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Media Release

JPC Partners SAPOA at the 50th Annual Convention and Property Exhibition to be Held on June 22nd and 23rd, 2016

The Joburg Property Company (JPC) is the only municipal property management company in South Africa, it is owned by the City of Johannesburg Metropolitan Municipality (CoJ) and is well recognized for its part in maintaining a robust property portfolio which is diverse with various asset classes and is managed with the to achieve the strategic objectives that of maximising both economic, social, transformative and financial returns for the City of Johannesburg. We pride ourselves on leveraging the property to ensure Investment Attraction and Retention on Council Property, SMME and entrepreneurial development, Job Creation, Economic Transformation, Poverty Alleviation.

The City of Joburg Property Company has positioned itself to being a lead government-owned entity in setting standards and employing upcoming trends on the direction which must be taken to manage land so that economic, commercial and social returns are achieved; this is a balance which does not exist in private sector. JPC aims to be a leader in terms of understanding and managing the property portfolio in the context of all the market dynamics whilst at the same time managing the property within a complex legislative environment.

As a state owned entity who operates between these 2 paradigms, and the who holds the privilege of managing a diverse and unique portfolio, we aware of the “ins and outs” as well as the balance which must be embraced to be a front-runner in this situation.

The South African Property Owners Association (SAPOA) Annual Convention and Exhibition is a platform where local and international property professionals and practitioners meet under one roof to discuss investment opportunities, challenges, trends and game changing ideas in the Property Industry. It is also a place where Industry Players are celebrated and recognized for their achievements and innovation.

2016 Marks SAPOA's 50th anniversary and JPC is proud to be platinum partner during this milestone in the history of the Association. The event will takes place at the Sandton Convention Centre from the 21st to the 23rd of June.

“The JPC has always worked with SAPOA and been a regular partner of SAPOA at these Conventions. Besides congratulating the SAPOA team on this major milestone we have a message that we'd like to discuss with the industry, says Helen Botes, the CEO of JPC. The JPC Services are Property Portfolio Management as well as Outdoor Advertising throughout the City on Council Owned Land. The Property Portfolio comprises:

Asset Management
Facilities Management
Property Development
Property Management

JPC has been instrumental in delivering development such as Newtown Junction, 27 Boxes in Melville, Kgoro Central in Sandton, Fairlands Office Park and the adjacent World Wear Shopping Centre, Orlando Ekhaya, Pimville Place and Jabulani in Soweto and the new Council Chamber which is currently under construction at the Metro Centre Precinct in Braamfontein.

This year's SAPOA Convention and Exhibition promises to take the dialogue on property to another level, with thought provoking points of view from industry players. The major highlights of the three day event are the two awards, the SAPOA Property Journalism Awards for Excellence and the SAPOA Property Development Awards for Innovative Excellence in the category of Best Mixed-Use Development, which was won by the Newtown Junction, a development facilitated by JPC, in 2015.

For more information please contact:

Bliss Yeni on 010 219 9022 or 076 674 7660

Email: BYeni@jhbproperty.co.za