

3D Group wins SA Tourism contract

South African Tourism has awarded the 3D Group a contract to design, build and take its exhibition stand to three different exhibitions a year, each in a different country, for a period of three years, the tourism body announced yesterday, Wednesday, 20 May 2009.

The first, World Travel Market (WTM), takes place in the UK during September 2009. Others are scheduled for Germany during the first half of 2010.

According to 3D's sales director Conrad Kullmann, the group's skills set - encompassing design, construction and build-up and break-down, and others - as well as in-depth knowledge of trends attracting visitors to exhibitions and access to leading-edge technical equipment - played a major role in 3D's winning the tender.

Modular stand system

Another key factor was the group's membership of the Octanorm Service Partner International (OSPI) network.

Octanorm is claimed to be the world's first and leading modular stand system. Through the network, 3D is able to provide stands for its clients in all major exhibition centres around the world at the fraction of the cost of freighting the stand from South Africa, simply because the OSPI counterpart in those countries will do the build-up and break-down. Similarly, 3D is able to build stands in SA for clients of OSPI members from around the world.

The 600m² stand - which comprises 68 individual booths for exhibitors, a 200m² double-storey structure housing meeting rooms and entertainment areas, as well as various reception and entrances - will be built at a factory in Johannesburg. Thereafter, it will be packed and shipped in six 40-foot containers to Europe, where it will remain for three years for transport to the respective sites when needed.

Not the first time

Kullmann is understandably very proud of the team winning this contract: "This is not the first time we have built overseas - we've been to Cairo and Hong Kong with Telkom, Shanghai with the National Ports Authority and Toronto with Eskom, for example, but it certainly was one of the most prestigious contracts out there over recent months, and I'm thrilled 3D won it.

"The brief for the design was to show South Africa as a progressive first-world destination and, were you to see our design, I'm sure you'll agree we hit the nail on the head. Our response to the tender, in terms of design and logistics solution, clearly highlights our international capability and contacts," he said.