

The Cape Argus Workplace Expo around the corner

Issued by [Penquin](#)

4 Sep 2009

The Cape Argus Workplace Expo is making waves in the Western Cape as distinguished organisations grab at the opportunity to be associated with the event. Following the same winning formula that enticed 14,500 visitors to the Johannesburg equivalent of The Workplace Expo, organisers PenQuin International promises to deliver more of the same quality, choice and expertise.

The standard of organisations already confirmed for the Expo is a clear measurement of their dedication to excellence. “I am resolute that the Expo provides a platform for top quality exhibitors and high calibre visitors to meet, offering an experience that is truly worthwhile and potentially life changing,” says Michael Berger from PenQuin Special Projects.

The Cape Chamber of Commerce and Industry resonates Berger's sentiment, observing that the Expo provides an environment that will stimulate interaction and develop valuable leads. The Chamber believes that if South Africa is to meet the employment target set by the Government by 2010, then The Cape Argus Workplace Expo is a likable answer.

Governing bodies in the Western Cape have shown their unanimous support of the expo, with the likes of The City of Cape Town, Parliament and Department of Labour already participating. The Expo is honoured to host Minister Alan Winde, MEC for Finance, Economic Development & Tourism for the Western Cape and Alderman Belinda Walker, Mayoral Committee Member for Corporate Services and Human Resources. Both these distinguished guests will deliver a key note speech at the opening of the Expo on the 18th September.

“Because of the current financial climate, unemployment figures over the past year have risen. I am very proud to be associated with this event, as it provides the logistical platform for our driven but perhaps discouraged citizens to come and see what is on offer, and be inspired by the choice and quality of potential employers available to them,” adds MEC Winde.

Joining the Western Cape governing bodies are an array of corporate, tertiary and not-forprofit organisations. Among these are, UWC, IMM, NMMU, Knowledge Resources (one of the largest suppliers of business books and training materials in Southern Africa), Career Planet (an NGO that provide career related training and workshops to high schools and communities through online, mobile kiosks) and big names in the corporate/retail arena Cadbury, Shoprite, Telkom, Planet Fitness and Metropolitan Health, to name a few.

It is clear the Cape Argus Workplace Expo will provide resources for every one entering or seasoned in the employment market. “We are expecting record numbers for this event,” reiterates Berger. “Floor space is limited and organisations that wish to join the ranks of aforementioned forward-thinking organisations need to move fast. Be proactive, take the credit crunch head-on and invest your brand in an Expo that will yield innumerable return.”

Quick Information

- Dates:** 18 - 19 September 2009
- Venue:** Cape Town International Convention Centre (CTICC), Convention Square, 1 Lower Long Street, Cape Town
- Times:** Friday - 10h00 to 18h00
1st Book Launch 11h30
Welcome & Keynote address - Minister Winde & Alderman Walker 12h30 - 13h00
Saturday - 10h00 to 17h00
2nd Book Launch 11h30

Entry fees: R30.

Free admission to student card holders, learners and public servants in uniform, disabled persons and children under 18 accompanied by parents/guardian and all visitors who pre-register online.

Ticketing information: For bookings contact Michael Berger or Natalie Cumberlege on 011 879 1900.

▪ **Penguin restructures to elevate business and drive innovation** 25 Apr 2024

▪ **#CareerFocus with Mandy Davis co-managing director at Penguin** 4 Apr 2024

▪ **How effective rebranding can redefine and elevate your business** 3 Apr 2024

▪ **Stars align for Penguin's brand evolution as agency unveils new logo and corporate identity** 2 Apr 2024

▪ **Four Leadership Strategies For A Dynamic Start To The New Year** 6 Feb 2024

Penguin



Penguin is an independent, mid-sized integrated marketing agency nestled in Johannesburg, with a team of insightful and creative individuals at its core. Established in 2000, our two-decade journey has seen us become a driving force behind the growth of several market-leading brands.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

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