

Working World

EXHIBITION 2026

17 - 19 FEBRUARY 2026

TRAMWAYS BUILDING
GQEBERHA

REPORT 2026



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1. EXECUTIVE SUMMARY

The 27th edition of the Working World Exhibition was held in person at a new venue: The Tramways Building, South End in Nelson Mandela Bay over three days from February 17-19, 2026 (Tues-Thurs). Annually the event is earmarked for this time on the calendar – positioned in the first term to avoid exams and be early enough to assist educational application deadlines.

The event (arguably the biggest careers expo in South Africa) seeks to empower South Africa's youth including a vast majority of under-privileged learners who have scant or no access to career guidance resources.

At the same time the event seeks to equip and inform young leaders and learners from former Model C schools. The visitor base of the event is representative of South Africa's demographics.

1.1 PARTNERSHIPS

The event was fully endorsed and advocated by the Eastern Cape Department of Education, with partner support provided by Coega Development Corporation, Mandela Bay Development Agency, Kingfisher FM and Magnetic Storm. The initiative also enjoys support from the Nelson Mandela Bay Business Chamber.

The Working World Careers Initiative is firmly entrenched as the authoritative educational / careers initiative as demonstrated by the commitment of the quadruple helix.

This year (the 27th edition) of the Working World Extravaganza (SA's biggest careers fair) provided all visitors with vital career planning information and resources.

In order to cater for parents to attend with their high-schooler expo hours were extended from 8am-4.30pm on all days. There was a marked increase in the number of parents attending with their learners, as a result of this and an advertising campaign run through Kingfisher FM and the project's usual channels.

In addition to being able to speak directly with employers, associations and educational institutions, all visitors had access to a Mobile Career Café (MCC) which is collaborating with the Working World initiative to provide career guidance, incl:

- Online Learner Profiler Tests (LPT) that are done online. This tool links careers (specific jobs, study areas in that field etc) to the interests of the learners, based on their responses to 72 questions. The test takes approximately 15 – 20 mins. A report of the results was immediately generated for participants and access to a wealth of resources on the platform available to them for three months at no fee.



It is the vision of the WWE to connect the quadruple helix (govt, academia, business and civic society) around tangibly reducing youth unemployment by providing school-leavers and youth with information and world-class resources that equip them to enter the world of work. We believe we are successful as a collective in doing that. Education and skills aligned with jobs is one of our country's greatest priorities as unemployment has deep tentacles in poverty, crime, labour unrest, government social burden, unsustainable free services like electricity, reduced taxes, social discontent and investment attractiveness. The scourge of youth unemployment has been described as a ticking time bomb. Addressing it, rallies a range of leading corporate and educational institutions to this initiative.

Key exhibitor segments:

Government: Department of Higher Education, Department of Labour, Dept of Public Works, Dept of Forestry, Fisheries and Environment, FASSET, SAASTA, SAPS, SA Navy, Health and Welfare SETA, et al.

Business: Engeli Enterprise Development/Propella, Standard Bank, Telkom, Axxess, Coega Development Corp, Woodlands Dairy, SAIPA, SAICA, PwC, et al

Academia: See full exhibitor list



1.2 SCHOOLS

Learners, general public and unemployed youth are invited to visit the show, free on a walk-in basis.

Schools book specific 90-minute time-lots to attend in order to ensure a smooth flow of visitors over the three days.

School groups are greeted on entry and participate in a Career Guidance 'briefing' and orientation before entering the expo.

The expo attracted 8609 visitors.

The total comprised 8056 visitors (mostly Gr 11 and 12 learners from 70 schools) who had reserved a visitation time in organised school groups at specific time slots between 8.30am and 4.30pm on each day; 103 learners who visited independently of a school group; 132 teachers and 318 unemployed and general public.

