

Transformation discussed at JPC's outdoor advertising indaba

Several representatives from the City of Joburg and the outdoor advertising industry recently attended our outdoor advertising indaba at the Indaba Hotel, Spa & Conference Centre in Fourways.

Topics that were discussed included advertising regulations and illegal outdoor advertising; the challenges that small, medium and micro-sized enterprises (SMMEs) face; the importance of growth and transformation in the industry; and the role that the industry can play in job creation and poverty alleviation.

Joburg Property Company CEO Helen Botes emphasised our mandate of offering opportunities for SMMEs and transforming the industry.