

**PRESS ANNOUNCEMENT
FOR IMMEDIATE RELEASE**

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IIR SA IN COLLABORATION WITH THE STAR ANNOUNCE THE MERGE OF HR AFRICA SUMMIT AND THE STAR HUMAN RESOURCES DEVELOPMENT EXPO (HRDE) IN 2010, TO CREATE SOUTH AFRICA'S LARGEST HUMAN RESOURCES, EDUCATION AND TRAINING EVENT

IIR South Africa, organiser of the annual **HR Africa** has reached an agreement, in principle, with Specialised Exhibitions, organisers of HRDE since 1987, to create a major single HR event for South Africa. This was announced yesterday at the 6th Annual HR Africa that took place this week and attracted over 200+ visitors, experts speakers and exhibitors, over 4 days.

This new venture will introduce a 2010 HR event comprising of a three day high-level conference and one of the largest, extensive HR exhibitions in the country. The event will incorporate the latest HR trends, numerous new features with leading HR speakers. This forum will become the “must-attend” event for everyone involved in Human Resources, Education and Training.

The new event will fall under the umbrella of the **HR Africa** brand that is already well established in the industry (**HR Africa: HR Summit & HRDE Expo**). The event will take place in **October 2010** at the Sandton Convention Centre. The HR Summit will continue to attract senior-level directors and HR practitioners from all over Africa to debate urgent issues driving the development of human capital. The exhibition will include numerous new initiatives including an e-Learning Zone, Education and Supplies, Training and Simulation products as well as demonstrations, free vendor seminars and workshops. There will also be an important Awards evening to celebrate and reward innovators in the supply of training and education solutions. The organisers are also discussing a number of new initiatives in conjunction with government agencies that will further highlight and focus attention on Africa's most important area of development.

Hilly Comancho, The Star: “We are really pleased to be part of this exciting event and to be media partners. The Star has been media partner to the HRDE since its inception in 1987 and we look forward to many more years of partnership.”

Jelena Kucan: HR Africa Director: “Bringing together these two major HR events will provide everyone involved in HR, Education and Training, irrespective of their level, with a wonderful opportunity to take part and get a hands-on look into the new initiatives, solutions and ideas that are driving their industry. It is a great opportunity to create a single major event for the country.”

John Kaplan, Specialised Exhibitions' Managing Director: "This is a great initiative that will build an event that everyone in South Africa involved in Education, Training and HR can be justly proud of. IIR specialises in this important market sector and we are very pleased that they are bringing these two events together as one."

About IIR

The Institute for International Research South Africa is a wholly owned subsidiary of the world's leading Business Information Company- Informa. For over 20 years IIR has been a leader in the provision of business information. This has been achieved through an enterprising, focused company culture and unwavering dedication to the provision of timely, practical and objective information to executives around the world. IIR has grown from 10 to over 110 operating offices around the globe as the company continues to steam ahead in all 4 branches of their business - conferences, training, exhibitions and publishing.

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