

# Top talent for the taking at the 2010 Star Workplace Expo

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The Star Workplace Expo 2010, taking place from 19 to 21 March 2010 in the Coca-Cola dome, is selling floor space fast as corporations, tertiary and government institutions are securing their place to have a pick of top talent in Gauteng.

Exhibitors such as Teach SA, Fasset, Department of Labour, IDT, Milpark Business, Mbeva, TUT and Boston have all participated in the 2009 Expo and found it invaluable as a platform to engage with the more than 14,500 careerists, learners, students, graduates and professionals who attended.

The Workplace Expo, an initiative by PenQuin International, has received much acclaim in employment sector, stimulating interest from many multi-nationals and organisations looking to participate in 2010. Among them are Learning Point, Global Education, SAPICS and Open Learning who already signed-up. With South Africa officially emerging out of the global recession, these forward-thinking organisations are foreseeing the implications the strengthening economy will have on the employment sector; revenue generation, job creation and increased skills demand across all major industries. South Africa will also no doubt experience a mass influx of investment and industry growth on the back of the FIFA World Cup™. To that end The Star Workplace Expo is strategically scheduled in March 2010 to facilitate last minute skills recruitment ahead of World Cup projects in July.

Exhibitions have consistently proven to be one of the most effective means of marketing and brand awareness due to their direct, interactive nature and targeted lead generation. The vast talent pool of potential employees and professionals entering the job market, changing careers or exploring career development, are looking at proactive organisations that, by creating opportunities for engagement, sets themselves apart from others. The Star Workplace Expo gives organisations that platform. "We are focused on making The Star Workplace work for our exhibitors, ensuring tomorrow's talent is theirs for the taking. We have increased our niche marketing spend to widen our channels of communication. Exhibitors can expect a conservative estimation of 20,000 visitors and will enjoy pre-expo publicity and tailor made packages to suit their needs and budget," adds Michael Berger, PenQuin International Special Projects.

Visit [www.worplaceexpo.co.za](http://www.worplaceexpo.co.za) for more information.

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Natalie Cumberlege  
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Jenny Kearney  
082 568 2490

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