

# PenQuin International receives praise for the Cape Argus Workplace Expo

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The Mother City showed great enthusiasm for The Cape Argus Workplace Expo, with an impressive turnout of over 4700 visitors. PenQuin International received great feedback from the exhibitors for bringing this opportunity to their doorstep.

In his opening address to visitors at the Expo, Minister Alan Winde, MEC of Finance, Economic Development and Tourism stated: "I would like to express my sincere thanks to PenQuin International, in conjunction with Independent Newspapers, for bringing the Cape Argus Workplace Expo to Cape Town. It is encouraging to see the eager and aspiring youth of our country taking positive steps toward finding employment. The workplace expo is a wonderful creation, and I would be pleased to see it become a bigger, better and more regular event."

The expo set out to provide face-to-face interaction between organisations from the private, public, tertiary and recruitment sector and everyone entering or seasoned in the employment market. In her keynote address, Alderman Belinda Walker, from the Mayoral Office of City of Cape Town, gave visitors the following advice: "Use these two days wisely to gain important information about available career opportunities and what you need to do to qualify for them. And if you do not have the skills for the job you have set your heart on - then make a plan. Find a job that will set you on the road to acquiring those skills."

The Cape Argus Workplace Expo allowed companies to highlight critical growth areas and promote professional advancement opportunities. A representative from Telkom explained: "The Expo cemented Telkom's status among students and graduates as an employer of choice. We were able to showcase our career opportunities and capture information on the potential new hires such as skills, qualifications and experience, which will be integrated into the in-house skills database." City of Cape Town resonated Telkom's sentiments with: "A well organised event where we could showcase our career opportunities and market our graduate internship programme."

Exhibitors and visitors commended PenQuin for the professional coordination of all components that ensured that the expo ran smoothly; from stand design and layout to the support given by the organising team. "We are very proud of what the Expo achieved in Cape Town," adds Michael Berger, PenQuin Special Projects. "The turnout is comparable to that in Johannesburg given the smaller scale, but provided immeasurable return to all involved."

The next Workplace Expo takes place in JHB at The Coca-Cola dome 19 - 21 March 2010. Bookings for this event open 05 October 2009. For more info on exhibitor rates and bookings contact Natalie Cumberlege on 011 879 1900.

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