

Tradeway Promotions opens offices in Jacaranda City

Issued by [Tradeway](#)

28 Oct 2010

Tradeway Promotions are excited to announce the official opening of their Pretoria office, which is based at the Loftus Versfeld Stadium on Lynnwood Road.

Tradeway Promotions, leaders in the recruiting, training and managing of resources for experiential brand activations both in and out of store - with its head office in Johannesburg, made the decision to open an office in Pretoria to both enhance their service offering to clients based in the capital city and to offer an easily accessible base to promoters living in Pretoria, which will also result in the availability of more part time job opportunities in the area.

"The request for our services from Pretoria based clients has been steadily increasing as has the need to include Pretoria in most national promotional client campaigns, and it has now reached the point where the need for a Tradeway Pretoria office has become a necessity," explains Managing Director of Tradeway Promotions, Michelle Francis.

The Pretoria office replicates our Johannesburg offices on a smaller scale with a Tradeway Academy training facility where promoters undergo a series of training sessions in preparation for client activations. "Our promoters from Pretoria are excited that Tradeway has a local permanent base located centrally with ease of access from Pretoria University and other tertiary institution, as many of our promoters are students, with the added benefit that all training is conducted in the same venue," says Michelle.

In addition, the Pretoria office will also be used for promoter castings, which are conducted regularly to update and strengthen the Tradeway Pretoria promoter database.

"We are certainly excited at the prospect of now being in a position to offer our clients a more seamless service offering in the Pretoria region, and guarantee a professional operation that is able to accommodate Pretoria specific campaigns that can draw on a local promoter database, which will ensure effective experiential brand activation campaigns for all our clients," explains Michelle.

Please direct all enquiries to through to our Johannesburg office on 011 803 9588

Contact person: Michelle Francis

Email: info@tradeway.co.za

- **Unlocking the power of promotional trade marketing: A data-driven approach** 29 Apr 2024
- **Beyond AI-deas: Data-led brand activations for lasting consumer loyalty, trust and advocacy** 14 Feb 2024
- **Tradeway Promotions welcomes creative giant, David Tshabalala, as head of design** 15 Nov 2023
- **Tradeway Promotions wins with Jacobs at inaugural Shop! South Africa Awards** 9 Nov 2023
- **Festive season frenzy: How to activate brand awareness this Black Friday and beyond** 1 Nov 2023

Tradeway



Our agency supports your brand, with technology and talent, straight to your bottom line.

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