

Scan helps shape the future of African travel

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It took 18 months to negotiate and plan, and involved building 6,000 non-standard components such as walling, graphics and bulkheads with LED lights - but the 'We are Africa' 2014 show was a seamless experience, thanks to Scan Display's Cape Town branch.



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This event, held at the iconic Cape Town Stadium (5-8 May), showcased a selection of luxury African and Indian Ocean travel brands. The 550 hand-picked delegates and exhibitors operate bush camps and safari lodges, urban hotels and beach resorts. Delegates at the show were addressed by expert speakers on topics such as the socio-economic future of Africa and the opportunity to re-brand the continent.

This travel trade show (by Scan Display client, Beyond Luxury Media Ltd) took place in South Africa for the first time. It follows Beyond Luxury's other groundbreaking travel trade events in Marrakech and Miami,

"Our client is a global player, with extremely high expectations for creativity and quality. We were tasked with supplying the best of everything within a tight schedule. The design and execution were undertaken in our Cape Town workshop, with the aim of maximising impact for every participant," said Scan Display Chairman, Alex Hawes.

Scan's previous experience of working at the stadium, such as during the Soccer World Cup, was invaluable and the results achieved were impressive. Delegates entered the stadium on a red carpet and were welcomed by huge letters spelling out 'We Are Africa'. Individually-lit exhibitor booths were slick and sophisticated, with red carpeting off-setting the modern white furniture. Visitors could relax and enjoy champagne and gourmet snacks at the comfortable seating and café tables provided in the public areas.

Scan Display's Cape Town Sales Manager, Jane Steel, was Scan's project manager for the event. She was delighted with the results of her team's efforts: "This was a suitable setting for making Africa shine around the world. It also revealed the high standard that the Southern African exhibition and display industry is capable of."

A similar event is planned for 2015. To find out more: | www.scandisplay.co.za | alex@scandisplayct.co.za | weareafricatravel.com

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