Schools that attended on Day 1 (Tues): 20 schools

Schools that attended on Day 2: (Wed) 22 schools

Schools that attended on Day 3: (Thurs) 28 schools

Total Schools: 70

Total of learners on Day 1 (Tues): 2226 learners

Total of learners on Day 2 (Wed): 2733 learners

Total of learners on Day 3 (Thurs): 3097 learners

Total: 8056 learners

Visiting Organised School Groups included:

Ntsika Secondary School
Phakamisa Senior Secondary School
Khumbulani High School
Nasruddin Islamic School
Harvest Christian School
EZ Kabane
Khwezi Lomso Comprehensive School
Woolhope Secondary School
Bethelsdorp Comprehensive School
King's School Port Alfred
St Colmcillce
Bonzai Kariega High School
Soqhayisa Secondary School
Stedin College
Eastern Cape CET College
Phaphani Secondary School
Masiphathisane S.S.S
Cingani High School
McCarthy Comprehensive
James Jolobe Secondary
Northern Lights School
Molly Blackburn
Andrew Rabie High School
Otto Du Plessis High School
Cowan High School
Willow Academy
Santor High School
Chubekile Senior Secondary
Morningside High School
Strelitzia High School
Gamble Street Secondary School
Lungisa High School
John Walton S.S
Masifunde C.A
Ithembehle Technical School
Masibambane S.S.S
Tinara High

Sophakama High School
Solomon Mahlangu
Mosaic Community Development
Sakhisizwe S.S.S
VM Kwinana High School
Kwamagxaki High
Pearson High School
Douglas Mbopa
Cape Recife High School
Eastern Cape Midlands College
St Thomas
Qaphelani S.S.S
Bertam High School
Woolhope Secondary School
Booyesen Park High
Ndyebo High School
Ethembeni Enrichment High School
Uitenhage High School
Theodor Herzl High School
Brilliant Learning Centre
Motherwell High School
David Livingstone
Bonzai Kariega High School
Curro Westbrook High School
Collegiate Girls High School
Grey High School
Westville SSS
Coselelani
Masifunde Learnership Development
Hendrick Kanise Combined School
Chatty Secondary School
Nkululeko Secondary School
Goldwater School
Lawson Brown
Alexander High School
Victoria Park High School



**CLICK HERE TO VIEW HISTORIC COMMENTS FROM
LEARNERS ON THEIR EXPERIENCE AT THE WWE**



1.3 EXHIBITORS

1.3.1 List of Exhibitors

A total of 63 stands representing 49 entities participated in the 2026 exhibition:

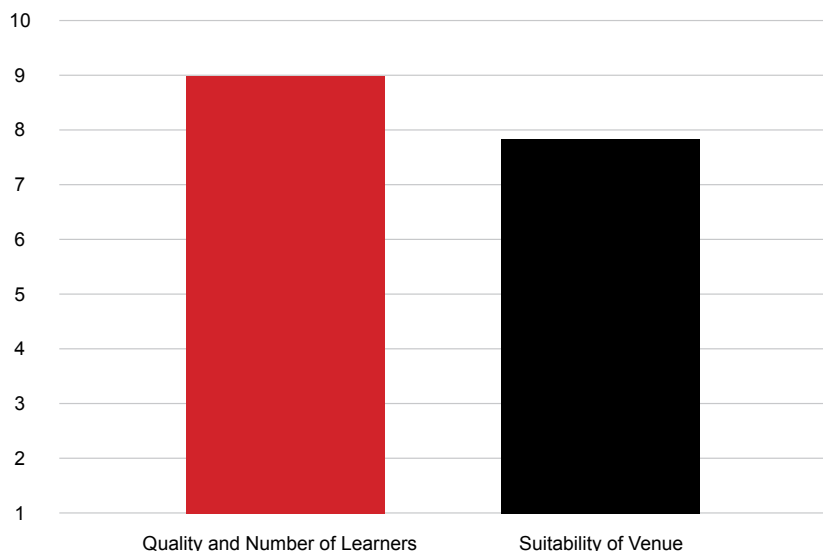
CTU Training Solutions
Total Concept Academy
Rhodes University
Woodlands Dairy
Coega Development Corporation
Kelly Girl Skills Academy
Capsicum Culinary Studio
SA Navy
PwC
Road Accident Fund
International Hotel School
Gardmed
Boston City Campus
SAPS:
- Explosives
- Forensics
- CP-K9
- Mounted Unit
- GBV Desk
- Communication
- Legal Services
- Mechanical Services
- TMS: Radio Tech
- Computer Tech field
- Electrical Engineering
- Air Wing, Pops
- Recruitment
- Water Wing
- Land & Sea Border
Department of Employment & Labour
DHET: WorldSkills South Africa
SAASTA
SAIAB
SAEON

