our role; to get people into the country, travelling within the country and more importantly to get people to spend within the country.
- With an event or with an exhibition, you can get five thousand delegates in one shot and with the five thousand delegates could also come additional people, boosting numbers further.
- That's the attraction that this space has to South African tourism.
- Secondly, we measure the economic impact of all the activities of all these exhibitions and events; to look at the value chain from when the person arrives in the country to when they leave; to measure the contribution made to the local economy. We need to ignite the economy again and the services space is one that we can focus on to help drive revenue and drive the economy.
- Will hybrid options fill the revenue gap? What's the new model to ensure economic benefit? All these things have to be thought through. Ultimately, we've got to find operating models or business models that are able to be profitable in this new environment.
- So let's be agile; let's be nimble. We don't know when a vaccine will be widely available, so let's lead from what we currently know. Let's inform, educate and lead the customer to understanding that it is safe to return as protocols are in place; to create that confidence.

**Exhibitions and events are in the right place to boost the economy, to get jobs going. Our industry is organised events and always has been and, as the Restart Expo shows, we have COVID-19 health and safety protocols in place.**



# Seminar Theatre: Key Discussion Points



**BARBA GAOGANEDIWE,  
CEO,  
GAUTENG TOURISM**

- Within this current environment, we take our inspiration from a quote by Eisenhower: “Our purpose is to build, rebuild and build again.”
- At the Restart Expo, we are collectively here to rebuild and to continue building. As participants, you are an army of change agents. We are going to rebuild together with you. So how do we build business during and post COVID-19?
- The events industry, tourism industry, conventions – all of these sectors are fundamentally built around people interaction and cultural exchanges. We are looking for tailor-made local solutions that are also attractive for global participation. We have solutions, as demonstrated here at the Restart Expo.
- There is a virtuous circle between events and vibrancy. The more events in the Province, the more vibrant the Gauteng City Region becomes and with increased vibrancy there are more events, and so on. And then the real hosting of events can be realised ... as vibrancy makes the province a highly desirable destination to live, work and play, and hence attract people and investment.

**We must look at partnerships; how we work with you. To support and host events in Gauteng. At the Restart Expo, we are all about economic growth, job creation and poverty alleviation by supporting the industry to reopen.**

**So let's partner together. We have a vision. Let's Restart!**



# Seminar Theatre: Key Discussion Points



**KAI HATTENDORF,**  
**MD/CEO at UFI, THE GLOBAL ASSOCIATION OF THE**  
**EXHIBITION INDUSTRY**

The exhibitions and events industry has taken a huge hit as a result of the COVID-19 virus. The revenue generated this year has contracted to 30% comparatively with 2019 revenue; 1.9 million jobs have been affected globally across exhibition and tourism related activities; and almost 300-billion USD business contract value between participants of exhibitions has not been generated.

- The exhibition, events and conferencing industry should be seen as part of the solution to post COVID-19 economic recovery.
- We create meeting places for industries to come together and to connect; the place where business can restart and where order books can be filled again.
- Unfortunately, our industry has been bundled into all kinds of mass gatherings, which we are not.
- UFI, with input from the WHO and all the players in the exhibitions and business events industry fold, put together the 'Global Framework for Reopening Exhibitions and B2B Trade Events Post the Emergence from COVID-19' which set out how we can run these events safely, even in times of COVID-19.
- Our industry has always been very well regulated and to add the additional COVID-19 health and safety protocols was not a challenge for us.

**So, we can open and we are reopening and the Restart Expo is poised to restart the SA exhibitions and events industry.**



# Exhibitions & Events: An Industry United

The Restart Expo saw the industry united in the call for the full reopening of exhibitions and events.

It was encouraging to see an industry that's been hard affected by the economic impact of a pandemic pull together in a manor like this.

Running exhibitions and events is a team sport. No single set of skills, no single interest group can put on an event like this; it needs a whole group of people working together.

We thank every member of our industry for their support in bringing the Restart Expo to life.

Dedicated to supporting the business events sector, the Gauteng Conventions and Events Bureau partnered with the Restart Expo and had a stand at the event.

The expo was also endorsed by the Association of African Exhibition Organisers (AAXO) and the SA Events Council, which collaborates with 14 event associations, and had the support and active involvement of UFI, The Global Association of the Exhibition Industry.

**Initiative by:**  

**Endorsed by:**  

**Member of:** 

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**Official Media Partners:**    

**In Partnership with:** 

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**Supported by:**



# Exhibitions & Events: An Industry United

"The SA Events Council, together with AAXO, is committed to the reopening of the exhibition industry.

Events and Exhibitions have, regrettably, been overlooked during the lockdown, which commenced in March this year. Unfortunately, exhibitions have been bundled into the same category as mass social gatherings. The Restart Expo is a strategic effort to unbundle this myth and show government officials and local municipalities that Exhibitions and Events are safely organised business gatherings."

***Projeni Pather, Chairperson  
at AAXO and Spokesperson  
for SA Events Council***

"The desire to connect, and meet in-person for a moment without the distraction of any technology presented this opportunity at the Restart Expo. The business events and exhibition industry continued to build momentum through the hosting of the Restart Expo. It is within these moments experienced at the Restart Expo that we will build momentum for the recovery of our industry. We have demonstrated that we can meet in-person responsibly and that we are a key industry to drive the economic recovery of South Africa. The Restart Expo did that and we urge government to allow our industry greater freedom to do what we do best, create economic platforms for investors and citizens."

***Glenton De Kock  
Chief Executive Officer,  
Southern African Association  
for the Conference Industry***



# Our Industry's Appeal To Government To Lift Restrictions

- We should not be classified as mass gatherings, **as we are organised events** which can be completely COVID-19 compliant.
- The industry is so well regulated, even before the global pandemic, and the organisers and venues involved are more than capable of putting together a public event that falls within the World Health Organisation and local government COVID-19 regulations.
- The current maximum limit of 250 people indoors limits interactions; this **capacity limit is not financially viable for exhibition and event organisers.**
- We want to open up our industry like every other sector is opening up, whilst operating in a safe environment.
- The industry appeals to the decision makers for **capacity limits for organised events to be lifted** to no restrictions or to at least 50% of venue capacity, with no maximum limit in numbers indoors and outdoors within this.

Exhibition and conference venues are opening up worldwide by complying with the necessary requirements to keep safe and keep the virus at bay. We can do the same here in South Africa.

We are ready!