

## **Craig Newman**

Craig Newman has been serving as the Chief Executive Officer of the Johannesburg Expo Centre (JEC) for the past 10 years and has turned it into a highly profitable business, year on year.

With over 24 years of industry experience, Craig has made a phenomenal contribution to the South African exhibitions, conferences and events industry. Since 1991, he has occupied leadership positions in some of South Africa's leading MICE industry companies that included Forge Ahead Exhibitions, TML Reed Exhibitions, Oasys Innovations, Balanced Solutions and Kagiso Exhibitions and Events. From the early stages of his career, Craig showed that he could lead with confidence, insight and integrity.

On 1 June 2006, Craig's appointment as CEO of the Expo Centre signalled the beginning of a new era. Although it is now one of the top venues in Africa, the JEC was on the brink of debt when it bid to be chosen as host venue for the international broadcast centre for the 2010 FIFA World Cup.

Having set about fixing things immediately, Craig became the major driving force behind the JEC with his exceptional vision and his confidence to make things happen. His liberal and frank demeanor is complemented by his positive outlook and where some may see challenges, Craig sees opportunities for growth.

In 2003 and 2004, Craig served on the board of the Exhibition & Event Association of Southern Africa (EXSA) and as the Venue Forum Chairman of the EXSA Board in 2009. As an active member of the South African exhibitions industry, Craig has developed an enviable understanding of the South African market, as well as the African market and his wealth of knowledge and experience has been tantamount to the excellent turnaround strategy for JEC.

In 2014, Craig was elected onto the main Board of Directors at the UFI, the Global Association of the Exhibition Industry and was further appointed onto the UFI Executive Committee. His most recent achievement was being appointed as Vice Chairman of the UFI Middle East Africa Chapter.

Craig Newman is a respected and admired leader. His friendly approach, together with his fearless attitude makes for a potent combination that is capable of leading the Expo Centre for years to come.