SAAO
SARAO
iThemba Labs
ABSA Group Limited
Engeli Enterprise Development & Propella
Khanyisela College
Amathole Museum
Health & Welfare SETA
Pinion Business Solutions
South African Institute of Professional Accountants (SAIPA)
University of Limpopo
Department of Public Works & Infrastructure
Kingfisher FM
SA Institute of Chartered Accountants (SAICA)
Emeris
Francois Ferreira Academy
Telkom
AFDA - the school of the creative economy.
Standard Bank
The Retail Motor Industry Organisation
Digit SA
Chartered Institute of Procurement & Supply
IETISA IETI Baytech
Axxess DSL Pty Ltd
Action Volunteers Africa
Department of Fisheries, Forestry and Environment
FASSET
Nelson Mandela Bay Science Centre
Ilithiyana Academy (Virtual)
The Boardwalk (Virtual)

Exhibitors were requested to complete a short 2 minute survey to rate aspects of the event on a scale from 1-10.

The average score pertaining to quality and number of learners (target market) was a resounding 9/10, with more than 70% of exhibitors reflecting a score above 8.

The average provided score for suitability of venue (a key issue given the venue was being used for the first time) was 7.9/10.



Exhibitor comments:

- The Department of Employment and Labour would like extend the word gratitude and really appreciated the invitation to be part of this event
- Thank you Andrew and your Team for the great exhibition and work done. We appreciate this and the impact that the Exhibition had for scholars, parents and industry stakeholders for the Exhibition days and for the future.\
- Everything was well planned and a success but I feel like the venue was small
- I don't have suggestions. WELL DONE on doing an excellent job! Thank you again to Andrew and his team for the superb arrangements and accommodating the Mobile Career Cafe. One obviously wishes for more time with the learners for greater impact. The WWE is an important service to thousands of learners who can explore career options they can possibly pursue after school.
- I want to thank the organizers for this initiative. What I love about this Expo and if I can compare it with others is, the number of schools that attends. I have seen over 40 + different schools and obtained 689 leads from this expo. The venue was different this year. I'm not to pleased with it. It was extremely hot but you tried making up for that. Thank you . You have my support in and for future career expo's
- Greetings. I sincerely appreciate your wonderful initiative. Many thanks are also extended to the team and the assistance provided to the organization's participants in this project. May God grant your project the growth and ability to reach the most impoverished people.
- It was a wonderful expo. Keep up the good work. Please consider dates outside of the institutions peak registration periods. We are under pressure to register, during January and February.

- As exhibitors we can raise funds and have 1 goodie bag that has all our brochures and information which visitors can get at the entrance , when they come to the stands we have interactive discussions , presentation them instead of giving out booklets , we can also do this in groups instead of individual visitors.
- Thank you. I know there is a lot that goes into a expo like this. I think that the expo time is too long. Especially to be out the office. Suggestion start from 08:00-08:30 over the 3 days. Make one day a later time like 16:30, but the other two days stick with 15:00. Especially the last day. One need to look at maybe targeting other schools as well. To see why they do not want to attend or tell the schools already this year re date for next year. Well done. Despite the unforeseen water challenge you made a plan. Thank you.

