3d Group confirms African Bureau of Conventions membership

In its core strategic objective of the African Bureau of Conventions to partner with industry and service providers, who not only ensures that the bids placed for conventions, exhibitions and events is secured for South Africa and Africa, has welcomed 3d Group of Companies as members to its network.

The 3d Group, established in 1995, is a group of strategic business units specialising in the supply of a comprehensive range of products and services for exhibitors and exhibition and event organisers alike.

With a staff compliment of 215, all aspects such as design, project management, electrics, Octanorm / modular stand design and construction, custom stand design and construction, shop fitting, furniture hire, large format digital printing and shell scheme are undertaken in-house, ensuring the success of a client's project, ensuring that the client has one project manager, and having everything in-house provides clients with the best value for money proposition.

The 3d Group of companies approached black economic empowerment (BEE) as a strategic imperative and together with commitment from top management to transform the companies culture, has resulted in major PDI shareholding.

Janine Meyer, managing director of the African Bureau of Conventions stated how important this was for the positive development of the industry and the way forward for African Bureau of Convention to be associated with such a partner, as 3d in the exhibitions realm.

Conrad Kullmann, group sales and marketing director said, "We are very excited to be part of African Bureau of Conventions. We are confident that our affiliation with the African Bureau of Conventions leads to greater opportunities for the 3d Group, not only in South Africa, but Africa. After 18 years of building the 3d Group, we are now geared for any challenges this affiliation may lead to, understanding the nature of the future leads for conventions, their size, and new and exciting events. This is keeping in line with our new motto 'Going from good to GREAT'".

Sharon Peetz, director of the African Bureau of Conventions further added, "With over 9 products and services offered by the 3d Group, there was no doubt that this would be of immense benefits to our clients who wanted a "one stop shop". In addition, the 3d Group share a similar vision of the African Bureau of Conventions in terms of unlocking the wonderful opportunities that exist in Africa."

Conrad concludes by saying, "The 3d Group is one of the largest suppliers of exhibition infrastructure and management in Africa. Our head office situated in Linbro Business Park, Johannesburg, is a five minute drive to Africa's largest business hub - Sandton. Our five business units seamlessly supply all services needed to ensure your next exhibition is a success.

We are regular recipients of "best stand" awards for stand design and construction excellence, and best supplier company awards. We specialize in shell scheme, Octanorm design stands and Custom wood stands. This is a relationship that we are looking forward to, and our future is exciting!"

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