

Scan's MD is new EXSA Chairman

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Scan Display Solution's MD, Justin Hawes, was elected Chairman of the Exhibition Association of Southern Africa (EXSA) at the Association's AGM in March. Scan Display is a leading exhibition and display company with offices in Johannesburg, Cape Town, Durban and Gaborone and a staff complement of 47.

Justin has been involved in the exhibition industry since 1996 and is well qualified for the role of EXSA Chairman, having served on the Association's Executive Committee for the last five years and as Vice Chairman for the last three.

He is excited about the challenge of leading the Association in the coming year. He believes it is time to put exhibitions on a par with traditional marketing methods: "The exhibition industry has been in the 'other' category too long. The future for exhibitions is fantastic. I believe we are going to see great growth in the industry and EXSA has a big role to play in promoting and regulating this medium."

Justin acknowledges the recent steady growth in the number of shows and attendees. "Visitor numbers are up. This means that exhibitors are getting more exposure and better returns at shows. As a result, they are buying more floor space and spending more on exhibiting, improving the overall quality of exhibitions. This in turn results in more visitors."

EXSA represents organisers, venues, designers, stand builders and contractors in the exhibition industry. Justin is also Chairman of EXSA's Suppliers Forum, which meets monthly to discuss issues relating to stand builders, designers and suppliers to the industry.

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Scan Display is a leader in the African exhibition, events and display industries, specialising in award-winning exhibition stands, exhibition and event infrastructure, mall activations and display products.

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