1.3.3 Best Stand Awards

The following organisations were recognised for creativity, interaction with visitors and general enthusiasm around their presence and received the Best Stand Awards (Certificates):

The winners are:

First place: SA Police Services (SAPS) collective

Second place: SAIAB - Makanda

Third Place: Joint winners :Standard Bank and iThemba LABS



1.4 WORKBOOK AND RESOURCES

The following special resources were made available to all visitors, free as part of the vision to empower decision-making and career planning:

- The Coega Development Corporation is an ongoing valuable partner and sponsor of the Career Guidance Workbook which is distributed free of charge to 20 000 households, including visitors.
- Several organisations placed adverts in this resource which is used daily at school over the year. The Workbook is approved by the Dept of Education as text for the Gr12 LO syllabus.
- Career Guidance Counselling this year was done in large briefing sessions as learners entered the expo as well as the through the Career Guidance Café.
 - In addition to being able to speak directly with employers, associations and educational institutions, all visitors had access to a Mobile Career Café (MCC) which is collaborating with the Working World initiative to provide career guidance, incl:
 - Online Learner Profiler Tests (LPT) that are done online. This tool links careers (specific jobs, study areas in that field etc) to the interests of the learners, based on their responses to 72 questions. The test takes approximately 15 – 20 mins. A report of the results was immediately generated for participants and access to a wealth of resources on the platform available to them for three months at no fee.
 - The presence of a collection of institutions attached to STEM and the National Research Foundation eg SASTA, SAEON, SAROA, SAIAB, CSIR and the SA National Space Agency
 - Jobs in the public service eg SAPS, SA NAVY, etc
 - Direct access to exhibiting institutions,



1.5 LOGISTICS

As part of the exhibition fee, each exhibiting organisation received 2 x daily lunches, coffees, and access to the exhibitors' lounge with wifi. Limited support was provided for loading and packing.

1.6 MARKETING

In addition to the direct presence of target audiences at the Working World Expo the event and its participants received additional coverage and exposure through:

Radio Campaign with Kingfisher FM.

The campaign included several adverts leading up the event, numerous pre-event interviews and live broadcasting each day from the venue, during which as many exhibitors as possible were provided with radio interviews. Kingfisher FM's extensive social media network was also utilised.



- **Daily Live Interviews** (4 × 5 minutes each) on Kingfisher FM – 9–13 Feb (WWE exhibitors, including educational institutions):
 - 9 Feb at 08:15
 - 10 Feb at 08:15
 - 11 Feb at 09:30
 - 12 Feb at 12:15
 - 13 Feb at 16:15
- **Daily Crossover** (3–4 minutes) at 07:40, Presenter Gareth – 17–19 Feb (WWE Project Manager).
- **Crossover Interviews** (12 interviews over three days featuring guest stalls):
Tuesday, 17 Feb
 - 09:30 – Presenter Shereez

- 13:15 – Presenter Leanne
- 14:15 – Presenter Leanne
- 15:30 – Presenter Ethan

Wednesday, 18 Feb

- 09:30 – Presenter Shereez
- 12:15 – Presenter Leanne
- 14:15 – Presenter Leanne
- 16:15 – Presenter Ethan

Thursday, 19 Feb

- 08:15 – Presenter Gareth
- 09:30 – Presenter Shereez
- 13:15 – Presenter Leanne
- 14:15 – Presenter Leanne

- **Presence:** Kingfisher FM team at stall during 17–19 February.
- **Student Engagement:** Interviews with students at our stall, broadcast live.
- **Kingfisher FM Social Media:**
- Listen to Kingfisherfm worldwide online through their website stream www.kingfisherfm.co.za or listen locally via 107.5fm or 103.8fm
- **Radio Ads:** 45 ads to promote the event from 27 Jan to 16 Feb.

Schools Marketing

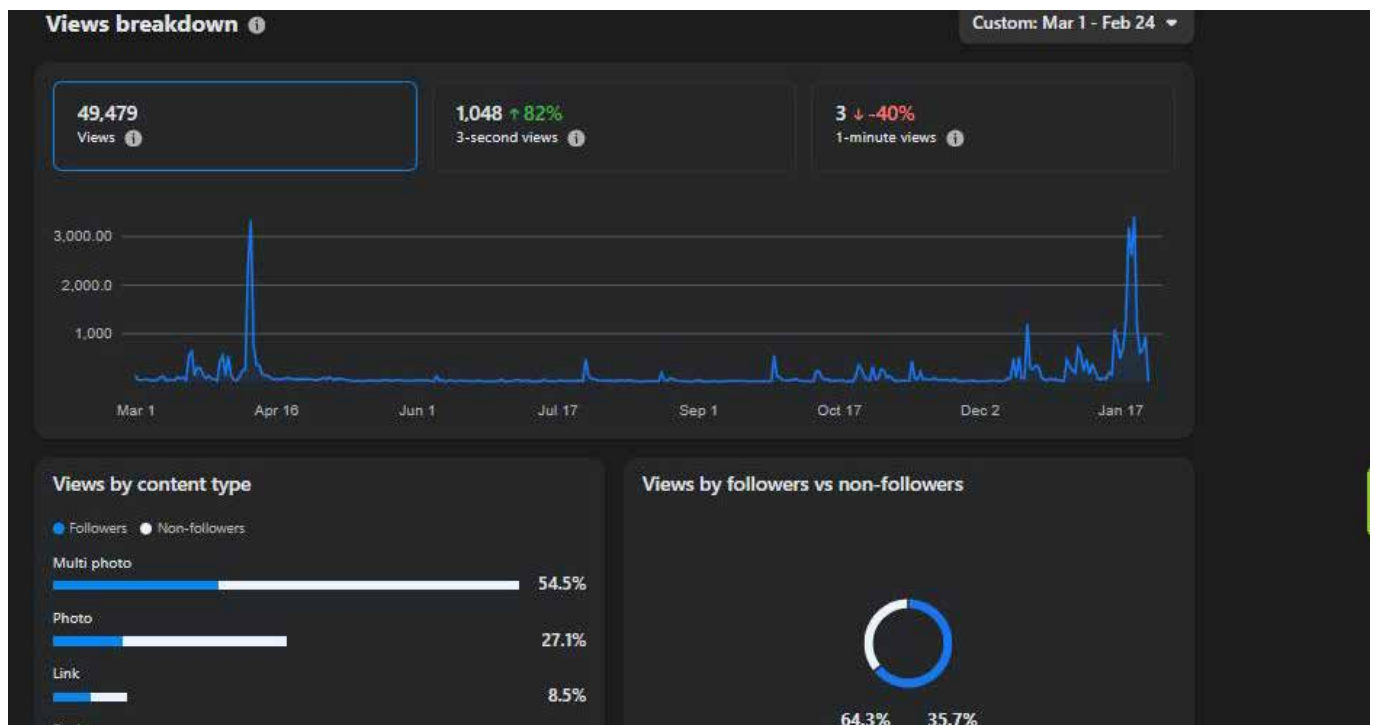
With the support and endorsement of partner the DOE, communication to schools, including memos on DOE letterhead are circulated to all metro schools. In addition, briefings are made to LO teachers at the DOE arranged meetings for LO Teachers.

Schools and in particular LO heads receive regular email and whatsapp updates, together with personal telephone calls.

This is also supported by an extensive social media campaign including Instagram, facebook and linkedin.

Direct communication to schools and numerous emailers (10) distributed via the NMBB Chamber to its members and via PE Churchnet provided further profiling of exhibitors.

Social Media



Over the past 11 months, the Working World Expo facebook page has received 49 499 views.

During Feb 2026 alone the Working World Careers Expo Facebook page reached 20 908 viewers..

The Inkanyezi Event Organisers facebook and Insta page largely mirrors that of the WWE, while the Inkanyezi LinkedIn page was also used to grow profile.

Used across the Working World and Inkanyezi Events profiles, social media ensured wide corporate and scholar reach.

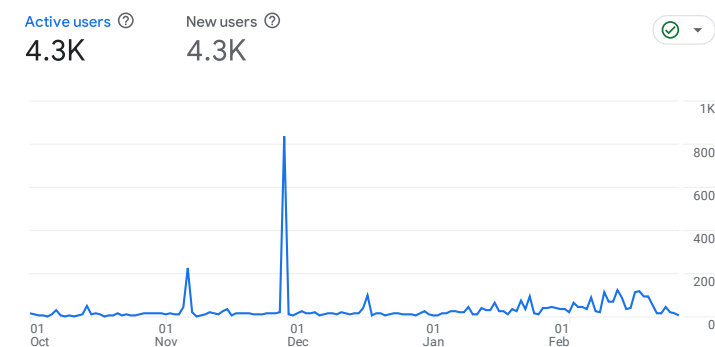


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Website



Report period: 1 October 2025 - 26 February 2026

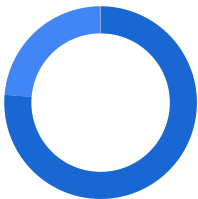


Number of Website Visitors

COUNTRY	ACTIVE USERS	CITY	ACTIVE USERS
South Africa	2.3K	Johannesburg	1K
China	991	Lanzhou	699
United States	268	Cape Town	482
Singapore	260	Gqeberha	352
Ireland	196	Singapore	230
Netherlands	143	Dublin	196
Germany	134	Amsterdam	139

Countries

Cities



Type of Device used to browse Website

Direct	3.3K
Organic Search	525
Organic Social	275
Referral	211
Unassigned	8

Source of Traffic

Views by Page title and screen size

PAGE TITLE AND SCREEN SIZE	VIEWS
Landing - Working Wo...	3.4K
HOME - Working Worl...	1.5K
ATTEND - Working W...	469
EXHIBITION STAND - ...	451
INDIVIDUAL BOOKIN...	393
SCHOOL BOOKINGS ...	317
Kouga Working World...	291

Top Pages Visited

Newsletters



Be Part of SA's Biggest and Freshest Careers Fair!

The Working World Initiative is back — **re-energised, re-imagined**, and ready to deliver its most powerful impact yet.

After 26 incredible years, we're taking the next bold step and becoming **FRESH**.

What's NEW?

- **A Fresh Venue** – Bigger, better, and purpose-built to showcase all the flagship features that make this Expo the country's most influential career-guidance platform.
- **Fresh Faces** – Engage directly with Grade 11s and the Matric Class of 2026, giving your brand early visibility long before tertiary and training registration deadlines.
- **Fresh Resources** – From our ever-popular Career Guidance Workbook to personalised counselling and online career assessments with individual reports for every learner — we're elevating the experience for visitors and exhibitors alike.

Why Exhibit?

This is the most effective way to connect with senior learners and unemployed youth who are actively exploring their study training, and career options. Your presence positions your organisation as a leader in shaping South Africa's future workforce.

Your brand is invited to get **FRESH** with us.

Secure your space at South Africa's biggest and most meaningful career guidance expo — and make an impact where it matters most.



CLICK HERE FOR MORE INFORMATION & TO BOOK:

www.workingworldexpo.co.za



The bell is ringing. If you move fast, you can still catch the **Class of 2026** at SA's biggest Careers Fair

- 15 000 Gr 11 and 12 learners
- 100+ schools in the Nelson Mandela Metro and surrounds under one roof over three action-packed days.
- Student recruitment for 2027 starts now!
- Enables strategic, impactful, return on investment with respect to community engagement/CSIR/BBBEE
- Engaged corporates demonstrate support for youth empowerment through education
- SETAs, government agencies, skills providers and business, work together to address youth unemployment
- WWE is an award-winning, widely endorsed and actively supported community resource with a track record over 26 years.

CLICK HERE TO BOOK AN EXHIBITION STAND OR FOR MORE INFORMATION

CONFIRMED EXHIBITORS INCLUDE:



www.workingworldexpo.co.za



AT SA'S BIGGEST CAREERS FAIR



CLICK HERE FOR MORE INFO AND TO PARTICIPATE AS AN EXHIBITOR

Or email: support@inkanyeziso.co.za for creative participation ideas.



www.workingworldexpo.co.za



SA'S MOST IMPACTFUL CAREER GUIDANCE INITIATIVE IS READY TO EQUIP AND INSPIRE.

The 26th annual edition of this award-winning initiative will welcome and empower school groups, together with unemployed youth, teachers and parents thanks to the direct participation of the region's top brands. CSI, Skills and HR managers are welcome.



- Up to 10 000 visitors
- Learner Briefing sessions prior to expo entry
- Career Guidance assessment station
- Career Guidance Workbook
- Live and recorded media interviews with media partners Mpuma iKapa TV and Kingfisher FM.
- Networking and connection with professional peers, parents and students

The WWE remains an invaluable resource for our country's youth as we address youth unemployment, thanks to the support of:



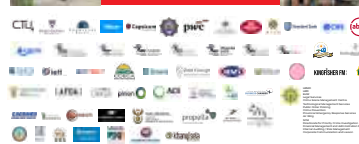
REGISTER NOW TO VISIT THE EXPO:

ALL VISITORS HAVE FREE ACCESS BETWEEN 8:30AM-4PM, BUT PRE-REGISTRATION IS ESSENTIAL.

Or email: support@inkanyeziso.co.za if you have any questions



www.workingworldexpo.co.za



www.workingworldexpo.co.za

working world

EXHIBITION 2026

2. OBJECTIVES OF THE WORKING WORLD EXHIBITION

The Working World Exhibition aims to be the most impactful Career Guidance Initiative in South Africa for Grade 12's, current students, their educators and parents.

- To provide educational institutions with a most efficient mechanism for quality student recruitment
- To provide corporates with a CSI platform to make a meaningful, well managed and BBBEE aligned contribution to education in one of SA's poorest metros
- To mobilise the quadruple helix in addressing youth unemployment by providing learners and teachers with world-class resources
- To assist learners in making informed career choices
- To expose learners to a cross section of options available once they leave school including further study, entrepreneurship, travel, including development of skills e.g fitting, turning, bricklaying, electronics etc.
- To assist learners with access to finance
- To expose learners to the actual World of Work through interaction with corporates in the Metro
- To inspire and motivate learners through our Seminar programme
- To motivate parents to become actively involved in career guidance
- To create a positive sentiment about living and working in the Eastern Cape & South Africa
- To create an interactive platform where learners can experience career opportunities as opposed to reading about them

The WWE has become such a success that it received an award from the Deputy President, Mrs Phumzile Mlambo-Ngcuka in 2005 at the Jobz Summit hosted in East London for its contribution to job creation.



3. GALLERY



CLICK HERE TO VIEW MORE GALLERY PHOTOGRAPHS



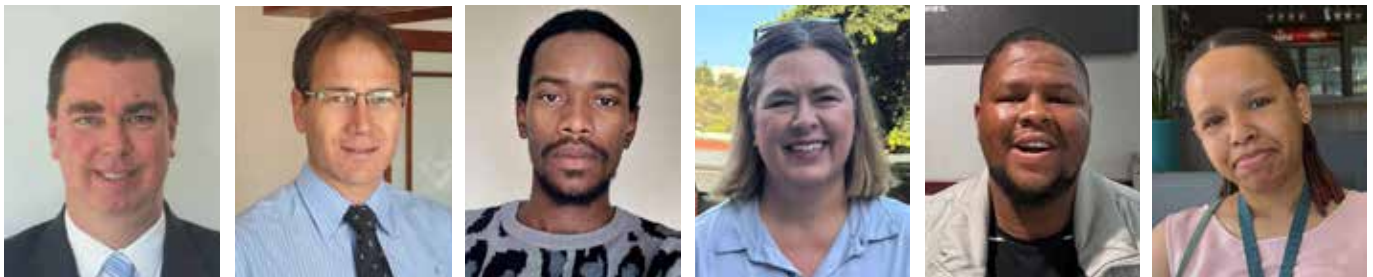
4. CONCLUSION

Inkanyezi Events and partners look forward to hosting the educational fraternity and engaged corporates in a mutually beneficial relationship at the 27th edition in Feb/ March 2027. The Working World Expo has another leg in 2026 – hosted in Kouga (Jeffrey's Bay) to 15 senior schools, teachers and unemployed youth in that region.

For early mover advantages and or to share value-adding ideas please engage us.

Contact Andrew at: andrew@inkanyezi.co.za ; 082 372 9247

2026 Exhibition Team



CONTACT:

andrew@inkanyezi.co.za
www.workingworldexpo.co.za



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